

**FACTORS THAT INFLUENCE THE SATISFACTION OF  
HARUMANIS GROWERS IN PERLIS**

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## DECLARATION

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## **ABSTRACT**

### **FACTORS THAT INFLUENCE THE SATISFACTION OF HARUMANIS GROWERS IN PERLIS**

The purpose of this study is to investigate whether flexible working hours, social support and working environment are the significant antecedents that influence the satisfaction of Harumanis growers in Perlis. It was found that the planting area and yield of Harumanis increasing every year. This scenario is very obvious in Perlis that has the highest planting area of mango which is 2290 hectares. However, Harumanis growers admit that planting and maintenances of Harumanis are quite complicated. Nevertheless, they still favour the industry because of its high return compared to other crops such as paddy. The population in this study was the Harumanis growers in Perlis and the sampling technique used is purposive sampling technique with a total sample of 327 respondents. The researcher used a structured questionnaire as the main instrument to collect the data. Frequency analysis, descriptive test, reliability analysis, Pearson's correlation analysis and regression analysis were used to analyse the data through Statistical Package for Social Sciences (SPSS). The research result found that the independent variables such as flexible working hours and working environment were significant towards the satisfaction of Harumanis growers in Perlis where the p-value obtain was 0.000. However, the other independent variable, social support was not significant towards the satisfaction of Harumanis growers in Perlis. This study has given the researcher a deep understanding of the satisfaction of Harumanis growers in Perlis. The researcher also suggests that other researchers should explore other factors that might influence the satisfaction of Harumanis growers in Perlis.

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