



*Programme and Abstracts*

# PIMES

**PLANTATION MANAGEMENT  
EXHIBITION & SEMINAR**

*15th December 2018*

**Faculty of Plantation and Agrotechnology**  
Universiti Teknologi MARA  
Melaka Branch, Jasin Campus  
77300 Merlimau, Melaka, Malaysia

# **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 ACCEPTANCE LEVEL OF MALAYSIAN'S CONSUMERS TOWARDS PURCHASING THE IMPORTED RICE: CASE STUDY AT JASIN, MELAKA**

**Luqman Hakim Zulkifle, Nabila Huda Aziz\***

*Faculty of Plantation and Agrotechnology, UiTM (Malacca) Jasin Campus, 77300, Malacca.*

*Corresponding Author:  
nabilahuda.aziz@gmail.com*

#### **ABSTRACT**

Rice (*Oryza sativa*) was the most essential food crop which been cultivated worldwide. It was the second important food crop in the world after wheat and Asia was the largest producer and consumer of rice. In Malaysia, rice was a staple food for Malaysians despite the introduction of other food item. It's production in Malaysia was low as compared with other countries that rice growing in the world. The objective of the study was to determine the factors that influence the acceptance level toward imported rice in Malaysia. Survey method was used for data collection. The questionnaire have been distributed to 200 respondents which 100 males and 100 females. Statistical Package for Science Computer Software (SPSS) were used to analysis result and interpret based on descriptive analysis and factor analysis. Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) is 0.766 indicate that the value was acceptable which means factor analysis was appropriate for the data. Factor analysis result shows that price was the dominant attribute which represented by four factors that eigenvalues more than 1, factor 1 (willing to buy imported rice if it is selling at the same price as local rice), factor 2 (buy at wholesale price), factor 3 (buy when promotion), factor 4 (willing to buy with government subsidies). It was about 61.42% of the total variance explain by the factors. Therefore, it can be concluded that there was relationship between price and acceptance level of Malaysian's consumers toward purchasing imported rice. As recommendation for future study, the improvement and increase the number of independent variables in the study to get the real view of factors that can influence consumer's decision.

*Keyword: acceptance of rice, imported rice and factor analysis.*