

Research Article

Consumer Satisfaction on the Features and Quality of Commodities: A Case Study of MyFarm Outlet

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ABSTRACT:

Population growth in Malaysia will increase food demand, which is projected to increase from 70% to 100% by 2050; consequently, food security is essential to economic development in order to meet population growth. The Federal Agricultural Marketing Authority (FAMA), a statutory body under the Ministry of Agriculture and Agro-Based Industry, is responsible for ensuring food security in the country, overcoming food crises, and ensuring the availability and affordability of agricultural and food commodities for consumers. MyFarm is an initiative introduced by FAMA to assist in lowering consumer product prices. This study will investigate two states that account for 200 customers: Putrajaya (MFO Putrajaya) and Terengganu (MFO Chendering). Every state received 100 consumer questionnaires. It will discuss MFO consumer information, contentment by aspect, and product quality fulfilment. Muslims, Malays, and Malaysians dominated MFO sales. Their ages ranged from 17 to 72, with an average of 37. Users are 63% under 40. This study identified two distinct categories of purchasing satisfaction: aspect and commodity. All conditions were met. The top-rated location. Customers were satisfied with the MFO website. Promotion scored the lowest. Consumers suggested social media advertising. Product and operation received average to excellent ratings.

KEYWORDS: Management of Supplies, MFO, Purchase satisfaction.

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INTRODUCTION

Small and medium-sized businesses (SME) are the primary responsibilities behind the nation's food sector. According to Chamhuri (2011), this business encompasses a wide variety of food commodities, including fisheries, livestock fresh fruit and vegetables, and more. In general, the many pathways that are taken for the distribution of food and other commodities may be divided into two basic categories: the more traditional ones, and the more contemporary ones. The term "conventional market" refers to a collection of several sorts of marketplaces, including but not limited to wet markets, night markets, fresh markets, and farmer's markets. The vendors at these markets are often small businesses that concentrate their efforts on a single category or subcategory of fresh food. According to the findings of research that was conducted by Chamhuri (2011), a wet market or fresh market in the nation often took up one or two levels of a structure and was located in close proximity to areas that had a high population density and a high amount of traffic. In addition to that, the fresh market and the night market are often organised in the style of a street market, in which sellers set up

their own booths along the roadside. This is the case for both of these markets. According to Chamhuri (2011), "new" or "modern" retail businesses comprise both hypermarkets and supermarkets, and they are differentiated from one another depending on the amount of retail space that they have available for customers to shop in. However, the majority of Malaysians still continue to buy fresh produce from the traditional markets, which generate 28.7% of total sales in the same product category (Man et al., 2009). The rapid emergence of contemporary retail shops in the country has had an impact on the small retailers. However, the rapid rise of modern retail stores in the nation has had an effect on the small retailers. This is in spite of the fact that the fast expansion of contemporary retail outlets throughout the nation has had an impact on the industry of small-scale retailing.

It is expected that the population of Malaysia will continue to grow, which will result in an increase in the amount of food that will be required. According to Musa and Ab Aziz (2022), by the year 2050, it is anticipated that the demand for food in the nation would have increased from 70 percent to 100 percent. As a consequence of this, a greater focus has to be placed on food security, which is crucial to the growth of Malaysia's economy in order to handle the increase in the country's population. According to the National Agrofood Policy (DAN2.0), which was cited by Musa and Ab Aziz (2022), the definition of food security is when "all people at all times have the physical and social, as well as economic, access to sufficient, safe, and nutritious food to fulfil the dietary needs and preferences of food for a healthy and active life." This is the definition of food security that was used by Musa and Ab Aziz (2022). This concept was developed from the statement that "all people at all times have economic access to sufficient, safe, and nutritious food." Therefore, as a statutory body under the Ministry of Agriculture and Agro-Based Industry in the country, the Federal Agricultural Marketing Authority (FAMA) is responsible in its role to help secure food security in the country and to have an effective marketing strategy to overcome situations such as food crises, as well as to ensure the availability and affordability of commodities in the agricultural and food industries to consumers (Musa & Ab Aziz, 2022; Razak). These responsibilities fall under the purview of the FAMA. This is done to guarantee that the Federal Agricultural Marketing Authority (FAMA) offers the help that FAMA gives to business owners and importers in the form of storage and distribution facilities, as well as the buyback plan that FAMA administers for agricultural producers. These are the two key components that make up the interventions that FAMA has put into action in order to increase the availability and security of food. Accessibility initiatives such as the distribution of chicken eggs, the organising of the Pasar Segar Terkawal (PST), and the execution of the farm direct sales programme (JTDL) are all examples of interventions that have been carried out by FAMA (Aziz & Musa, 2023).

