



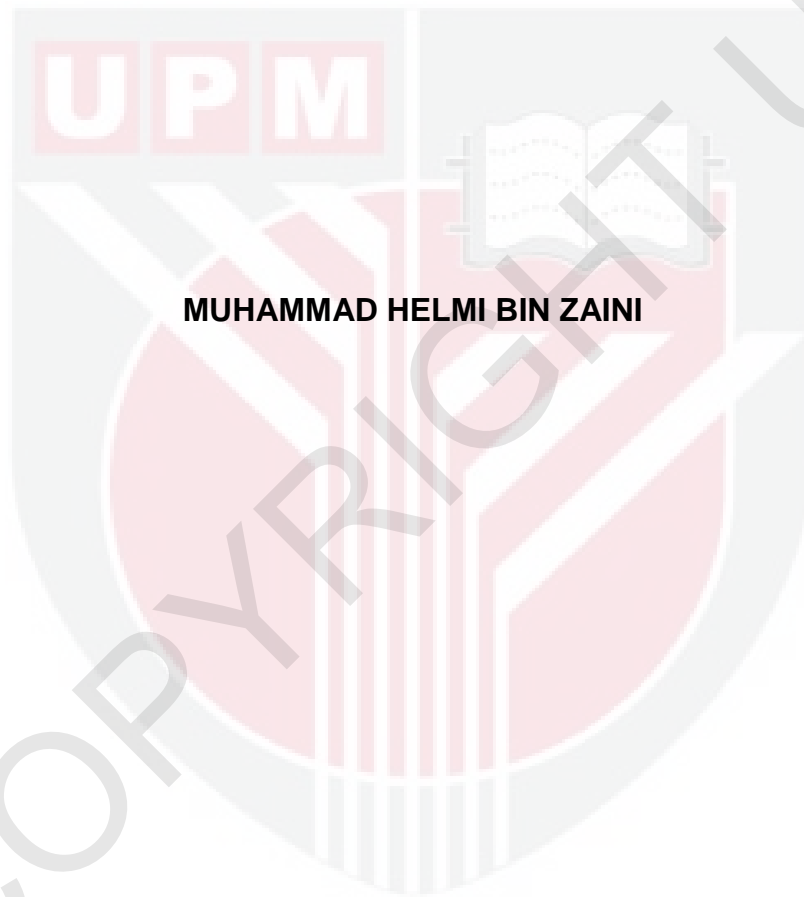
**UNIVERSITI PUTRA MALAYSIA**

***FACTORS INFLUENCING CONSUMER SATISFACTION FOR  
"KELULUT" HONEY IN SYAMILLE AGRO FARM & RESORT***

**MUHAMMAD HELMI BIN ZAINI**

**FH 2016 13**

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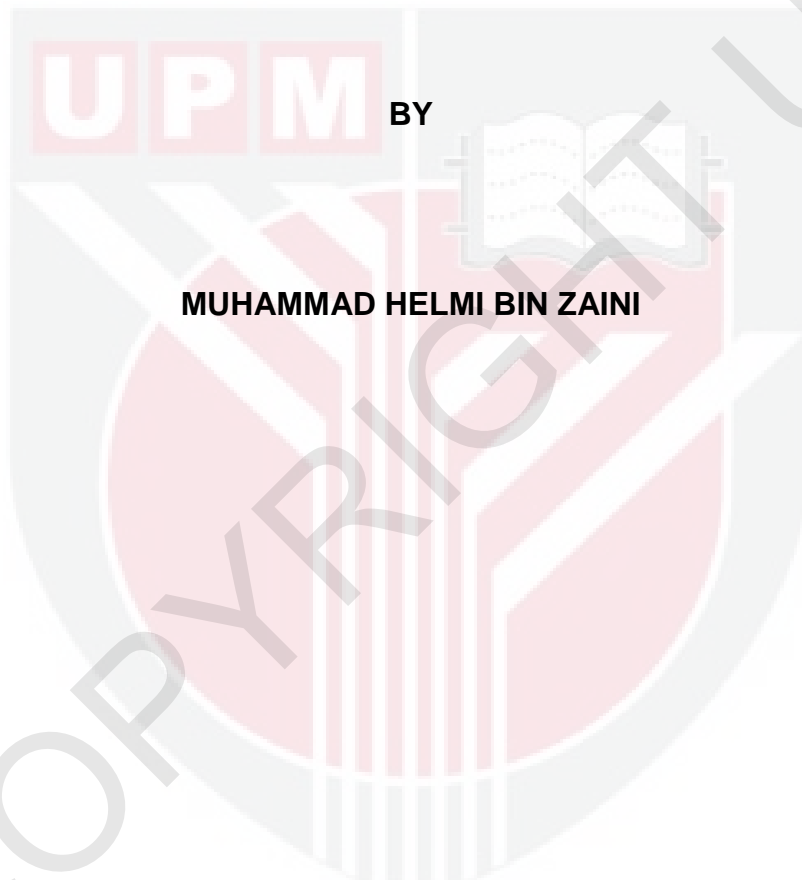


