



**UNIVERSITI TEKNOLOGI MARA**

**FACTORS AFFECTING PARTICIPANT'S SATISFACTION IN  
AGROMARKETING: CASE STUDY OF FAMA SARAWAK  
(KUCHING & SAMARAHAN)**

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# LETTER OF SUBMISSION

30<sup>th</sup> December 2014

The Head of Program  
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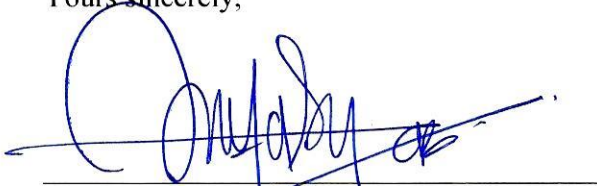
Dear Sir,

**SUBJECT: SUBMISSION OF PROJECT PAPER (MKT669)**

Enclosed here with, the Project Paper titled **Factors Affecting Participants Satisfaction in Agromarketing : Case Study FAMA Sarawak (Kuching & Samarahan)** to fulfill the requirement as needed by Faculty of Business Management, Universiti Teknologi MARA.

Thank you very much.

Yours sincerely,



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## **ABSTRACT**

The purpose of this study is to determine the factors that influence satisfaction in agromarketing on FAMA participants which impact on participant's loyalty. Agromarketing is an activity of moving good or product with aimed and focused on natural product. Mostly the elder who has no job or people from the past that usually do plantation will do agromarketing. They have no job and knowledge, but with agricultural product they can survive their life. Today, there have an organization who incharge and support the people who interested in agromarketing with low capital such like Federal Agriculture Marketing Authority (FAMA).

FAMA is an agency that monitors, coordinate, control and develop product marketing of Malaysian agriculture including import and export. FAMA is an agency that provides many programs which will help people who are running business based on agriculture. Programs implement by FAMA including contract farming, AKR, GBBS, IAT etc. All the people who registered the program under FAMA will be called participants. All the participants will be given incentives and control by FAMA in any circumstances. FAMA has provided many programs in order to help the people that interested in businesses but they lack of capital. FAMA monitored, control, guided, assisting in term of promotion and requirement needed by the participants.

As consumer or participants, there will be feeling of satisfaction or dissatisfaction on what have been done by the organization. The satisfaction or dissatisfaction was influence by many factors such as service qualty, place, price, terms and condition,

# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction of Study

This section of study is introduction part. In this section, I will discuss on background of study that I carried. Then, I will give a little overview of FAMA Sarawak. In this section also, it will include problem of statement, research question, research objectives, significance of study, and scope of study and definition of term that I used in this study.

### 1.2 Background of Study

Agricultural can be defined as the science or practices of farming, including cultivation of the soil for growing of crops and the rearing of animals to provide food, wool and other products (Oxford Dictionary).

In the mid of 1980's, government have neglected and disregard about the role of agriculture as they are focusing more on industrial development. After two decades, the government seems to divert their focus to agriculture as agriculture has potential to be explored yet. The emergence of this awareness began when agro-biotechnology revolution rise, improvement of supermarket, preserving the environment and at the same time the demand are rise. "Agriculture is business" is a tagline of Ministry of Agriculture and Agro-Based Industry where I can mean it agriculture can create money.