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**FAKTOR – FAKTOR YANG MEMPENGARUHI NIAT
PEMBELIAN TERHADAP MAKANAN ORGANIK DI
KALANGAN PELAJAR IJAZAH SARJANA MUDA, DI
UNIVERSITI UTARA MALAYSIA**



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KEBENARAN MERUJUK

Kertas projek ini dikemukakan sebagai memenuhi sebahagian daripada keperluan pengijazahan Sarjana Sains (Pengurusan), Saya bersetuju membenarkan pihak perpustakaan Universiti Utara Malaysia (UUM) menjadikan kertas projek ini sebagai bahan rujukan. Saya juga bersetuju membenarkan sebarang bentuk salinan sama ada secara keseluruhan atau sebahagian daripada kertas projek ini untuk tujuan akademik dengan mendapatkan kebenaran penyelia kertas projek atau Dekan Sekolah Pengajian Pengurusan Perniagaan. Sebarang bentuk salinan atau penggunaan sama ada secara keseluruhan atau mana-mana bahagian daripada kertas projek ini bagi tujuan komersil tidak dibenarkan sama sekali tanpa kebenaran daripada penyelidik. Pernyataan rujukan kepada penyelidik dan Universiti Utara Malaysia perlu dinyatakan dalam penggunaan sebarang bentuk bahan-bahan yang terdapat di dalam kertas projek ini.

Permohonan bagi mendapatkan kebenaran untuk membuat salinan atau menggunakan secara keseluruhan atau sebahagian kertas projek ini boleh dibuat dengan menulis kepada:

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ABSTRAK

Pada masa kini, makanan organik telah menjadi popular di kalangan pengguna disebabkan peningkatan kesedaran terhadap gaya hidup yang sihat dan keprihatinan alam sekitar. Para cendekiawan dan pengamal-pengamal industri telah memberi penekanan yang mendalam dalam memahami apakah pendorong kepada niat pembelian pengguna terhadap makanan organik bagi mengukuhkan strategi dan taktik masing-masing untuk menguasai pasaran. Maka, tujuan penyelidikan ini adalah untuk mengenal pasti niat pembelian terhadap makanan organik. Kajian ini telah menggunakan Teori Tingkahlaku Terancang (TPB) dalam mengenalpasti faktor yang mempengaruhi niat pembelian terhadap makanan organik. Kajian ini dianalisis dengan menggunakan sampel sebanyak 400 orang pelajar Ijazah Sarjana Muda di Universiti Utara Malaysia. Dapatan kajian menunjukkan bahawa semua pembolehubah bebas iaitu kesedaran kesihatan, kebimbangan alam sekitar, pengetahuan, norma subjektif dan persepsi harga mempunyai hubungan yang signifikan dan positif terhadap niat pembelian. Keputusan menunjukkan bahawa analisis regresi yang dijalankan mendapati bahawa kesemua faktor ini menyumbang sebanyak 55.8% daripada varians mempengaruhi niat pembelian bagi makanan organik. Akhir sekali, cadangan untuk masa depan untuk dibincangkan dalam kajian ini.

Kata Kunci: Niat Pembelian, Kesedaran Kesihatan, Kebimbangan Alam Sekitar, Pengetahuan, Norma Subjektif, Persepsi Harga, Makanan Organik.

ABSTRACT

Nowadays, organic food has become popular among consumers due to increased awareness of healthy lifestyle and environmental concerns. The scholars and practitioners emphasize that the industry has a profound understanding of what is driving consumer purchase intentions towards organic food in order to strengthen the strategies and tactics to dominate their respective markets. So, the purpose of this investigation is to identify the intention to purchase organic food. This study uses the Theory of Planned Behaviour (TPB) in identifying the factors that influence the intention to purchase organic food. This study analyzed a sample of 400 undergraduates in Universiti Utara Malaysia. The results showed that all independent variables of health awareness, environmental concerns, knowledge, subjective norms and perceived prices have a significant and positive impact on purchase intentions. The results showed that the regression analysis carried out revealed that all these factors accounted for 55.8% of the variance affects the intention to purchase organic food. Finally, future research to be discussed in this review.

Keywords: Purchase Intentions, Health Awareness, Environmental Concern, Knowledge, Subjective Norm, Perceived Price, Organic Food.

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ISI KANDUNGAN

PENSIJILAN KERTAS PENYELIDIKAN	i
KEBENARAN MENGGUNAKAN MAKLUMAT PENYELIDIKAN	ii
ABSTRAK	iii
ABSTRACT	iv
PENGHARGAAN	v
ISI KANDUNGAN	vi
SENARAI JADUAL	xi
SENARAI RAJAH	xiii
SENARAI SINGKATAN	xiv
BAB 1: PENGENALAN	
1.0 Pengenalan	1
1.1 Latar Belakang	1
1.1.1 Pasaran Makanan Organik di Malaysia.....	4
1.2 Pernyataan Masalah	6
1.3 Objektif Kajian	10
1.4 Persoalan Kajian	11
1.5 SkopKajian.....	12
1.6 Kepentingan Kajian	12
1.7 Konsep Definisi.....	13
1.8 Struktur Organisasi Kajian.....	15

