

Visitors perception: A case study of MARDI'S 50 year celebration programme

(Kajian persepsi pengunjung terhadap Program Sambutan 50 Tahun MARDI)

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Keywords: event tourism, visitor perceptions, factor analysis, binary logistics, MARDI

Abstract

A special event such as MARDI's 50th anniversary is a relevant experiential product that relies on its ability to produce ranges of sensations, imaginative responses, emotions and involvement within its target consumers. Hence, this study analysed and explored the nature and scope of the visitor perception within the context of MARDI's 50 Year Celebration Programme (M50CP). Survey data were collected during the event and were analysed using descriptive statistics, factor analysis and binary logistics. The results found that Facebook and Whatsapp were the most effective tools in promoting the programme. While visitor's perception was predetermined by three factors namely, MARDI's role and contribution, the content of the M50CP and MARDI's visibility or presence. From the logistic regression analysis, several factors influenced the visitors to attend this programme. The major one was the contents of the programme itself, which were mostly deliberations on MARDI's success stories and significant achievements in the past 50 years.

Introduction

There has been no doubt that the country's economic backbone has long been the agricultural industry. Agriculture is an industry that is continuously relevant to current developments as the needs of the industry meet the needs of the nation and society. However, to venture into agriculture commercially requires considerable knowledge, expertise and capital.

The establishment of various government agencies took place in the Malaysian Economic Development Plan, starting with the First Malaya Plan from 1966 to 1970, which was to improve the standards of living in the rural areas and eliminate income disparities in the urban areas. However, the First Malaysia Plan

had some drawbacks that may have led to the race riots on 13 May 1969. As a result, the government implemented the New Economic Policy (NEP) in the 2nd Malaysian Plan to increase Malay participation in the economy and scaled back the emphasis on restructuring the economy accordingly when the plan ended.

In this new economic policy, several agencies were established to stimulate the country's economic growth through the agriculture sector. For example, agricultural research in Malaysia was carried out by the government at research institutes such as MARDI, MPOB, LGM, FELDA and Universities as well as private sectors. In agriculture, the development of research has been very relevant to the development

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of the agricultural industry in the country since before independence until now, with various technological discoveries and adaptations to several technology categories. The establishment of the above agencies demonstrated the care and concrete steps taken by the government to introduce the direction and new ways of managing the country's agriculture to maximise potential production and help farmers to increase their income (Norhasni 2007).

The Malaysian Agricultural Research and Development Institute (MARDI) was established on 28 October 1969. MARDI is a government agency under the Ministry of Agriculture and Agro-based Industry (MOA) with the mandate to generate and transfer technology in the agricultural sector. The role of MARDI is to transform the agricultural sector into an industry that could contribute to the socio-economic development of this country.

Since its establishment, MARDI has contributed significantly to the country's economic development through its innovative and technological approaches in the agricultural sector. Numerous technologies were developed in the form of new varieties, advanced crop management practices such as fertilisation, mechanisation and automation as well as efficient pest and disease management practices. These technologies have significantly increased crop productivity and alleviated the socio-economic conditions of Malaysian farmers. Besides, post-harvest techniques, as well as export trials, have improved the competitiveness of our agricultural products in domestic and foreign markets.

After 50 years of its establishment, MARDI needs to maintain the excellence that it has achieved to meet the customer's aspirations. Therefore, in conjunction with this prestigious event, a 50-year Celebration Programme (M50CP) which was held from 31st October to 2nd November 2019 at Malaysia Agro Exposition Park Serdang (MAEPS), Serdang, was appropriate to study the public perception on MARDI's

contribution as well as the event itself, for example, the medium of promotion, exhibition booths and reasons to come. In this regard, the views of the target groups needed to be evaluated and accounted for from time to time so that agricultural extension services, which are the Institute's core services, can be improved and implemented more effectively in future (DOA 2013; MARDI 2020).

This study was conducted during the three-day celebrations by randomly selecting visitors to answer some survey questions. The main objective of this programme was to highlight MARDI's significant contributions to the nation over the past 50 years. Thus, the specific objectives of this study were;

- 1) To identify the most effective medium for promoting M50CP
- 2) To identify the purpose of visitors to M50CP
- 3) To identify the information and booths that were popular among visitors
- 4) To analyse visitor's perceptions of M50CP and the contributions of MARDI
- 5) To determine factors influencing the respondent's intention to attend M50CP

Materials and methods

This study involved primary data collection through a field survey conducted on 220 visitors to M50CP. They were chosen based on a random sampling method, and they had to answer a set of questionnaires as provided.

