UNIVERSITI TEKNOLOGI MARA
CAWANGAN TERENGGANU
KAMPUS DUNGUN

FACULTY OF HOTEL AND TOURISM MANAGEMENT

FOOD HYGIENE AWARENESS AMONG FOOD HANDLERS AT NIGHT MARKET

PUTERI ANIS MAZREEN BINTI ZAKARIA (2014596017)
FARAH NATASYA BINTI ISHAK (2014735321)

This undergraduate report (HTM655) submitted in partial fulfillment of the requirements for the degree of

BACHELOR OF SCIENCE (HONS) IN FOODSERVICE MANAGEMENT - HM242,
Universiti Teknologi MARA (UiTM), MALAYSIA

DECEMBER 2017

UNIVERSITI TEKNOLOGI MARA, ©2017
MALAYSIA All Right Reserved
DECLARATION

I hereby declare that the work contained in this research was carried out in accordance with the regulations of Universiti Teknologi MARA and is our own except those which have been identified and acknowledged. If we are later, found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us in accordance with UiTM's rules and academic regulations.

Name of student : Puteri Anis Mazreen Binti Zakaria
                   : Farah Natasya Binti Ishak

Matrix No. : 2014596017
            : 2014735321

Program : Bachelor of Science (Hons) in Foodservice Management

Faculty : Hotel and Tourism Management

Research Title : Food Hygiene Awareness among Local Customer at Night Market

Name of Supervisor : Madam Siti Nurhanifah Binti Sulong

Signature :

Date : 17th December 2017
ABSTRACT

The study is about Food Hygiene Awareness among Food Handlers at Night Market. The objectives are to identify the food hygiene knowledge of the food handlers at night market. Other than that it also to determine the practices of food handlers at night market towards food hygiene. Furthermore, this study is to know the factor that influences customer to visit night market. There are three research questions that contain in this research which are the knowledge level of the food handlers at night market about the food hygiene, the practices of food handlers at night market towards food hygiene and the factors that influence customer to visit night market. This research used secondary data in order to collect the data where the researcher needs to argue and criticise the information that had been collected from other sources. In addition, the data collection procedure has been derived from several sources like journal article, trusted blogs, website journal, organizational, books and others reliable sources. For this research, the researcher will find all the information from the reliable sources that had been stated above and argue the information. As conclusion, this study different than other study because this study discuss more depth about the factor that attract customer come to night market, knowledge level of food handlers about food hygiene at night market and their practices towards the food handler’s knowledge.
<table>
<thead>
<tr>
<th>Chapters</th>
<th>Contents</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Declaration</td>
<td></td>
<td>i</td>
</tr>
<tr>
<td>Abstract</td>
<td></td>
<td>ii</td>
</tr>
<tr>
<td>Acknowledgements</td>
<td></td>
<td>iii</td>
</tr>
<tr>
<td>Table of Contents</td>
<td></td>
<td>iv</td>
</tr>
<tr>
<td>List of Figure</td>
<td></td>
<td>vi</td>
</tr>
</tbody>
</table>

1 INTRODUCTION

1.1 Overview  1
1.2 Background of the Study  1
1.3 Problem Statement  3
1.4 Research Objective  5
1.5 Research Question  5
1.6 Significance of the Study  5
  1.6.1 Practitioner Perspective  5
  1.6.2 Academic Perspective  6
1.7 Theoretical Framework  6
1.8 Definition of Key Terms  7
  1.8.1 Food hygiene  7
  1.8.2 Awareness  7
  1.8.3 Local customer  7
  1.8.4 Night market  7

2 LITERATURE REVIEW

2.1 Overview  8
2.2 Knowledge  8
2.3 Practice  9
2.4 Food Hygiene Awareness  9
# METHODOLOGY

3.1 Overview  
3.2 Research Design  
3.3 Data Collection Procedure  
3.4 Plan for Data Analysis  
3.5 Research Ethic Consideration  

# DISCUSSION

4.1 Knowledge of Food Handlers at Night Market towards Food Hygiene  
4.2 Food Hygiene Practices among Food Handlers at Night Market  
4.3 Factors That Influence Customer to Visit Night Market  
   4.3.1 Price perception  
   4.3.2 Convenience  
   4.3.3 Variation of products and services  

# CONCLUSION AND RECOMMENDATION

5.1 Conclusion  
5.2 Limitation of the Study  
5.3 Recommendation  

REFERENCES