BAB 2: ULASAN KARYA

2.0	Pengenalan	17
2.1	Definisi Makanan Organik.....	17
2.2	Sejarah Pertanian Organik	18
2.3	Manfaat Makanan Organik	19
2.4	Niat Pembelian ((Purchase Intention).....	21
2.5	Kesedaran Kesihatan.....	24
2.5.1	Hubungan antara Niat Pembeli dan Kesihatan.....	25
2.6	Kebimbangan Alam Sekitar	26
2.6.1	Hubungan antara Niat Pembeli dan Kebimbangan Alam Sekitar.....	27
2.7	Pengetahuan	29
2.7.1	Hubungan antara Niat Pembeli dan Pengetahuan	31
2.8	Norma subjektif.....	33
2.8.1	Hubungan antara Niat Pembeli dan Norma Subjektif.....	33
2.9	Persepsi Harga.....	35
2.9.1	Hubungan antara Niat Pembeli dan Persepsi Harga.....	36

BAB 3: METODOLOGI PENYELIDIKAN

3.0	Pengenalan	39
3.1	Teori Tingkahlaku Dirancang	39
3.2	Kerangka Konseptual	43
3.3	Pembangunan Hipotesis.....	45
3.4	Reka Bentuk Kajian	45
3.5	Kaedah Pengumpulan Data.....	46
3.5.1	Data Primer	46

3.5.2	Data Sekunder	47
3.6	Populasi dan Persampelan.....	48
3.6.1	Populasi Sasaran	48
3.6.2	Teknik Persampelan	48
3.6.3	Saiz Persampelan	49
3.7	Prosedur Pengumpulan Data.....	50
3.8	Reka Bentuk Soal Selidik	51
3.9	Skala Pengukuran.....	55
3.10	Ujian Perintis.....	56
3.11	Teknik Analisis data.....	57
3.11.1	Ujian kebolehpercayaan	58
3.11.2	Ujian Normaliti	59
3.11.3	Faktor Analisis	59
3.11.4	Statistik Deskriptif	60
3.11.5	Korelasi Pearson.....	61
3.11.6	Analisis Regresi	61
3.12	Ringkasan Bab	62

BAB 4: ANALISIS DATA

4.0	Pengenalan	63
4.1	Kadar Tindak Balas Responden	63
4.2	Ujian Kebolehpercayaan	64
4.3	Saringan Data	65
4.3.1	Missing Data	66
4.3.2	Data Terpencil (Outlier).....	66

4.3.3	Ujian Normaliti	67
4.4	Ujian Faktor	68
4.4.1	Niat Pembelian	69
4.4.2	Kesedaran Kesihatan	71
4.4.3	Kebimbangan Alam Sekitar	73
4.4.4	Pengetahuan	75
4.4.5	Norma Subjektif	78
4.4.6	Persepsi Harga	80
4.5	Analisis Statistik Deskriptif	82
4.5.1	Jantina	82
4.5.2	Umur	83
4.5.3	Kaum	83
4.5.4	Pendapatan Bulanan	84
4.5.5	Kekerapan Pembelian Responden	85
4.6	Min dan Sisihan Piawai	86
4.7	Analisis Korelasi Pearson	86
4.8	Analisis Regresi Berganda	88
4.9	Ringkasan Hipotesis	91
4.10	Ringkasan Bab	92

BAB 5: PERBINCANGAN DAN KESIMPULAN

5.0	Pengenalan	93
5.1	Ringkasan Penemuan Kajian	93
5.2	Perbincangan kepada Analisis Data	94

5.3	Cadangan Kajian	100
5.4	Batasan Kajian	102
5.5	Cadangan untuk Masa Hadapan.....	103
5.6	Kesimpulan	104
RUJUKAN		105
APPENDDIK		118



SENARAI JADUAL

Jadual 3.1: Saiz Sample Mengikut Jadual Krejcie & Morgan (1970).....	50
Jadual 3.2: Pengukuran terhadap Niat Pembelian.....	52
Jadual 3.3: Pengukuran terhadap Kesedaran Kesihatan.....	52
Jadual 3.4: Pengukuran terhadap Kebimbangan Alam Sekitar	53
Jadual 3.5 : Pengukuran terhadap Pengetahuan	53
Jadual 3.6: Pengukuran terhadap Norma Subjektif.....	54
Jadual 3.7: Pengukuran terhadap Persepsi Harga	54
Jadual 3.8: Skala Likert	56
Jadual 3.9: Keputusan Ujian Kebolehpercayaan atau Perintis.....	57
Jadual 3.10: Garis Panduan Kekuatan Hubungan	61
Jadual 4.1: Maklumat Pengeedaran Borang Soal Selidik	64
Jadual 4.2: Penemuan Ujian Kepercayaan.....	64
Jadual 4.3: Ringkasan Nilai Kepencongan dan Kurtosis	68
Jadual 4.4: Ujian KMO and Bartlett's Niat Pembelian	69
Jadual 4.5: Eigenvalues dan Peratusan Kumulatif Varian Bagi Niat Pembelia.....	70
Jadual 4.6:Komponen Matrik terhadap Niat Pembelian	70
Jadual 4.7:Ujian KMO and Bartlett's terhadap Niat Pembelian	71
Jadual 4.8:Eigenvalues dan Peratusan Kumulatif Varian Bagi Kesedaran Kesihatan	72
Jadual 4.9:Komponen Matriks terhadap Kesedaran Kesihatan	72
Jadual 4.10: Ujian KMO and Bartlett's terhadap Kebimbangan Alam Sekitar.....	73
Jadual 4.11: Eigenvalues dan Peratusan Kumulatif Varian Bagi Kebimbangan Alam Sekitar	74
Jadual 4.12: Komponen Matrik Terhadap Kebimbangan Alam Sekitar	74