Quantitative analyses were performed using the Statistical Package for Social Science (SPSS) version 23 software to evaluate the relationships among the variables. There were three types of analysis conducted, namely, descriptive analysis, factor analysis, crosstabulation and Chi-Square (χ^2) test and regression analysis (binary logistics). Descriptive statistical methods were used for preliminary analysis and to understand visitor's perception data and to determine the demographic profiles of respondents. Factor analysis was

performed to identify, reduce and organise a large number of questionnaire items into specific classes under a dependent variable (Chua 2014). Reliability tests were first conducted to identify reliable items. Cronbach's Alpha values above 0.7 indicated that the items were highly reliable and can be analysed using the factor analysis method. The Bartlett's and Kaiser-Meyer-Olkin (KMO) tests were used to determine whether the correlation between items were sufficient to perform factor analysis and to detect multi-collinearity between items. The value of KMO >0.5 indicated that the items were adequate while in Bartlett's test the p-value <0.05 showed that the items were fit for factor analysis and no serious multi-collinearity problems had occurred. Cross-tabulation is a table consisting of frequency groups of several variables. The Chi-Square (χ^2) test method was used to determine the relationship between two nominal variables, for example, whether there was a relationship between adherence and educational background. It can be explained further in the hypotheses equation as shown below:

H_0 : There was no relationship between factors influencing visitors to attend M50CP and educational background

H_1 : There was a relationship between factors influencing visitors to attend M50CP and educational background

The significant value of $p < 0.05$ is where the null hypothesis is rejected and this implied that there was a relationship between the two variables. If there was a relationship, then Cramer's V value is used to see the strength of the relationship between the two variables and can be interpreted based on *Table 1*.

The Empirical model (binary logistics) was used to identify factors (x) that influence the nominal response variable (y). In this study, the analysis was conducted to determine the factors that influenced the respondent's intention to attend the M50CP. This method estimated the probability of declaring YES to be one (1) for one of the

Table 1. Interpretation of Cramer's V value

Cramer's V value	Interpretation
0.0 – 0.2	Very weak
0.21 – 0.4	Weak
0.41 – 0.6	Moderate
0.61 – 0.8	Strong
0.81 – 1.0	Very strong

attendance purposes while the probability of declaring NO is zero (0) as in the following equation:

Visitors attended most likely to gain knowledge and interested

$$= \ln \left[\frac{\text{probability of saying yes}}{\text{probability of saying no}} \right]$$

$$= B_0 + B_1 (X_1) + \dots + B_n X_n \quad (1)$$

B_0 = logistic regression constant

B_n = logistic coefficients for each x

Some of the assumptions that must be met in order to perform this analysis are:

1. There is no linear relationship between y and x
2. Does not require data that provides normal residuals
3. Does not require Homoscedasticity
4. Variable x needs to be interval or scale

Results and discussion

Table 2 shows that the majority of the respondents were females (54.1%) compared to men (45.9%). The average age of the respondents was 40 with a minimum and maximum age of 15 and 78 respectively. Among the visitors, 25% of the respondents were government servants while 25.9% were private sector workers and 24.5% were entrepreneurs or self-employed. Results indicated that the visitors were from various sectors and the highest were entrepreneurs (18.2%) followed by the agriculture sector (17.1%). This was in line with the functions and roles of MARDI as the technological resources in agriculture and agroprenuership in the country.

Table 2. Respondent's profiles

Category		Percentage	Mean	Min	Max	Std. Dev	N	Missing value
Gender	0 = Men	45.9%	1.54	0	1	0.499	220	0%
	1 = Women	54.1%						
Age			44.57	15	75	15.53	220	0.91%
Jobs background	1 = Government agencies	25%	2.82	1	5	1.472	220	0.45%
	2 = Private company	25.9%						
	3 = Student	7.3%						
	4 = Self-employed	24.5%						
	5 = Others	16.8%						
Sector	1 = Agriculture	17.1%	3.95	1	6	1.937	220	1.82%
	2 = Manufacturer	8.2%						
	3 = Business	18.2%						
	4 = R&D	8.2%						
	5 = Education	9.1%						
	6 = Others	36.8%						
Education level	1 = Universities	71.4%	2.55	1	5	0.98	220	0.45%
	2 = School	25.9%						
	3 = Non-school	0.9%						
	4 = Others	1.4%						
Participation	1 = Agencies worker	8.2%	2.75	1	3	0.611	220	0.91%
	2 = Business	9.5%						
	3 = Visitors	81.4%						