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**FACULTY OF FORESTRY  
UNIVERSITI PUTRA MALAYSIA**

**2016**

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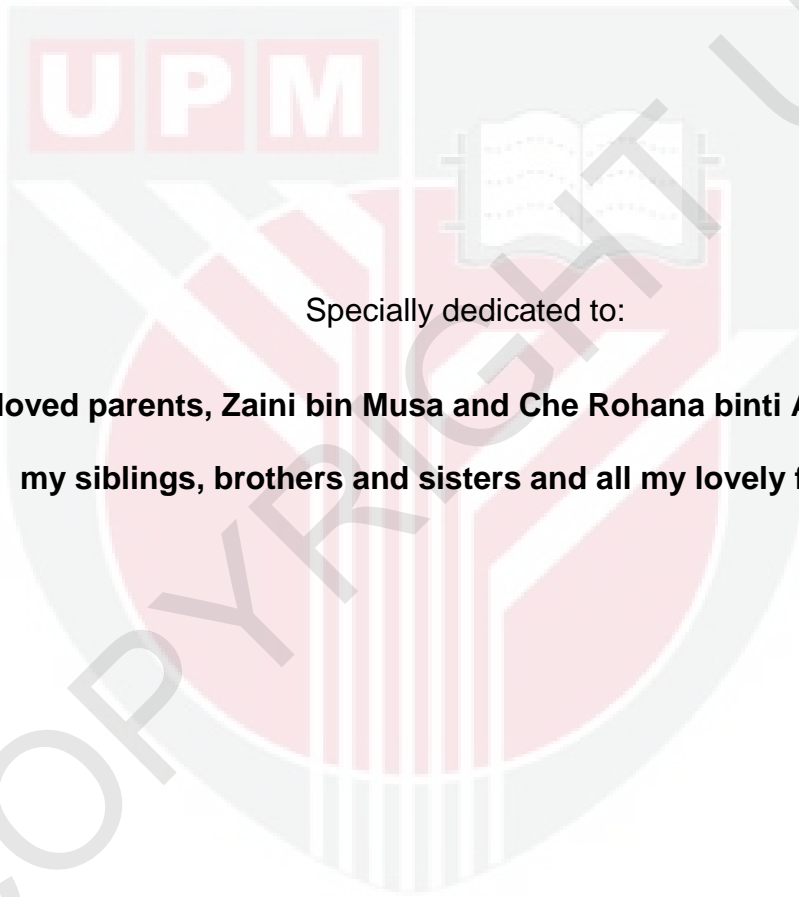


**BY**

**MUHAMMAD HELMI BIN ZAINI**

**A Project Report Submitted in Partial Fulfillment of the Requirements  
for the Bachelor of Park and Recreation Science in  
The Faculty of Forestry  
Universiti Putra Malaysia**

**2016**



Specially dedicated to:

**My beloved parents, Zaini bin Musa and Che Rohana binti Abdul Rahman,  
my siblings, brothers and sisters and all my lovely friends.**

