

**KNOWLEDGE AND ACCEPTANCE AMONG FFB DEALER IN PURCHASING
MSPO CERTIFIED FRESH FRUIT BUNCHES (FFB) AT KINTA DISTRICT,
PERAK.**

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LIST OF ABBREVIATIONS

Abbreviations

UiTM	University Technology Mara
MPOB	Malaysian Palm Oil Board
MSPO	Malaysia Sustainable Palm Oil
FFB	Fresh Fruit Bunch
SPSS	Statistical Package Social Science
Sig	Significant
Std.	Standard
RSPO	Roundtable Sustainable Palm Oil
MPOCC	Malaysian Palm Oil Certification Council
FELDA	Federal Land Development Authority
EU	European Union
GDP	Gross Domestic Product
BTS	Buah Tandan Segar
MT	Metric Tonnes
FELCRA	Federal Land Consolidation And Rehabilitation Authority

ABSTRACT

KNOWLEDGE AND ACCEPTANCE AMONG FFB DEALER IN PURCHASING MSPO CERTIFIED FRESH FRUIT BUNCHES (FFB) AT KINTA DISTRICT, PERAK.

The growth and demand of palm oil has increasing significantly over the several decades and at the same time the criticism about sustainability also has been questioned many times. They claimed that oil palm was the causes of climate changes through deforestation activity. They also stated that oil palm industry major cause of deforestation and also lead to many economics and social problems. In 2013, Malaysian government has taken a lead to tackle the problem related to sustainability by established Malaysian Sustainable Palm Oil (MSPO) standard. The study was conducted to know the levels of knowledge and acceptance among FFB dealer at Kinta District in purchasing MSPO certified FFB. This study also aim to examine the relationship between the knowledge and acceptance among FFB dealer at Kinta district, Perak in purchasing certified FFB. The method used in this research is by distributing questionnaire to FFB dealers at Kinta district, Perak. The sample size for this study are 33 FFB dealers are randomly selected as a respondents. The questionnaire was distributed to FFB dealers by face to face interview. All the data obtained has been recorded and analysed by using the Statistical package for Social Science (SPSS). Based on the result obtained, it shows that the most dominant factor that influenced purchasing trend of MSPO certified FFB is acceptance with 65.4% while knowledge show 7.2%.

Keywords: Knowledge, Acceptance, Purchasing, FFB dealers