Source: Field survey (2019)

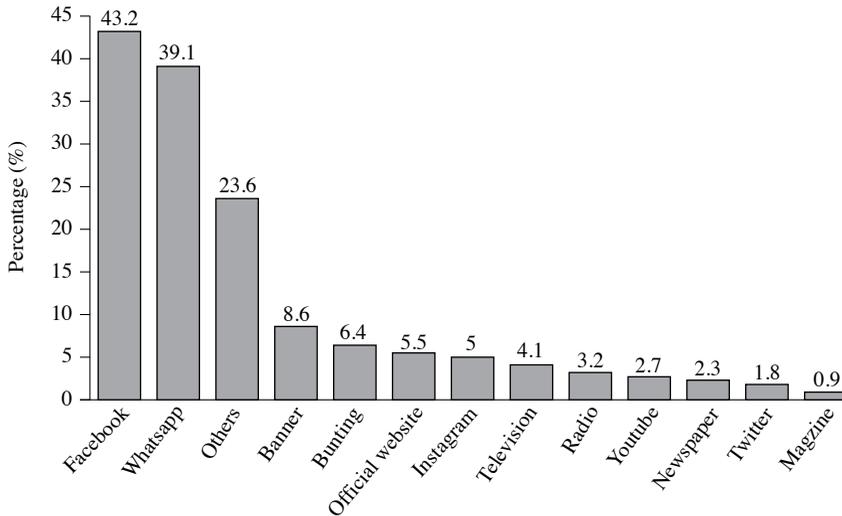
Medium of publicity

An effective publicity campaign was vital in ensuring the success of M50CP. Therefore, one of the objectives of this study was to obtain visitors' feedback on the publicity made by MARDI in providing information on M50CP. It was important to identify the most appropriate advertising tools that could provide as much information about the programme. At the same time, MARDI should adhere to the latest developments in advertising, promotion and marketing of events.

The findings showed that social media, namely, Facebook and WhatsApp applications were the most effective medium of advertising (*Figure 1*). About 43.2% and 39.1% of visitors selected Facebook and WhatsApp applications respectively. These findings were supported by Kotler and Keller (2016). They stated that social media

was an effective means of communication to receive and disseminate promotional information in the form of text, pictures, audio and video to the public. Also, visitors preferred to use WhatsApp as the primary medium of communication because it is user friendly and they could obtain information and feedback faster (Daud et al. 2018).

The third most effective publicity medium was Others (23.6%) which included verbal promotion by MARDI staff to their close family and friends. Even in the current age of social media, banners and bunting are still relevant in promoting an event as 8.6% and 6.4% of the visitors acquired their information about this programme through banners and bunting respectively. This study has shown that Facebook and WhatsApp are the most preferable and effective promotion tools for any exhibition event.



Source: Field study (2019)

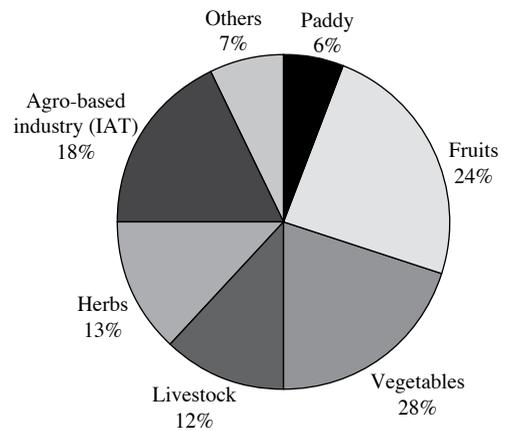
Figure 1. Percentage of the visitors based on chosen publicity medium for M50CP

Information technology and visitors desirable booths

The main objective of organising M50CP was to enlighten the visitors on MARDI’s significant achievements in terms of technology and product development for the past five decades. Specifically, in the questionnaires, the visitors were asked to indicate the particular booth they wished to visit.

