

**CONSUMERS' PERCEPTION ON QUALITY FOR EDIBLE COOKING
PALM OIL IN TAMAN RASMI JAYA, AMPANG SELANGOR**

SITI NUR ATIQA BUX BINTI SHEIKH JOHARI BUX

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DECLARATION

This Final Year Project is a partial fulfilment of the requirements for a degree of Bachelor of Science (Hons.) Plantation Technology and Management, Faculty of Plantation and Agrotechnology, Universiti Teknologi MARA.

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Candidate's signature :

Date:

Name: Siti Nur Atiqah Bux Binti Sheikh Johari Bux

I hereby declare that I have checked this project and in my opinion, this project is adequate in terms of scope and quality for the award of the degree of Bachelor of Science (Hons.) Plantation Technology and Management, Faculty of Plantation and Agrotechnology, Universiti Teknologi MARA.

Signature:

Name of Supervisor: Muhamad Zahid Bin Muhammad

Position: Uitm Lecturer

Date:

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ABSTRACT

Elaeis guineensis commonly known as palm oil tree is one of the major commodities for Malaysia. Edible palm oil comes from palm oil is one of the most important components of food and major sources of energy for a human. The research explores the consumer perception of quality for edible cooking palm oil in Taman Rasmi Jaya, Ampang, Selangor. The purpose of this study is to determine the factor that influences the trend and quality and measure the awareness in terms of health issues for palm oil among consumer. Nowadays, the current issue about edible cooking palm oil is an abundance demand and health product. The method of study used questionnaire was obtaining 265 respondents. The data analysis using SPSS Version 20.0 and the result represent using factor analysis, crosstab, crosstab chi-square, correlation test. The production of palm oil should be effective when the product was supplied efficiently by taking advantages from the advertisement. The result has shown that consumer purchasing edible cooking palm oil because they used it as the main material in a prepared meal in daily life. However, the consumer is still a lack of knowledge on the benefit of edible palm oil toward their health. This study focuses on consumer choice based on the trend, quality and health factors conducted in Taman Rasmi Jaya, Ampang, Selangor. Some improvements can be made by related agencies such as awareness campaigns about the advantages of edible cooking palm oil for improving the production of edible palm oil.