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## ABSTRACT

Syamille Agrofarm & Resort is a famous for its honey breeding from stingless bees. However, the consumer of “Kelulut” honey based product are not satisfied with the products in Syamille Agrofarm & Resort. The owner of the resort would like take action to overcome this problem. This study was conducted to determine the factors that influence consumer satisfaction for “Kelulut” Honey. Purposive sampling was used in this study by distributed the questionnaire to visitors in Syamille Agrofarm & Resort for data collection. Descriptive Analysis, Factor Analysis and Multiple Regression Analysis were used in this study to analyze the data. The significant variables found were extracted and regrouped according to the appropriate factors in generating the new scale. Then the variable factors is analyze to get the most significant variable factors which using factor analysis. As a result, 5 factors were identified to have significant contribution in determining consumer satisfaction of “Kelulut” honey which the data was run using Multiple Regression Analysis. This finding can be used in determining consumer satisfaction.

## ABSTRAK

Syamille Agrofarm & Resort adalah salah satu resort yang terkenal dengan penternakan madu dari lebah liar. Walau bagaimanapun, pengguna madu kelulut tidak berpuas hati dengan produk berasaskan madu di Syamille Agrofarm & Resort. Pemilik resort itu perlu mengambil tindakan untuk menangani masalah ini. Kajian ini telah dijalankan bagi menentukan faktor-faktor yang mempengaruhi kepuasan pengguna madu kelulut. Persampelan telah digunakan dalam kajian ini bertujuan untuk mengedarkan soal selidik kepada pengunjung di Syamille Agrofarm & Resort untuk pengumpulan data. Analisis Deskriptif, Analisis Faktor dan Analisis Pelbagai Regresi telah digunakan dalam kajian ini untuk menganalisis data. Pembolehubah yang signifikan yang telah dikenalpasti diekstrak dan berkumpul semula mengikut faktor-faktor yang sesuai dalam menjana skala baru. Kemudian faktor pembolehubah akan dianalisis untuk mendapatkan faktor-faktor pembolehubah yang paling penting akan dianalisis menggunakan Analisis Faktor. Hasilnya, 5 faktor telah dikenal pasti untuk mempunyai sumbangan penting dalam menentukan kepuasan pengguna terhadap madu kelulut dimana data yang dijalankan dengan menggunakan analisis regresi. Penemuan ini boleh digunakan dalam menentukan kepuasan pengguna.

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Finally, I wish to express my deepest and sincere love to all my friends for their help and support throughout this study. Thank you for everything. May Allah S.W.T bless all of them.

## APPROVAL SHEET

I certify that research project report entitled **“Factors Influencing Consumer Satisfaction for “Kelulut” Honey in Syamille Agrofarm & Resort”** by Muhammad Helmi bin Zaini has been examined and approved as a partial fulfillment of the requirements for the degree of Bachelor of Park and Recreation Science in the Faculty of Forestry, Univerisiti Putra Malaysia.

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## LIST OF ABBREVIATIONS

**SPSS**

Software Statistic Package for Science



## CHAPTER 1

### INTRODUCTION

#### 1.1 Agro Tourism in Malaysia

Agro-tourism is an integral part of rural tourism in tourism-related fields. It gives rural people the opportunity to increase their revenues and also develop their agriculture and livestock activities as mentioned by the World Tourism Organization (WTO, 2002).

In Malaysia, the agency in charge of promoting Malaysia to the world of so-called Malaysian Agro Exposition Park Serdang, better known as MAEPS. According to the official website of the Malaysian Agro Exposition Park Serdang, MAEPS mission to promote Malaysia as a destination which is rich and unique world-class knowledge and make agro tourism industry as a contributor to the socio-economic development. Recently, Malaysia's government has identified the stingless bee farming industry is one of the new and rapidly growing potential in this country.

In accordance with the environmental conditions that Malaysia is still filled with natural resources, it is appropriate for this stingless bee it as their habitat. Stingless bee species populations in Malaysia so much if compared with other countries. According to (Kelly, Farisya, Kumara, & Marcela, 2014), it was apparent that of 17-32 known species of stingless bees in Malaysia, only *Trigona itama* and *Trigona thoracica* were mostly used in meliponiculture.

