

**KNOWLEDGE AND ACCEPTANCE AMONG PADDY FARMERS IN  
ADOPTING GOOD AGRICULTURE PRACTICE (GAP) IN SUSTAINABLE  
PADDY PRODUCTION: CASE OF KADA KELANTAN**

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## ABSTRACT

### **KNOWLEDGE AND ACCEPTANCE AMONG PADDY FARMERS IN ADOPTING GOOD AGRICULTURE PRACTICE (GAP) IN SUSTAINABLE PADDY PRODUCTION: CASE OF KADA KELANTAN**

Rice (*Oryza sativa L*) is the importance crop in Malaysia which is the major food in Malaysia that should ensure their food security in maintains the sustainability. Due to its importance of food security, Good agriculture practices (GAP) were introduced in paddy field by government to sustain production by practicing the farmers in produce food that is safe to eat and ecologically. The study was conducted to study the level of knowledge and acceptance among paddy farmers in adopting good agriculture practice (GAP) in sustainable production. This study also aims to identify the relationship between knowledge and acceptance among paddy farmers in Kada, Kelantan. The data was analysing by using Correlation and Multiple Linear Regression result from software Statistical Package for Science (SPSS). The result obtained shows that, for regression analysis, the knowledge is most positive moderate strong relationships with the coefficient reading is 0.629 compared to acceptance factor which have negative influence in implementation GAP. As a conclusion, in adoption of GAP by implementing the certifications will be increasing by improving more the acceptance among paddy farmers in achieves their sustainability of paddy in the future.

Keywords: Good Agriculture Practices (GAP), Sustainability, Knowledge, Acceptance