The majority of visitors were interested in obtaining information about fruits (24%) followed by vegetables (28%) (Figure 2). About 18% of the visitors were interested in the information about agro-based industries. Accordingly, about 13% and 12% of the guests visited the herbal and livestock booths respectively. Only 6% of visitors wished to gather information on rice.

The public is usually very interested in the latest developments in a particular subject matter. As for fruits, most of the public wanted to acquire the latest technologies and products especially on durian. Visitors were also attracted to visit outstanding and beautifully decorated booths. As such, MARDI needs to be more creative in decorating booths and should include more photos and life samples



Source: Field survey (2019)

Figure 2. Percentage of the visitors based on the booths that visitors wanted to attend

of products. Our study indicated that information on fruits and vegetables as well as agro-based products were generally the most popular among the public who visited M50CP.

Visitors’ perception of the 50-year celebration programme

Visitor’s perceptions can be ascertained by using the factor analysis methods. The importance of factor analysis to the data and research items can be measured using

several tests such as the KMO and Bartlett's test. According to *Table 3*, the KMO value exceeded 0.5 and Bartlett's test ($p < 0.05$) which indicated the significant level of the data. Besides, the Cronbach's Alpha value was 0.94. Any value above 0.7 implied that the data obtained were more than 70% consistent with the statement in the questionnaire forms (Nurullhuda et al. 2009).

The factor analysis revealed that there were three identifiable visitor's perception factors which could account for 64.27% on the overall variance in the study. Among these three factors, the major variance with 33.22% of the total variance was "MARDI's role and contribution" (*Table 4*). On the other hand, "Effectiveness of the programme" and "Visibility of MARDI" factors accounted for 18.32% and 12.73% of the total variance respectively.

Based on this factor analysis, it can be concluded that the significant role and contribution of MARDI itself was very important in attracting visitors to attend the programme. The advancement of our agriculture through technological injection by MARDI reflects the success of the government in providing comprehensive agricultural services to the community (Zulfamy 2018). In addition, the success factors of any department typically showed a positive relationship with visitors' satisfaction (Kouthouris and Alexandris 2005).

The second factor is the content and effectiveness of the programme itself. The effectiveness of a programme was evaluated from the set output that caused a change in the reaction and behaviour of the visitors (Aifaa 2013). Programme and organiser visibility was also one of the critical factors in visitor's perception. Various in-trend tools

Table 3. Results of reliability test for factor analysis

Cronbach's Alpha	KMO	Bartlett's test
0.94	0.927	2,922.423 **

** Significant difference at $p < 0.05$

such as the use of social media can increase the visibility of these programmes.

MARDI's role and contributions

Table 4 also shows the mean and standard deviation of each item in MARDI's role and contribution factors. The likert scale of all items with values between 4 and 5 showed that visitors agreed with each item. The item that provided the highest average score was research studies that benefited the community (4.31). This indicated that visitor's perception was positive and MARDI had contributed to the benefit of our community. This perception was supported by the next two items with a mean score of 4.27, i.e. the visitors believed that MARDI had produced the latest technologies that has become a reference resource in the field of agriculture and agro-based industries and reference resources in the field of agricultural research and IAT. The lowest mean score (4.09) was for the requirements in agriculture and IAT for youth.

The effectiveness of the programme

The visitor's perception of the effectiveness of the programme can be divided into 8 items (*Table 4*). The highest average score was for visitors who would visit and participate in activities organised by MARDI in future (4.45). This showed that the programme had effectively benefited the community since they will come again if MARDI organised a similar programme in future. The lowest average (3.96) was for the appropriateness of the information presented about MARDI. This indicated that the visitors agreed that most of the information given was appropriate.

