



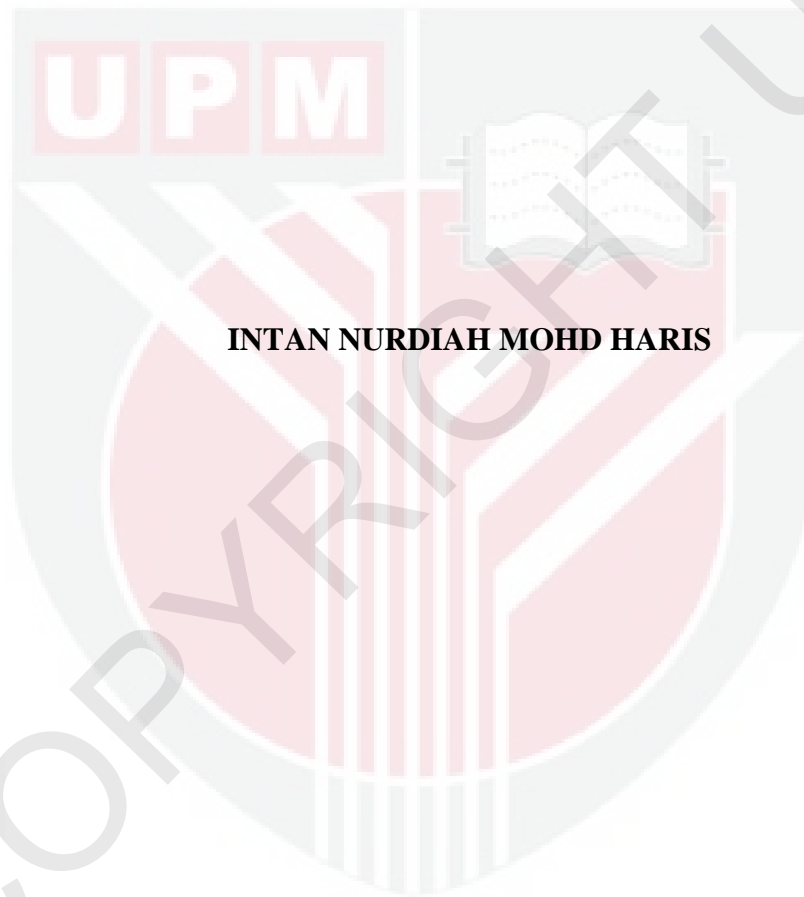
UNIVERSITI PUTRA MALAYSIA

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DETERMINANTS IN THE KADA GRANARY AREA, MALAYSIA**

INTAN NURDIAH MOHD HARIS

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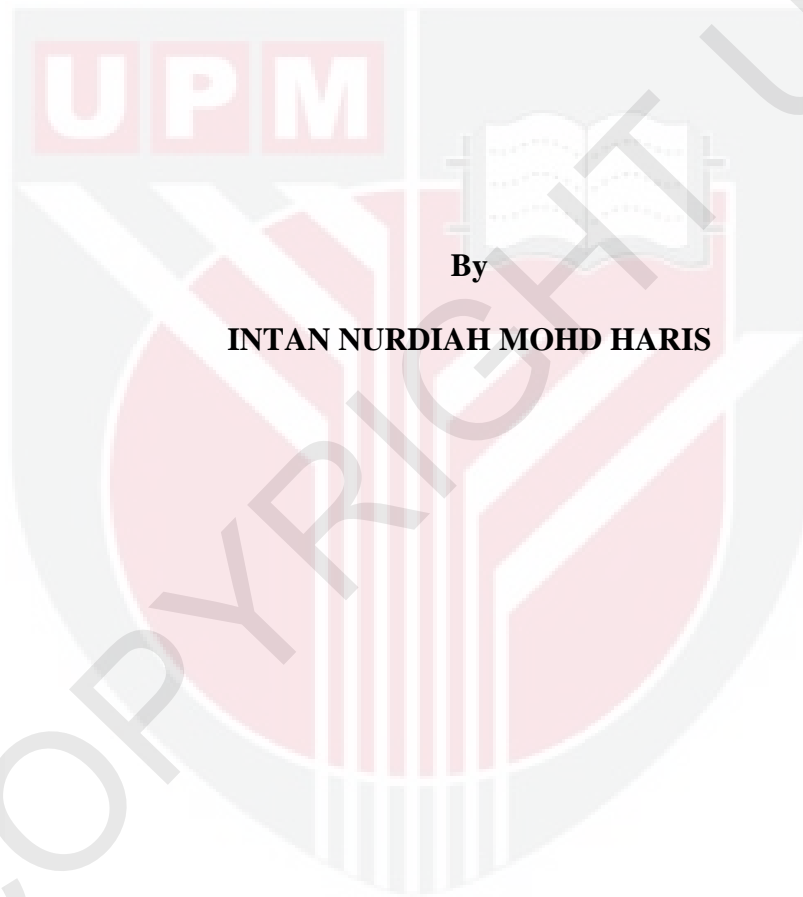


