



اَوْنِيُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا

UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

**THE IMPORTANCE OF AGRICULTURE INDUSTRY IN
RURAL AREA FOR ECONOMIC DEVELOPMENT**

SITI FAIRUS BINTI SEPEAI

2010389773

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) FINANCE
FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA
KAMPUS KOTA BHARU,
KELANTAN**

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LETTER OF TRANSMITTAL

Siti Fairus Binti Sepeai

Bachelor of Business Administration (Hons) Finance
Faculty of Business Management
Universiti Teknologi MARA
Kampus Kota Bharu, Wisma KUB
15050 Kota Bharu
Kelantan

December 2012

Head of Program
Bachelor of Business Administration (Hons) Finance
Faculty of Business Management
Universiti Teknologi MARA
Kampus Kota Bharu, Wisma KUB
15050 Kota Bharu
Kelantan

Dear Sir,

SUBMISSION OF FINANCE PROJECT PAPER (FIN667)

Attached is the copy of Finance Project Paper (FIN667) entitled "The Importance of Agriculture Industry in Rural Area for Economic Development" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UiTM).

Thank you.

Yours faithfully,

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SITI FAIRUS BINTI SEPEAI

2010389773

Bachelor of Business Administration (Hons) Finance

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ABSTRACT

The aim of this study was to examine the importance of agriculture industry in rural area for economic development. There are three factors that have been studied, which are: job opportunities, generate income and poverty reduction. In collecting data, the researcher used primary data. The questionnaires had been used in order to get feedback from the workers who involved in agriculture industry. Researcher had distributed 100 questionnaires to all workers who involved in agriculture industry in area Tanah Merah. The data collected was tested on its frequency analysis. Further analysis had been done by using reliability analysis. Correlation was used to test the hypotheses in this study as well as regression analysis. The findings of this study show that all independent variables which are job opportunities, generate income and poverty reduction have relationship with the importance of agriculture industry. All of three factors which are job opportunities, generate income and poverty reduction positively influence the importance of agriculture industry in rural area. From the result obtained in this study, researcher suggests some recommendations that can help agriculture industry to improve their industry and at the same time increase the workers awareness.