The visibility of MARDI

Table 4 also shows the average score of each item representing MARDI's visibility. Most respondents agreed that they understood MARDI's functions clearly (4.07) and they could obtain MARDI's information and issues through social media (4.02). These results implied that the majority of

Table 4. Visitor's perception towards MARDI's 50 year celebration programme and the roles of MARDI

		N	Min.	Max.	Mean Score	Std. Dev.
MARDI'S ROLE AND CONTRIBUTIONS	Requirements in agriculture and IAT for youth	218	1	5	4.09	0.837
	Provide an expert and effective advice to the stockholder	220	1	5	4.1	0.746
	Give significant impact on the stakeholder	220	1	5	4.12	0.767
	To produce successful mentoring entrepreneurs	219	1	5	4.16	0.817
	Research studies benefit the community	220	1	5	4.31	0.725
	Technology that gave an impact to the society	220	1	5	4.27	0.745
	Focal point in the field of agricultural research and IAT	220	1	5	4.27	0.72
	MARDI's role and functions were successfully and effectively performed	220	1	5	4.2	0.719
EFFECTIVENESS OF THE PROGRAMME	The period of the programme was adequate	220	1	5	4.06	0.958
	The information presented was effective	218	2	5	3.96	0.855
	The information presented was appropriate	219	2	5	4.15	0.727
	The government was concerned with the achievement of the agency	220	1	5	4.22	0.747
	Public awareness of agricultural activities	220	2	5	4.24	0.771
	Successfully raised MARDI's image	219	2	5	4.29	0.752
	Will visit and participate in activities organised by MARDI in future	220	1	5	4.45	0.678
	Have a potential to expand knowledge/business	220	1	5	4.3	0.77
VISIBILITY OF MARDI	Information/issues regarding MARDI can be obtained easily from billboards, television, radio, etc.	220	1	5	3.94	0.937
	Information/issues regarding MARDI can be obtained easily from social media such as facebook, twitter, instagram, etc.	220	1	5	4.02	0.919
	Know and understand the functions of MARDI clearly	219	1	5	4.07	0.796

Likert scale: 1-Strongly disagree, 2-Disagree, 3-Not sure, 4-Agree, 5-Strongly agree

Source: Field survey (2019)

the visitors acknowledged the existence of MARDI as an important research organisation in the country. MARDI's visibility factor showed the lowest mean score (3.94) for obtaining information/issues regarding MARDI easily from billboards, television, radio, etc. This was very true since we do not regularly see MARDI's information on billboards, television or radio.

Visitor's intention to visit MARDI'S 50-year celebration programme

Figure 3 shows the percentage of visitor's intention to attend M50CP. About 40% of visitors attended the programme to increase their knowledge. In addition to increasing their knowledge, 26% attended because of their interest in such programmes. We could therefore categorically conclude that about 66% of the visitors were interested in agriculture. The influence of friends also contributed about 12% to visitors attending

the programme. About 10% of the visitors attended the programme just for leisure.

Based on *Figure 3*, a crosstabulation and χ^2 tests were conducted to find out the relationship between the two nominal variables. The value of Cramer's V was used to see the strength of the relationship between the two variables. We could then interpret whether the relationship between the variables was very weak, weak, moderate, strong or very strong.

Results of χ^2 test is shown in *Appendix 1* and explained as shown below:-

a. To increase knowledge

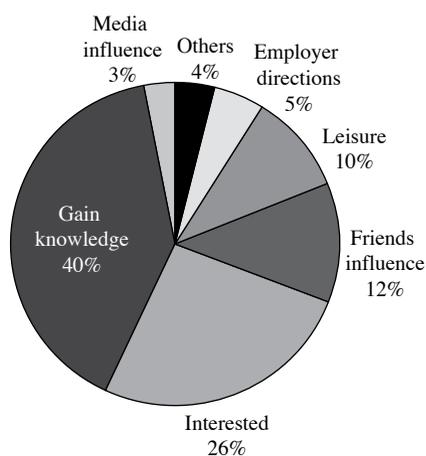
Among the factors that had significant relationships were age, occupational sector, participation, fruits and vegetables booth.

1. Age

The majority of visitors belonged to the middle age group (35 – 60 yrs). Cramer's V-value of 0.554 indicated a strong relationship between age and the intention to seek knowledge.

2. Occupational sector

Cramer's V-value of 0.28 indicated a low relationship strength to the question of whether the tendency of visitors to increase knowledge came from those in the agricultural sector compared to other sectors.



Source: Field survey (2019)

Figure 3. Percentage of visitors based on their intention to attend the programme

3. Participation

Individual visitors monopolised participation in this celebration compared to agency and dealer employees as shown by Cramer's V-value of 0.19 which indicated a low relationship strength.