INTAN NURDIAH MOHD HARIS

**MASTER OF SCIENCE
UNIVERSITI PUTRA MALAYSIA**

2010

**PADDY FARMERS' MULTIPLE GOALS AND THEIR DETERMINANTS IN
THE KADA GRANARY AREA, MALAYSIA**



By

INTAN NURDIAH MOHD HARIS

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia,
In Fulfilment of the Requirements for the Degree of Master of Science**

August 2010

Abstract of thesis presented to the Senate of Universiti Putra Malaysia in
fulfilment of the requirement for the degree of Master of Science.

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INTAN NURDIAH

August 2010

Chairperson : Amin Mahir Abdullah, PhD

Faculty : Agriculture

The paddy and rice industry in Malaysia is of strategic importance as it provides the main source of food and livelihood for about 206 400 small scale farmers who are generally associated with poverty and low standard of living. Various government programs have been implemented through provision of subsidies; economic activities and transfer of technologies to raise their living standard but their income from farming has not changed significantly. The question is whether there is possibility that farmers' objective in farming differs from the income maximization objective of government programs. In other words, income maximization may not be the main objective of the farming community. This factor has led to the assumption that goals other than profit maximization compete strongly in producer's decision making. Besides maximizing profit through paddy cultivation, farmers also pursuing other goals such as having more times with the family, to have time for social and religious related activities in order to maximize their utility as a paddy farmer. The main objective of this study is to

investigate the farmers' multiple goals in paddy production. Subsequently, the determinants of these goals are identified.

The study was conducted in the region of Kemubu Agricultural Development Authority (KADA) granary area involving 325 respondents. The descriptive analysis was used to describe the characteristics of variables in terms of frequencies and percentage of distribution of the survey. The Simple Ranking Procedure was used to rank the importance of goals by asking farmers to rank nine goals from the most to the least important. In addition, Analytic Hierarchy Process was used to obtain a ratio scale of importance for the nine goals involving the setting up a matrix consisting of observations or judgments based on pair-wise comparisons of the relative importance between and among the goals. Finally, multinomial logistic analysis was used to estimate the effects of independent variables on the selection of the most important goal of farmers.

Results from the Simple Ranking Procedure (SRP) and Analytic Hierarchy Process (AHP) show that "Welfare of the Family" and "Have Time For Religious Activities" are the most important goals for farmers in paddy farming activities. This shows that farmers' preference for being farmer is to maximize utility rather than maximizing profit and income.

Result from Multinomial Logistic (MNL) analysis shows that income, age, farm size and experience are having significant influence on the multidimensional goals of paddy farmers in KADA granary area.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Master Sains

**MATLAMAT BERGANDA PESAWAH PADI DAN PENENTUNYA DI
KAWASAN JELAPANG KADA, MALAYSIA**

Oleh

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Industri padi dan beras di Malaysia mempunyai kepentingan strategik di mana ia merupakan sumber makanan utama dan juga punca pendapatan kepada kira-kira 206,400 petani berskala kecil, yang mana mereka sering dikaitkan dengan kemiskinan dan taraf hidup yang rendah. Pelbagai program anjuran kerajaan telah dilaksanakan melalui pemberian subsidi, aktiviti-aktiviti ekonomi dan penggunaan teknologi yang terkini bagi memastikan taraf hidup mereka dapat ditingkatkan namun pendapatan mereka daripada aktiviti bersawah padi ini masih tidak banyak berubah. Persoalannya, masih terdapat perbezaan di antara matlamat pesawah-pesawah ini berbanding dengan matlamat kerajaan untuk mamaksimakan pendapatan pesawah melalui program-program yang telah dianjurkan. Dengan erti kata lain, memaksimakan pendapatan mungkin bukanlah matlamat utama bagi masyarakat tani dalam mengusahakan sawah padi. Faktor ini telah menimbulkan andaian bahawa wujud beberapa matlamat lain selain daripada memaksimakan keuntungan, yang mana telah mempengaruhi pemilihan pesawah.

