

**THE USAGE OF MECHANIZATION IN HARVESTING OIL PALM FRUIT:
PERSPECTIVE OF SMALLHOLDERS**

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TABLE OF CONTENTS

	<u>Page</u>
DECLARATION	ii
ACKNOWLEDGEMENTS	iii
TABLE OF CONTENTS	iv
LIST OF FIGURES	vi
LIST OF TABLES	vii
LIST OF ABBREVIATIONS	viii
ABSTRACT	ix
ABSTRAK	x
<u>CHAPTER</u>	
1 INTRODUCTION	
1.1 Research background	1
1.2 Problem statement	6
1.3 Research question	8
1.4 Objective of study	9
1.5 Hypothesis statement	9
1.6 Significance of study	10
1.6.1 Smallholder	10
1.6.2 Academicians	10
1.7 Limitation of study	11
1.8 Thesis organization	12
2 LITERATURE REVIEW	
2.1 Introduction	14
2.2 Definition of technology or mechanization usage	14
2.3 Type of mechanization in harvesting FFB	16
2.3.1 Cantas motorized cutter	17
2.3.2 Prime mover harvester	18
2.3.3 Vacuum operated cutter	19
2.3.4 Advances robotics	20
2.3.5 E-cutter machine	21
2.4 Implementation factor of mechanization	22
2.5 Concept of independent variable	24
2.5.1 Knowledge of farmers	25
2.5.2 Attitude	26
2.5.3 Subjective norms	27
2.5.4 Perceived behavioral control	28
2.6 Explanation of model used	29
2.7 Summary	30

3	RESEARCH METHODOLOGY	
3.1	Introduction	31
3.2	Conceptual framework	32
3.3	Location of study	33
3.4	Data collection method	34
3.5	The population and sample	35
3.6	Flowchart of research methodology	36
3.7	Sampling technique	36
3.8	Source of data	37
3.9	Questionnaire design	38
3.10	Pilot test	39
3.11	Data analysis	41
	3.11.1 Descriptive analysis	41
	3.11.2 Reliability analysis	42
	3.11.3 Correlation analysis	43
	3.11.4 Regression analysis	44
3.12	Summary	45
4	RESULTS AND DISCUSSION	
4.1	Introduction	46
4.2	Reliability test analysis	47
4.3	Descriptive analysis	48
4.4	Correlation analysis	54
4.5	Regression analysis	57
4.6	Summary of hypothesis testing	59
4.7	Summary	60
5	CONCLUSIONS AND RECOMMENDATIONS	
5.1	Introduction	63
5.2	Finding of study	63
5.3	Conclusion	66
5.4	Recommendation	69
	CITED REFERENCES	72
	APPENDICES A	75
	APPENDICES B	81
	APPENDICES C	82
	CURRICULUM VITAE	91

ABSTRACT

THE USAGE OF MECHANIZATION IN HARVESTING OIL PALM FRUIT: PERSPECTIVE OF SMALLHOLDERS

In the Malaysian oil palm industry, the beginning of the mechanization era was start with the introduction of mini-tractors in the early1980s. The low acceptance of mechanization by smallholders is due to farmers' decisions about whether and how to adopt new mechanization and they are also related with the characteristics of the technology itself and the condition of the area to be implement. Theory of Planned Behavior which consist of attitude, subjective norms and perceived behavioral control and knowledge has being used as conceptual framework for conducted survey in this study. Therefore, the objective of this paper is to examine the perspective of smallholders toward the usage of mechanization in harvesting oil palm fruit. Felda Chini Timur 3 in Chini, Pahang, has been chosen to conduct the survey due to its location and condition fit the problem arises with the 351 of total population made the respondent targeted is about 181 sample based on Krejcie and Morgan table. This study employed the correlation and multiple regression analysis to analyze the gathered data. The results for correlation analysis were significant relationship for attitude and subjective norms variables toward dependent variable while for the regression analysis method it was attitude variable become the most influenced factor toward the usage of mechanization in harvesting oil palm fruit among smallholders. Hence, the mechanization would decrease the dependency to the foreign workers and thus increase the oil palm productivity.

Keywords: smallholders, mechanization, knowledge, Theory of Planned Behavior.