The Federal Agricultural Marketing Authority (FAMA) has launched the MyFarm programme as an initiative to help the people of the country, particularly the B40 group, survive with the increasing cost of living. The prices of the food items that are sold under this programme are between 5 and 20% lower than the prices on the general market (Hu, 2019). This farm market programme, known as MyFarm Outlet (MFO), provides customers with an extensive selection of food goods and fresh produce (such as fowl, seafood, fruits, vegetables, and meat), an agriculture caravan, a food truck, and products from small and medium enterprises (SME) at rates that are affordable (Hu, 2019). However, according to Hanim et al. (2010), in order to respond to consumers' freedom to choose and exercise more control over the food production and marketing systems, products must be easily accessible to consumers and of the greatest possible quality. After that, the customer will be able to achieve their desired level of satisfaction, which takes place when their anticipations regarding a product are increased up until the point where the actual consumption experience meets or exceeds those expectations (Chamhuri, 2011). In contrast, customer discontent is more likely to result if the product is unable to perform its intended role. According to Chamhuri (2011), consumers will experience both satisfaction and dissatisfaction when it comes to fresh food commodities such as meat, fruits, and vegetables.

Consumers could either be satisfied or dissatisfied over the effort and the quality of the meat during the second purchase; fruit products revealed to depend on the performance of their supply chain; and the appearance of fresh vegetables will determine the satisfaction of the consumers. In addition, consumers will experience satisfaction and dissatisfaction when it comes to fresh food commodities such as meat.

In addition, the performance of the goods that are being sold at the market is just one factor that may not be the only factor contributing to the consumers' overall satisfaction with the market. Other factors may also play a role. The proliferation of modern retail establishments that sell the same product category, such as fresh produce and food items, groceries, and other food commodities, with a greater selection of food products, has the potential to have an impact on traditional markets such as the MyFarm outlets that operate as farmers markets. According to Chamhuri (2011), among the factors that would encourage consumers to purchase at either a conventional or new market are personalised service from vendors, competitive prices, food quality and safety, convenience, promotion, proximity, and other factors. Although FAMA markets were able to provide relatively more affordable prices and meet consumers' requests on quality, quantity, size, and variety for food products when compared to modern markets, consumers now have the ability to choose which retail format will meet their post-purchase satisfaction (Chamhuri & Batt, 2013; Hu, 2019). This is because consumers now have the ability to choose from a variety of retail formats. As a result, it is essential to carry out research to evaluate the level of contentment that customers have with various features of and products available in conventional markets like MyFarm outlet. As a result, the findings of this research supplied FAMA with substantial information that would allow the organisation to maintain and develop the elements and commodities it offers on the market to fulfil the demands of satisfied customers.