Jadual 4.13: Ujian KMO and Bartlett's terhadap Pengetahuan	75
Jadual 4.14: Eigenvalues dan Peratusan Kumulatif Varian Bagi Pengetahuan	76
Jadual 4.15: Komponen Matrik terhadap Pengetahuan.....	76
Jadual 4.16:Ujian KMO and Bartlett's terhadap Norma Subjektif	78
Jadual 4.17: Eigenvalues dan Peratusan Kumulatif Varian Bagi Norma Subjektif ..	78
Jadual 4.18: Komponen Matrik terhadap Norma Subjektif	79
Jadual 4.19: Ujian KMO and Bartlett's terhadap Persepsi Harga	80
Jadual 4.20: Eigenvalues dan Peratusan Kumulatif Varian Bagi Persepsi Harga	80
Jadual 4.21: Komponen terhadap Persepsi Harga	81
Jadual 4.22: Jantina Responden	82
Jadual 4.23: Umur Responden	83
Jadual 4.24: Kaum Responden.....	83
Jadual 4.25: Pendapatan/Elaun Responden.....	84
Jadual 4.26: Kekurangan Pembelian Responden	85
Jadual 4.27: Min dan Sisihan Piawai	86
Jadual 4.28: Nilai Analisis Korelasi Pearson	87
Jadual 4.29: Ringkasan Model	88
Jadual 4.30: ANOVA ^a	88
Jadual 4.31: Pekali (Coefficients ^a)	89
Jadual 4.32: Keputusan Hipotesis	91

SENARAI RAJAH

Rajah 1.1 Pasaran Makanan & Minuman Organik Dunia.....	2
Rajah 1.2: Kawasan Pertanian Organik Dunia.....	6
Rajah 1.3: Peratusan Keluasan Tanah Organik di ASEAN	8
Rajah 3.1: Teori Tingkahlaku Terancang.....	40
Rajah 3.2: Model Konseptual	44



SENARAI SINGKATAN

IFOAM	: Persekutuan Antarabangsa Pergerakan Pertanian Organik (<i>International Federation of Organic Agriculture Movements</i>)
MARDI	: Institusi Penyelidikan dan Kemajuan Pertanian Malaysia (<i>Malaysian Agricultural Research and Development Institute</i>)
USDA	: Jabatan Pertanian Amerika Syarikat (<i>United States Department of Agriculture</i>)
NPO	: Organisasi tidak Berasaskan Keuntungan (<i>Non-Profit Organizations</i>)
NGO	: Badan Bukan Kerajaan (<i>Non Government Organization</i>)
TPB	: Teori Tingkah Laku Terancang (<i>Theory of Planned Behavior</i>)
TRA	: Teori Tindakan Bersebab (<i>Theory of Reason Action</i>)
SPSS	: Pakej Statistik Sains Sosial (<i>Statistical Package for the Social Science</i>)
KMO	: <i>Kaiser-Meyer-Olkin</i>
UUM	: Universiti Utara Malaysia

BAB 1

PENGENALAN

1.0 Pengenalan

Kajian ini akan mengenal pasti apakah faktor-faktor yang mempengaruhi niat pembelian pengguna terhadap makanan organik. Kajian ini dijalankan untuk membolehkan pembaca memahami dengan lebih baik tentang niat pembelian pengguna terhadap makanan organik. Pernyataan masalah disediakan untuk memberipenerangan kepada pembaca dengan lebih jelas berkaitan isu-isu yang bersangkut-paut dengan makanan organik. Selepas itu, objektif kajian dan persoalan kajian akan dibentuk. Di samping itu, kepentingan kajian menerangkan dengan jelas tentang bagaimana faktor –faktor yang berkaitan dengan makanan organik dapat mempengaruhi niat pembelian pengguna serta sumbangan mereka kepada kerajaan, masyarakat, penyelidik akademik dan ahli pemasaran.

1.1 Latar Belakang

Makanan organik adalah makanan yang dihasilkan melalui kaedah yang tidak melibatkan input sintetik moden seperti racun perosak bukan semula jadi dan baja kimia. Para saintis juga mendakwa, makanan organik tidak mempunyai sebarang kesan sampingan atau risiko penggunaan. Di samping itu, banyak kajian juga menunjukkan bahawa tahap elemen penting yang diperlukan untuk badan seperti

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