

Personality Traits and Work Performance Level of Paddy Farmers in Old Granary Areas, Malaysia

ABSTRACT

Rice is an essential ingredient in Malaysia's cuisine, and it's no surprise that it's a widely consumed staple grain. Although the self-sufficiency level is commendable at 60-70%, there is still room for improvement in rice production in old granary areas. Interestingly, these granaries have been around since 1967, yet the production rate is only 50%. A recent study delved into the personality traits of paddy farmers and their work performance in three old granary areas. This study tests four new personality traits found in North West Selangor using quantitative methods, based on the Iceberg Model of Competencies by Spencer and Spencer (1993). The results were fascinating as the farmers exhibited high levels of discipline, information seeking, investment, decision making, and networking. These positive traits were coupled with moderate problem-solving and risk-taking skills. By enhancing these traits, paddy yield can be increased to ensure Malaysia's food security and sustainability. This study sheds light on the potential for growth in the rice production industry.