LITERATURE REVIEW / THEORETICAL BACKGROUND AND HYPOTHESES DEVELOPMENT

Farmers' markets, also known as Pasar Tani, have seen great growth in many towns across Malaysia in recent years as an effective marketing and business platform for suppliers, wholesalers, farmers' entrepreneurs, and others to sell their products, earn a better income, and improve sales. In the past few years, Pasar Tani have become increasingly popular in many of these towns. The Federal Agricultural Marketing Authority (FAMA), which is one of the agencies under the Ministry of Agriculture and an Agro-based Industry of Malaysia, is in charge of supervising, coordinating, regulating, and improving the marketing of agricultural products (Raihan et al., n.d.). MyFarm Outlets (MFO) is known as one of the farmers markets (Pasar Tani) that was initiated under FAMA. According to Hu (2019), MyFarm Putrajaya's annual sales amounted to MYR4.2 million in 2016. Pyle (1971) compares farmer's markets to public marketplaces, with the primary difference being that the vendors at farmer's markets are farmers themselves. Farmers markets are described as markets in which farmers, producers, and growers from the surrounding area engage in person to sell their products directly to consumers, as stated by Saili et al. (2008). In addition, according to Saili et al. (2008), the items that are offered at the stall should have been reared, caught, produced, pickled, brewed, processed, or smoked by the proprietor of the stall. On the other hand, according to this particular definition, farmers markets are defined as market outlets for only producer farmers vendors, and the products sold at these markets must be locally produced. The term "farmers markets" refers to those types of mixed markets that are open on a consistent basis (for instance, every day, every weekend, etc.) and in which the vast majority of the vendors sell regional goods directly to the final consumers.

According to Chamhuri (2011), consumers in Asia continue to prioritise farmers markets, traditional wet markets, and retail grocery shops as the primary venues for purchasing fresh goods. In addition,

according to Pila et al. (2018), farmers markets play a significant part in the process of transforming both regional and local food systems. When compared to contemporary supermarkets, traditional retailers such as farmers markets offer customers a relatively high degree of individualised service, particularly when it comes to the selection of items. As a result, it is unlikely that customers will switch to farmers markets in order to satisfy their allegiance to traditional shops (Chamhuri & Batt, 2013). Farmers markets are a method of direct marketing that small agricultural producers engage in with end users of their products. Farmers markets allow customers to enjoy cheaper products as a result of the elimination of a long supply chain, easier access to fresh products, and in most cases, a higher quality of taste. This is according to Saili (2011), who found that consumers gained an economic advantage by saving money on prices. According to the findings of Terano et al. (2015), customers would rather spend their money on high-quality fresh food goods that they can put their faith in to consume. Due to the fact that supermarkets do not place a primary emphasis on fresh produce, farmers markets play an important part not just in affluent countries but also in developing countries. As a result, in developing nations such as Malaysia, farmer's markets continue to be the primary source of fresh produce, other than smaller public markets, and they continue to be an essential outlet for fresh vegetables and fruit.

According to Polimeni et al. (2018), not only do farmers markets give customers access to locally produced goods at lower prices, but they also give them the opportunity to learn more about the goods they buy. Rural farmer's markets and urban farmer's markets are two distinct types of farmer's markets, and they are distinguished from one another by the geographic or demographic location (rural or urban). According to Mustafa et al. (2018), the origin of farmers markets can be traced back to an effort to provide a venue in which farmers and other producers could sell their own goods to end users in a setting that also acted as a forum for interaction between customers and those who make goods. The proliferation of farmer's markets gives farmers the opportunity to enhance their commercial practises with the assistance of professionals skilled in marketing and other aspects of business. In addition, developing countries like Malaysia require the expertise of farmers, despite the fact that the majority of farmers do not have a high level of education (Mustafa et al., 2018).

Management of Supplies

Since the 1990s, there has been a significant increase in the attention paid to supply management operations in the agricultural sector, particularly in the United States (US) and Europe (Wood, 2004). According to Hanni et al. (2010), supply-chain management (SCM) is defined as the management of the overall process of production, distribution, and marketing through which a product is supplied to a consumer. This procedure is followed in order to supply the product. The consumer orientation has started to shift on how individuals respond towards purchasing activities. individuals are starting to exercise their rights to choose and exert greater control over the marketing and food production systems. This is causing a shift in the consumer orientation. As a result, the success of food markets and suppliers is dependent on how well they respond to the wants of customers. In addition, the rise in the purchasing power of customers has put an end to the prevalent belief that agribusiness, which includes things like farmer's markets, local grocery stores, and so on, is slightly more likely to produce items without regard for existing markets and the requirements of consumers. This is no longer the case, as a result of the rise in consumer purchasing power.

