



اُنِيْغُرْسِيْ تِيْكَوْ لُوْ كِيْ مَرَا

**UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN**

**A STUDY ON THE FACTORS THAT INFLUENCE
CUSTOMERS INTENTION TO PURCHASE OF
FARMERS PRODUCT:
A CASE STUDY ON FAMA MARKET IN
JERANTUT, PAHANG**

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“In the name of Allah, the Merciful, the Beneficent, Praise be to Allah”

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ABSTRACT

Farmers market is one of main places and becomes important places because it can make the traders and customers meet their own need which is profit and satisfactions. In recent year, the raising development of supermarkets that produces and sells the same products with the farmers market has makes the fierce competition. That situation also occurs to the FAMA market in Jerantut, Pahang which is faced with the fierce competition with the supermarket and others wet market in this area. That situation has made the researcher want to study how to attract customers to come and purchases in the farmers market compare other places. The researcher has come out with four variables which are service provided, facilities provided, quality of products and environment of farmers market in order to study the factors that influence customer's intention to purchase of farmers products on FAMA market in Jerantut, Pahang. The researcher distributed the questionnaire to 120 respondents in order to know what the factors that influences them to come and purchase in FAMA market. From the finding analysis, it can be conclude that the significant factors that influence the customer's intention to purchase farmers products is quality of products and environment of farmers market. The farmers market can make improvement to ensure the customers will have more intention to come and purchase farmers products on FAMA market in Jerantut, Pahang.

Keywords: Customer intention, Service provided, Facilities provided, Quality of products, Environment of farmers market

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