4. Fruit and vegetable information

Cramer's V-values ranging from 0.21 – 0.25 indicated a low relationship strength for visitors at the vegetable and fruit booths wanting to seek knowledge.

b. Interest

Out of a total number of visitors who had the interest came from those who wanted to seek information on fruit booths, livestock, herbs and IAT. All of these factors recorded a value of Cramer's V-values ranging between 0.162 and 0.281 indicating a low relationship strength.

c. Leisure

For leisure, the significant factors were age and working background.

1. Age

The majority of visitors belonged to the early age group of 22 – 34. Cramer's V-value of 0.602 indicated a strong relationship between age and leisure.

2. Job background

The findings for this job background were in line with the age factor where majority of the students were 22 – 34. Cramer's V-value of 0.339 indicated a moderate relationship between job background and leisure.

This study showed that age is a significant factor in determining the reason for visitors to M50CP. The middle-aged groups were more interested in getting new knowledge in agricultural science while people aged between 22 and 34 were more likely to have attended this programme just for leisure.

In terms of the employment sector, a person's field of employment could have also determined the purpose of their

visits. This programme had successfully attracted the interest of agricultural workers to acquire knowledge while other work sectors may have preferred to attend this programme for other reasons.

The information presented at M50CP included MARDI's significant achievements over the past 50 years. These booths became the major attraction for the visitors. Among the technologies on display were on rice, fruits, vegetables, livestock, herbs, the agro-based industry (IAT) and others. Technologies on fruits and vegetables were among the top information sought by the overall visitors while visitors who came to the agro-industry (IAT) exhibitions, herbs and livestock were those with specific interests.

Empirical model

The data were further analysed using logistic regression model methods to identify factors (including socio-economic factors) that influenced visitors to come to M50CP. The dependent variable (y) in this analysis was the probability of saying YES (1) for the reason they came to gain knowledge and interests in agriculture and the probability of saying NO (0) if otherwise. These dependent variables were then correlated with factors derived by the analysis of the above factors along with the socio-economic factors of the respondents.

The results of this logistic regression analysis can be explained as shown in *Table 5*. The Nagelkerke R² of 0.384 indicated that these variables could have

Table 5. Results of binary logistic regression analysis

	S.E.	Sig.	Exp (B)	Log ₂ likelihood	Cox and Snell R ²	Hosmer and Lemeshow test
Gender	1	0.652	0.836	180.503	0.384	$\chi^2 = 7.822$
Age	0.016	0.292	0.984			Sig. 0.451
Sector	0.506	0.113	2.233			
Level of education	0.488	0.138	2.065			
Occupational background	0.475	0.137	2.027			
MARDI's role and contributions*	0.215	0.062	0.67			
The effectiveness of the programme	0.186	0.587	0.904			
MARDI's visibility	0.196	0.783	0.948			
Paddy	0.619	0.357	0.565			
Coconut	0.523	0.731	1.197			
Fruits**	0.452	0.024	2.771			
Vegetables**	0.448	0.002	4.138			
Livestock	0.444	0.989	0.994			
Herbs**	0.432	0.043	2.4			
IAT**	0.405	0.017	2.625			
Constant**	2.11	0	0.001			

**Significant at $p < 0.05$

*Significant at $p < 0.1$

accounted for 38.4% of the variance in the model. However, all the non-significant variables still need to be included in this model so that the \log_{-2} likelihood value is positive at 180.503. Meanwhile, the Hosmer and Lemeshow test indicated that the model significantly and adequately fitted the data ($p > 0.05$).

MARDI's role and contributions is one of the factors contributing to the visitor's desire to attend M50CP. People wanted to know the success of MARDI in improving our agricultural sector and showed their interest by attending this M50CP to gain more knowledge. This factor affected visitor's tendency to attend M50CP by a probability of 0.67. The booths became the major attraction for visitors exhibiting MARDI's significant achievements over the past 50 years. Based on the values of Exp (B), the respondents who gave the highest rank to the booths were those who were interested in coming and gaining knowledge. The booths displayed technologies on vegetables, fruits, the agro-based industry (IAT) and herbs.

This study showed that the visitors who attended this programme had gained knowledge about MARDI and its' contributions to the agricultural sector of the country. The aggressive promotions by MARDI were also a contributing factor to the visitor's tendency to attend M50CP. It also indicated that most of the visitors were interested in the information on vegetables, fruits, agro-based industries and herbs.