According to Man et al. (2009), the management of fresh produce supply chains has become extremely crucial in order to reduce expenses associated with the distribution channel as well as inventory in order to satisfy the preferences and requirements of customers. As a result, the Ministry of Agriculture and Agro-based Industry has emphasised two core programmes to lead the national agricultural development. These two programmes are designed to improve food security and enhance the development of sustainable, competitive, decentralised, and people-centered agribusiness (Marhaini & Ridzwan, 2004). Both of these programmes have been emphasised by the Ministry of

Agriculture and Agro-based Industry. As a result of the removal of a lengthy supply chain, consumers who shop at farmer's markets like MFO can take advantage of lower pricing for fresh produce items while also benefiting from improved flavour (Saili et al., 2008). According to Razak et al. (2014), FAMA programmes have been shown to shorten the supply chain between producers and consumers. This enables producers to provide consumers with high-quality goods at competitive prices, hence satisfying citizens' long-term requirements for nutritious food.

Safety of Food Supply

According to the Food and Agriculture Organization's (FAO) definition, food security is "food security that exists when all people, at all times, have economic and physical access to nutritious, sufficient, and safe food to fulfil their food preferences and dietary needs for a healthy and active lifestyle" (Murdad et al., 2022; Royal Society, 2009). This definition was derived from two sources: Murdad et al., 2022 and Royal Society, 2009. According to the findings of Zainol and Aik's (2021) research on the food value chain that affects food security in the seed industry in Malaysia, the degree of food security in this country is relatively low and requires immediate action. According to Razak et al. (2014), ensuring a nation's inhabitants and its economy have access to sufficient food supplies is one of the most important factors in maintaining a stable state for the nation. For the aim of organising, overseeing, promoting, and monitoring agricultural products, the Food and Agricultural Malaysian Authority (FAMA) is an agency that is accountable for maintaining food security in Malaysia.

Food insecurity is listed as one of the global concerns that caused more than one billion people to suffer from starvation, malnutrition, and undernutrition, making it difficult to achieve the Millennium Development Goals (Hu, 2019). This is according to the report that was compiled by the Food and Agriculture Organisation of the United Nations (FAO). Because of this, FAMA has started the MyFarm programme for B40 to assist people in coping with the higher cost of living. The food that is sold at the MyFarm Outlets is priced between 5 and 20 percent less than it would be on the market (Hu, 2019).

According to Rotar and Kozar (2017), customer satisfaction is a construct that is determined by the emotional condition of the client in addition to non-monetary measures. Customers have a tendency to set certain standards, and their judgements are based on how they ultimately perceive the offering that they received from a product or service in contrast to the offerings of competitors unconsciously (Rotar & Kozar, 2017). Customers who are satisfied are more likely to return regularly and remain loyal to a company over the long term. Therefore, a significant connection exists between the competitive edge and the unique selling points of the various goods and consumer pleasure. Innovativeness was shown to have a substantial association with the commercial success of FAMA's entrepreneurs in Malaysia as an effort to promote their products, services, technology, and so on, as stated by Manaf et al. (2021). According to Terano et al. (2015), customers' preferences for purchasing fresh food goods are connected with factors such as the product pricing, the quality of fresh products, and the packaging of the products.

METHODS

This section discussed on the population, sampling method, data collection process and data analysis method.

Population and Sampling Method

The MFO consumer research involved a sampling frame that spanned two (2) states: the Federal Territory of Putrajaya (MFO Putrajaya) and the state of Terengganu (MFO Chendering). Both of

these states are in Malaysia. During the course of the research, the sample for the study was chosen at random, and a total of 200 customers were questioned, with 100 customers being interviewed for each MFO.