Selain memaksimakan keuntungan daripada hasil sawah, pesawah juga ingin mencapai matlamat lain seperti mempunyai masa untuk keluarga, melibatkan diri dalam aktiviti kemasyarakatan dan aktiviti berkaitan keagamaan bagi memaksimakan kepuasan sebagai pesawah padi. Objektif utama kajian ini adalah untuk mengenalpasti kepelbagaian matlamat pesawah dalam menjalani aktiviti pengeluaran padi. Seterusnya, pembolehubah-pembolehubah bagi matlamat-matlamat ini juga dikenalpasti.

Kajian ini dijalankan di kawasan Lembaga Pembangunan Pertanian Kemubu (LPPK) yang melibatkan 325 responden. Analisis diskriptif digunakan untuk menerangkan ciri responden dalam bentuk frekuensi dan peratus. Prosedur Penarafan Mudah (PPM) digunakan untuk menyusun matlamat mengikut susunan berdasarkan kepentingan matlamat kepada pesawah dimana sembilan matlamat, ianya disusun mengikut kepentingan iaitu daripada paling penting kepada kurang penting (satu hingga sembilan). Proses Hirarki Beranalitik (PHA) pula dijalankan bagi mendapatkan skala nisbah mengikut kepentingan setiap matlamat dengan berdasarkan prinsipal asalnya di mana prosedur ini melibatkan sebuah matrik yang mengandungi pemerhatian dan penilaian berdasarkan perbandingan berpasangan.

Hasil daripada PPM dan PHA, mendapati matlamat “Kebajikan Keluarga” dan “Aktiviti Keagamaan” masing-masing dipilih sebagai matlamat terpenting sebagai pesawah padi. Dengan itu, hasil kajian ini menggambarkan bahawa pesawah lebih mementingkan kepuasan yang maksima berbanding memaksimakan keuntungan dan pendapatan.

Hasil daripada analisis Multinomial Logistik (MNL) mendapati bahawa pembolehubah-pembolehubah seperti pendapatan, umur, saiz sawah dan pengalaman secara signifikan telah mempengaruhi kepelbagaian matlamat pesawah di kawasan LPPK.



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This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Master of Science. The members of the Supervisory Committee were as follows:

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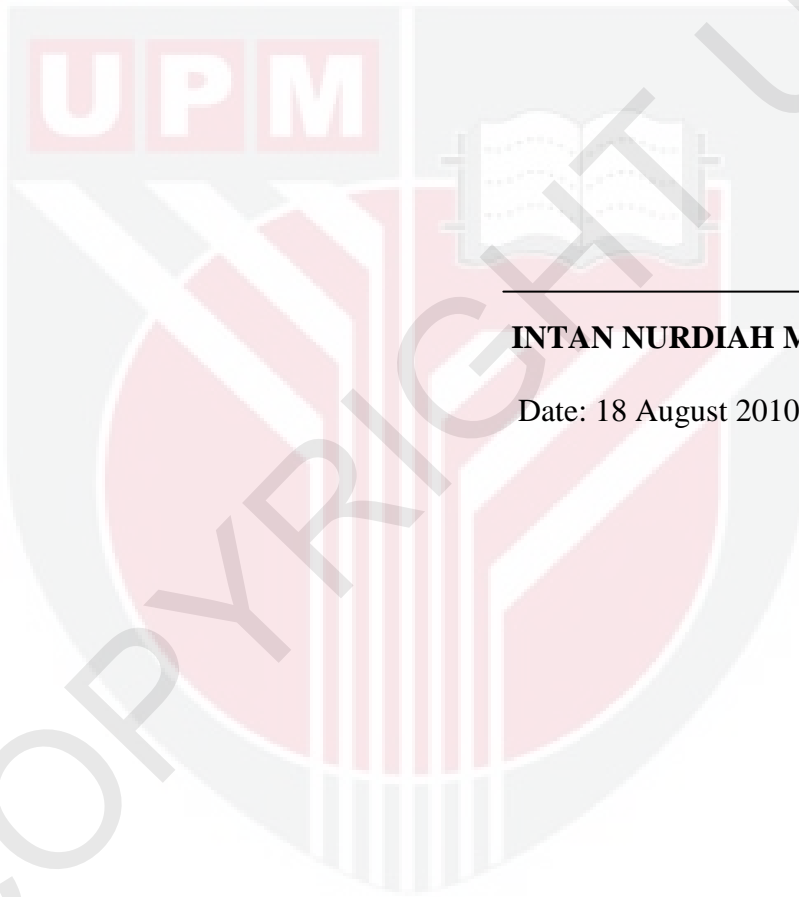
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DECLARATION

I declare that the thesis is my original work except for quotations and citations which have been duly acknowledge. I also declare that it has not been previously, and is not concurrently, submitted for any other degree at Universiti Putra Malaysia or at any other institutions.



INTAN NURDIAH MOHD HARIS

Date: 18 August 2010



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