## **1.2 Honey Industry**

Before the use of sugar, honey is the main sweetener in the world. Honey popularity is largely due to it being a natural sweetener. Due to the use and benefit of so many makes use of honey as food, home baking and in drinks. Commercial use honey as a sweetener in the cereal, cake mixes, processed foods, jams, jellies and more as an ingredient in health and beauty products. Honey industry has long been developing over the years, and the rate of increase honey production increase throughout the country due to high demand has made the honey part of a country's income.

In Malaysia, the honey bee industry is still less well received than in other industries. The amount of honey produced in Malaysia is very low compared with countries such as the United States. This is because, we still import large amounts of low-grade honey from Australia, China and the United States. Honey production in Malaysia is still in the process of adding terms farmer and the production of honey.

### 1.3 Stingless Bee Honey in Malaysia

At present there are 30 species of Kelulut bee which are mostly found in the jungles of Malaysia. Compared to the honey bees, stingless is unique because the species can produce three products, namely ball honey honey, propolis and pollen (pollen). It is estimated that only 15 stingless bee species are collected and commercialized, however only two species used for breeding '*Trigona W*' and '*Trigona Thoracic*'. The stingless bees has become more useful because it can be used for pollination in greenhouses.

### 1.4 Problem Statement

The original name of Kati new village (Kampung Kati) is Pekan Kati. Kati new village is located off Lebuhraya Grik and about 30 minutes' drive from Kuala Kangsar town in the state of Perak. There is a resort in Kati which is famous for its honey breeding from stingless bees. This resort is known by its name Syamille Agrofarm & Resort. The owner of this resort is Tuan Haji Zulkifli Zambri. He had involved in these industry in many years ago. Based on my interview with him, there are issues that have been raised during his becoming entrepreneurs' beekeepers on stingless bee.

According to Tuan Haji Zulkifli Zambri, there are some customers who buy honey from him, are not satisfied because the color of the honey produced is not the same. Some of them prefer the bright color and some prefer dark color.

He also having a customer's complaint about the taste of stingless bee honey is not the same and always different taste.



Other than that, there are some customers asking for honey sold in plastic bottles and some of them more prefer the honey put in a glass bottle. Until now, he is still looking the best idea for his honey product which can satisfy all the demand from his customers. However, he still retains the shape of the packaging in accordance with current market world in the industrial honey. The potential of this product can be one of new agro- tourism product in Malaysia is very high as it is still in growing widely.

According to (Blissenbach, 1995), Meliponiculture is a new potential source of income revenue that is readily accessible to the majority of the Malay population irrespective of regional factors or income levels. This activity could be exploited by the majority of the population leading to creation of new jobs, infrastructure, increased tax revenue, and a dramatic increase in educational and cultural levels in Malaysia.

Therefore a study of user behavior on stingless bee honey as agro products conducted to identify factors that could affect the user preferences for this stingless bee honey. In addition, we will try to look at the potential products that can be produced to serve as agro products to help entrepreneurs overcome these stingless bees that they are facing. In conclusion, the results of this study will be useful to the operators of stingless bees in advancing their income.

## **1.5 Objectives**

The main objective of this study is to evaluate the consumer satisfaction towards on “Kelulut” honey as agro-tourism product in Syamille Agrofarm & Resort. The specific objectives of the study are listed as below:-

1. To determine the social-demographic background of consumer of “Kelulut” honey
2. To identify the criteria consumer satisfaction for “Kelulut” honey
3. To determine the factors that influence consumer satisfaction for “Kelulut” Honey

## **1.6 Justification**

The survey will be conducted to identify the behavior of consumers towards products that are produced from honey “Kelulut” to help entrepreneurs to see where honey bees are used by consumers who enjoy honey. It will help entrepreneurs in terms of the production of honey, from the stingless bee to meet demands of user. In addition, the increased production of stingless bee honey-based products will not only maintain existing users but can also attract more new users. At the same time, the others products based on honey bees, can be made as one of the new agro-tourism products in the country in view of the stingless bee honey industry being conducted in the rural areas. Therefore, development of new products can be developed in rural areas, to attract local and overseas visitors to come, so that it can increase the income of rural residents. Finally, this study is also to ensure that the operators and consumers will benefit from the development stage of this stingless bee honey.

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