Data Collection Procedure

The face-to-face interview approach was used to distribute a quantitative survey method that was based on a questionnaire. The gathering of research data took a month, beginning on July 1, 2022, and ended on that date. Individually addressed information letters, consent forms, and questionnaires have been sent out to each of the respondents who were chosen for the study. The willingness of potential respondents was taken into consideration when selecting participants for this survey.

Data Analysis

Descriptive analysis was used in this study focusing on frequency, percentage and average score to get an overview of the feedback received based on the primary data obtained. The data obtained was analysed using the Social Science Statistical Package (SPSS) Version 20 software and Microsoft Office Excel.

Research data on consumer satisfaction level scores were measured and analysed using a 5-point Likert scale. For this purpose, the interpretation of the average score from Othman and Ishak (2011) will be used and shown in Table 1.

Table 1: Interpretation of Average Scores

Average Scores	Interpretation
1.00-2.00	Low
2.01-3.00	Moderate Low
3.01-4.00	Moderate High
4.01-5.00	High

Source: (Othman and Ishak, 2011)

Overall, these analyses allowed the researcher to understand the respondents' point of view regarding the matters presented during the data collection process and answer the objective of the study to be achieved.

RESULTS

This section discusses the reporting of research findings based on a descriptive analysis of the results of a questionnaire with 200 MyFarm Outlet (MFO) consumers. A total of 200 consumers were from two (2) states namely the Federal Territories of Kuala Lumpur and Putrajaya (MFO Putrajaya) and Terengganu (MFO Chendering). A total of 100 consumers were given questionnaires for each state. In this section, several scopes of findings will be discussed in detail including, general information of MFO consumers; level of satisfaction according to aspects and level of satisfaction with the quality of commodities sold.

General Information of MFO Consumers

The majority of MFO consumers were Malays, Malaysian citizens and Muslims. Their age was in the age range between 17 until 72 years with an average age of 37 years. The most consumers were 25 years old, 29 years old and 33 years old. The majority of users are under the age of 40 (63%).

The number of consumer households involved in this study ranged from one (1) to 15 people with the average number of households were four people. The category with the largest number of MFO

consumers' households was between four (4) to six (6) people, followed by one (1) to three (3) people and the lowest was the category of more than six (6) household people.

The majority of MFO consumers were female (53%) and married (65%). Most of MFO consumers were public sector workers (46%) while retirees (5%) were the lowest. The most common level of education was a bachelor's degree (36%). It was found that the majority of users were from the B40 group (74%).

Table 2: Descriptive Analysis of General Information of MFO Consumers

Background	Classification	Frequency	Percent (%)
Age	Less than 40 years	125	63
	40 years and above	75	37
Number of consumer households	1 to 3 people	70	35
	4 to 6 people	107	54
	More than 6 people	23	11
Gender	Female	106	53
	Male	94	47
Marital Status	Single	68	34
	Married	129	65
	Others	3	1
Type of Job	Government	91	46
	Private	32	16
	Self-employed	27	13
	Not working	39	20
	Retiree	11	5
Level of Education	Not certificate/ No schooling	2	1
	Primary school	4	2
	Secondary school (LCE/SRP/PMR)	10	5
	Secondary school (SPM/SPMV)	43	21
	Certificate/STPM/Diploma	65	33
	Bachelor	72	36
	Masters/PhD	4	2
Household Classification of MFO Putrajaya Consumer	B40 (<RM8650)	83	83
	M40 (RM8650-RM16329)	11	11
	T20 (>RM16329)	6	6
Household Classification of MFO Chendering Consumer	B40 (<RM4720)	74	74
	M40 (RM4720-RM9249)	22	22
	T20 (>RM9259)	4	4