Recommendations

The outcome of this research may serve as the basis for the study of customers' satisfaction for more prominent programmes organised by MARDI, especially by MAHA. Besides, the findings of this study may also contribute to the knowledge of the public's perception of MARDI and maybe used to improve future programmes. In future, it is suggested that MARDI should pay more attention to expanding promotions, booth sales and extending the duration of the

programme. This can be an important aspect in the marketing and promotion of MARDI-sponsored programmes in future.

Conclusion

The majority of the public who attended this programme were between 20 and 30 years old. This was a good sign as the younger generations had shown great interest in agriculture. The future of agriculture in this country depends on the young generation of farmers who embrace technology in their farming activities. The most effective methods of promoting programmes were social media platforms such as Facebook and WhatsApp. The most popular booths visited were of fruits and vegetables. Forty percent of visitors who attended the programme intended to increase their knowledge and 26% attended out of interest while only 10% came for leisure. This study showed that the visitors who attended this programme acknowledged the existence of MARDI and its contributions to the agricultural sector of the country. The aggressive promotions by MARDI significantly contributed to the high public attendance of M50CP.

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Abstrak

Acara khas seperti ulang tahun ke-50 MARDI adalah produk pengalaman yang relevan yang bergantung pada kemampuannya untuk menghasilkan pelbagai sensasi, respons imaginatif, emosi dan keterlibatan dalam pengguna sarannya. Oleh itu, kajian ini menganalisis dan meneroka sifat dan ruang lingkup persepsi pengunjung dalam konteks Program Perayaan 50 Tahun MARDI (M50CP). Data tinjauan dikumpulkan semasa acara dan dianalisis menggunakan statistik deskriptif, analisis faktor dan logistik binari. Hasil kajian mendapati bahawa Facebook dan Whatsapp adalah medium yang paling berkesan dalam mempromosikan program seperti ini. Persepsi pengunjung kemudian ditentukan oleh tiga faktor iaitu peranan dan sumbangan MARDI, kandungan M50CP dan visibiliti MARDI. Dari analisis regresi logistik, beberapa faktor mempengaruhi pengunjung untuk mengikuti program ini. Antaranya adalah kandungan program itu sendiri. Kebanyakannya adalah merangkumi kisah kejayaan MARDI dan pencapaian penting selama 50 tahun yang lalu.

Appendix 1. Results of crosstabulation analysis of visitor's purpose to attend MARDI's 50-year celebration programme

Gain knowledge								
Age	(12 – 18)	(1922)	(22 – 34)	(35 – 60)	(61 – 75)		χ^2	Cramer's V
Yes	1	5	37	72	20		66.636	0.554
No	0	3	32	40	7			
Occupation sector	Agriculture	Manufacturing	Business	R&D	Education	Others	χ^2	Cramer's V
Yes	32	12	25	6	15	42	16.813 ^a	0.28
No	7	6	15	11	5	39		
Participation	Agency workers (MOA)	Business	Visitor	Others			χ^2	Cramer's V
Yes	13	17	104	0			7.870**	0.19
No	5	4	72	2				
Booth (Fruits)							χ^2	Cramer's V
Yes	79	57					9.137**	0.206
No	29	50						
Booth (Vegetables)							χ^2	Cramer's V
Yes	69	67					13.309**	0.249
No	20	59						
Interested								
Booth (Fruits)							χ^2	Cramer's V
Yes	48		40				10.329**	0.22
No	41		85					
Booth (Livestock)	Yes		No				χ^2	Cramer's V
Yes	31		57				5.646**	0.162
No	26		100					
Booth (Herbs)	Yes		No				χ^2	Cramer's V
Yes	37		51				16.891**	0.281
No	21		105					
Booth (Agro-based Industry)	Yes		No				χ^2	Cramer's V
Yes	42		46				5.599**	0.162
No	40		86					
Leisure								
Age	(12 –18)	(19 – 22)	(22 – 34)	(35 – 60)	(61 – 75)		χ^2	Cramer's V
Yes	1	4	20	6	3		78.256**	0.602
No	0	4	49	105	24			
Occupational background	Government	Private	Student	Self-employed	Others		χ^2	Cramer's V
Ya	6	7	9	4	8		24.977**	0.339
Tidak	47	50	7	50	29			

**Significant at $p < 0.05$