



Programme and Abstracts

PIMES

**PLANTATION MANAGEMENT
EXHIBITION & SEMINAR**

15th December 2018

Faculty of Plantation and Agrotechnology
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Melaka Branch, Jasin Campus
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PLANTATION MANAGEMENT EXHIBITION AND SEMINAR 2018 (PiMES)

Melaka, Malaysia

December 15, 2018

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DEAN PREFACE



Assalamualaikum Warahmatullahi Wabarakatuh

My heartiest congratulations go to the Committees for successfully organized PIMES September 2018. PIMES September 2018 enables lecturers and panels from strong industrial background to reflect and share significant ideas, experiences and research findings in the workplace and in partnerships. It is also hoped to encourage collaboration among the lecturers and enhance the quality and performance of the faculty. The research findings derived from this substantial event shall indicate the commitment of lecturers not only in teaching, but also in striving to unfold new knowledge and processes that will benefit the nation. The efforts of our lecturers need to be further extended to a wider audience so that the nation will benefit from the research findings. It is also hoped that, the proceedings will trigger serious thought and more robust research in the field of education as well as plantation and technology so as to help Malaysia achieve Vision 2020.

As we know, agriculture production has increased tremendously today because of the demand from various sectors in the world. To meet the challenges of increasing food demand, techniques and ways should be created to improve productivity, profitability and sustainability of the agricultural system. Industrial agricultural system has led to irretrievably changes in the landscape diversity, soil quality, environment integrity, and natural resource base. This has resulted major questions and curiosity worldwide in relation to the sustainability of agricultural production system. The most significant damage to natural ecosystems and the environment was caused by habitat conversion and corresponding climate change, loss of biodiversity and ecosystem functions, soil erosion and degradation, and pollution from fertilizers and pesticides. Concepts in plant protection have changed in past decades from exclusion or destruction of pest to pest management. Serious problems with pesticides, rapid development of pest resistance, environmental effects of pesticides, and high costs led to development of new approaches and techniques in pest management based on improved knowledge of pest dynamics and their natural enemies, and the interaction between the pest and the crop.

It remains only for me to thank all those who have helped to make this events such a great and wonderful success. Much appreciation is due to the board editor, and reviewers of all papers submitted as well as to all authors whose ideas and contributions ensured rich and lively discussion during the various sessions.

DEAN,

Assoc Prof Dr Asmah Awal

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INTRODUCTION

The PiMES committee and UiTM (Melaka), Jasin Campus residents are very pleased to welcome all participants in the Plantation and Management Seminar (PiMES) which is organized by Faculty and Agrotechnology.

PiMES aims to give an exposure to the students about the procedure to make a poster by extracting information from their final year project. This seminar will sharpen their communication skill as well as they can exchange and share their research result, projects, experiences and new ideas related to all aspects of studies in plantation management and agribusiness, plant sciences, soil sciences, plant protection, plant biotechnology and agricultural engineering. We sincerely hope that you will enjoy and return home with plenty of inspiration to improve agro-industry plantation practices and research activities.

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ANALYSIS ON THE IMPACT OF MARKETING MIXES TOWARD MALAYSIAN CONSUMER'S SATISFACTION IN PURCHASING ORGANIC PINEAPPLE: A CASE STUDY AT MERLIMAU UTARA

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ABSTRACT

Pineapple (*Ananas comosus*) is tropical fruit that known as a member of Bromeliaceae. Organic pineapple is consumed in Malaysia by using environmental friendly without use chemical pesticides and fertilizers. However, the market of organic pineapple still not get fully attention in agriculture industry. Organic pineapple would earn a premium price compared to conventional varieties. Thus, the factor of marketing mix was applied to realize the needs and desire of consumers. To achieve high consumer's satisfaction, we should identify the factors and impacts of marketing mix (product, price, place, and promotion) to develop better strategies for maximizing production whilst increasing profitability of pineapple's producers. By using organic pineapple as a case study, the objective of this study is to determine the factor of marketing mixes that influenced the Malaysian consumer's satisfaction in purchasing organic pineapple. The study was focused on 5 blocks at Merlimau Utara, Melaka, where 155 randomly respondents were identified to answer the question in the questionnaire. The results obtained have been analysed using Statistical Package for Social Science 22 Version for reliability test, descriptive analysis, factorial analysis, and multiple regression. Two factors were identified by factorial analysis which is price and product that influenced consumer's satisfaction. Kaiser-Meyer-Olkin Measure is 0.622 indicate that the value was acceptable which means factor analysis was appropriate for the data. Factorial analysis result show that price was the dominant attribute which represented by four factor that eigenvalues more than 1, factor 1 (affordable price), factor 2 (changes in price), factor 3 (willing to pay more), factor 4 (reasonable price). It was 59.60% of the total variance explained by the factor. The study recommended on the improvement on services, research and development related on pineapple industry should give fully attention by farmers and government.

Keyword: Organic Pineapple, Marketing Mixes, and Consumer's Satisfaction.