The Level of Consumers Satisfaction of MFO for Every Aspect

The level of customer satisfaction with MFO is outlined in Table 4.4. This is carried out into categories such as product, pricing, promotion, location, operation, entrepreneurs, facilities, and model. The provision of a service or treatment by the entrepreneur is meant to be understood as the "entrepreneur aspect." In a nutshell, the patrons of MFO expressed a high level of contentment with respect to a total of five (5) components of the business (pricing, location, operation, entrepreneurs, and facilities and models). both the product and the promotion both received a score that was above average in terms of their respective categories. The aspect of entrepreneurs had the highest average score, which was recorded as 4.19, while the element of promotion received the lowest average score, which was recorded as 3.57. Therefore, the parties engaged in the production of MFO need to work to improve some areas of the product, including its operation and advertising, in order to ensure that a high level of customer satisfaction will be achieved. From the standpoint of the product, MFO Putrajaya is able to further diversify the products that are sold and ensure that there is always sufficient stock of the products. In reference to the element of promotion, business owners were encouraged to be more inventive when marketing their products. For instance, they were encouraged to make announcements on a big scale to guarantee that promotional information reached customers. Regarding the operational side of the business, it is anticipated of entrepreneurs that they would be able to run their companies for longer periods of time.

Table 4.4: Interpretation of Average Score of Consumers' Satisfaction of MFO

Aspect	Average Score	Interpretation
Location	4.35	High
Entrepreneur	4.19	High
Price	4.16	High
Facilities and Displays	4.07	High
Product	3.90	Moderately High
Operation	3.80	Moderately High
Promotion	3.57	Moderately High

The comments and suggestions made by customers are compiled in Table 4.5 and cover all categories. MFO customers offered a variety of remarks in response to the survey.

When it comes to the products themselves, many have stated that they are not fresh and that there is not enough variety to choose from. In addition, customers advocated for the inclusion of additional Bumiputera and Small and Medium Enterprise (SME) products, as well as grocery stores, mutton, frozen food, and additional fruit and vegetable booths.

Concerning the pricing, customers commented that the price was high for certain goods, which they were unable to purchase at wholesale prices, and that the price was high for certain commodities in comparison to prices found in other locations.

Consumers reported that they did not receive any notice regarding the promotion, and other consumers stated that they never received a purchase discount offer from the entrepreneur. This pertains to the component of the promotion known as "promotion." As a result, there are those who recommend that any sales promotion that takes place at MFO should primarily be marketed through the use of social media.

Concerning the business operations, customers have mentioned that there is not adequate variety in the products that are sold at MFO. Some of the customers made the suggestion that the store should remain open until 6:00 p.m. in order to make it simpler for customers who were working to purchase

goods after they had finished their shifts.

Regarding the facilities and the models, there were customers who mentioned that the state of the toilets at the MFO, which they described as being unacceptable, came up in conversation. In addition, customers recommended that the organisation of the food and beverage lots be revisited in terms of their layout. Paved parking was another suggestion made by customers. Therefore, in order to ensure that users will continue to support MFO, entrepreneurs and FAMA can take into consideration any comments and recommendations for improvement that are offered by customers.

Table 4.5: Comments and Suggestions by MFO Users for All Aspects

Aspect	Comment	Suggestion
Product	<ul style="list-style-type: none"> ● Items were not fresh ● No variety of product options 	<ul style="list-style-type: none"> ● Additional Bumiputera/ Small Medium Enterprise product, groceries, mutton, frozen food ● Additional lots for vegetables and fruits
Price	<ul style="list-style-type: none"> ● For fruits commodities, the price were expensive ● Unable to but at wholesale prices ● Prices are expensive for some commodities compared to others 	-
Promotion	<ul style="list-style-type: none"> ● No promotional hype ● Not getting any discount 	<ul style="list-style-type: none"> ● Spread the info on social media
Location	-	-
Operational	<ul style="list-style-type: none"> ● No variety (less lots) 	<ul style="list-style-type: none"> ● Operation hour should be extended on working days because many consumers want to buy groceries after working hours. Examples operate until 6 pm
Entrepreneur	-	-
Facilities and models	<ul style="list-style-type: none"> ● Dirty toilets 	<ul style="list-style-type: none"> ● The arrangement of lot for food and drinks should be aligned ● The parking lots needs to be paved

Level of Consumer Satisfaction Based on The Commodities That Were Sold At MFO

The level of customer satisfaction with the various goods that were offered for sale at MFO is outlined in Table 4.6 below. It is possible to draw the inference that the degree of customer satisfaction for all of the products that MFO sells is very high. The category of food and drinks received the highest degree of customer satisfaction, with an average score of 4.25, followed by the category of food commodities (chicken), which received an average score of 4.24. The next commodity on the list was fruit, which had an average score of 4.23. The industrial agriculture and small and medium enterprise (SME) commodity products had an average score of 4.10 out of a possible 5.00, making them the category of commodity with the lowest degree of customer satisfaction. It was possible to draw the conclusion that customers were extremely content with the quality of the goods that were offered for sale at MFO, which included the food and beverages that were available there. Therefore, it was expected of business owners to ensure that the quality of goods sold at MFO was constantly in good shape. This was done so as to maintain the customers' commitment to making their purchases at MFO.

Table 4.6: Interpretation of Average Score of Consumers' Satisfaction with The Quality of Commodities Sold at MFO

Commodity	Average Score	Interpretation
Fisheries	4.12	High
Chicken	4.24	High
Meat	4.11	High
Vegetables	4.13	High
Fruits	4.23	High
Agro-based industry food/ SME	4.10	High
Groceries	4.06	High
Food/ beverage (food truck)	4.25	High
Others	4.20	High

CONCLUSION

The findings regarding the level of purchase satisfaction can be divided into two (2) categories: in terms of aspects (product, price, promotion, location, operation, entrepreneurs, facilities, and models) and in terms of commodities (fish/seafood, chicken, meat, vegetables, fruits, agro-based industrial products/SMEs, food/drinks, groceries, and others). In terms of aspects, the categories include product, price, promotion, location, operation, entrepreneurs, facilities, and models.

When it comes to the findings of the many elements, every single one of them reported a degree of pleasure that was either very high or somewhat high. The feature of the hotel's location received the greatest overall rating for customer satisfaction. This demonstrates that customers were highly content with the MFO that was already available to them. Nevertheless, the promotion component revealed the lowest level of satisfaction among all the factors. Customers provided feedback that more publicity might be done on social media as a potential avenue for the promotion of the product. In addition, the product and the business both registered medium to high levels of satisfaction for the customers. Concerning the products themselves, customers have voiced their desire for an increase in the number of stalls selling Bumiputera and SME products, groceries, goat meat, and frozen products (frozen food), in addition to a greater variety of fruit and vegetable stands.

Regarding how satisfied buyers were with their purchases of commodities, the average score for all commodities was quite high. Therefore, business owners and FAMA should continue to provide the services that are now being provided to ensure customer loyalty in their purchases.

In conclusion, the level of satisfaction with the purchase is excellent across all categories and for the majority of characteristics and commodities. This demonstrates that MFO is an excellent method for providing consumers with contentment with their purchases.

RECOMMENDATION

Within the scope of this research, the promotion component was rated as providing respondents with the lowest levels of satisfaction. This demonstrates that the FAMA and the retailers that sell at MFO outlets do not consider this feature to be an essential component in the process of ensuring that consumers are happy. As a consequence of this, both FAMA and the entrepreneurs who work for them at MFO should strive towards enhancing this aspect of marketing and improving their performance by making the most of and making full use of the social media channels that are now available to them. Because of this, they will be able to bring in a higher number of consumers in the years to come. The proprietors of the businesses that make up FAMA and MFO have both provided their input indicating that the product and operation performances at the outlets should be maintained and improved upon. Second, it is advised that future studies analyse the consumer behaviours, such

as attitudes towards the MFO stores, and compare these behaviours to those of other marketplaces and retail enterprises. As a consequence of this, FAMA and the business owners who are its members will likely be able to identify and appreciate the competitive advantages, weaknesses, and strengths that they possess in relation to their particular clients.

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