



**THE FACTOR THAT INFLUENCE DINE OUT AMONG UITM
DUNGUN STUDENTS**

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ABSTRACT

Most students get their food from food services that are available around them. They tend take several factors into consideration when choosing a restaurant to dine in. Thus, this research was conducted to investigate the factors that bring about the preference of eating off campus among the students at UiTM Dungun, to study the main variable that influences their selection of restaurant. In order to collect data for this research, a survey was conducted by using a Likert scale survey which comprises multiple-choice questions whereby all of the questions were asked to the respondents. They were asked to rate on a scale of 1 to 5 based on the questions and statements given in the questionnaires which were in the form of Google forms. The total number of students involved as respondents in this research was 229. The respondents are among the students who stay in the college. This research highlights six factors; price, food quality, meal variation, eating habit, ambiance, and technology or digital service. Results of the descriptive analysis carried out in this study has found the crucial factor influencing the students' selection of restaurant, the reasons to why they choose to eat off campus. Based on the results, food quality was the most important factor that they considered, and majority of the participants chose to eat off campus because the food services outside the campus offered more variety of foods. To increase the sales and promotions of their businesses, restaurant handlers should understand and be more aware of the factors that influence the students' selection of restaurants, and their preferences. Food service handlers may consider to improve their food quality and provide more variety of food choices in their menu.

Keywords: Factor analysis; College resident; Ambiance

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TABLE OF CONTENTS

Chapters	Contents	Pages
	<i>Author's Declaration</i>	<i>i</i>
	<i>Abstract</i>	<i>ii</i>
	<i>Acknowledgement</i>	<i>iii</i>
	<i>Table of Content</i>	<i>iv</i>
1	INTRODUCTION	1
	1.1 Overview	1
	1.2 Background of Study	1
	1.3 Problem Statement	2
	1.4 Research Objectives	3
	1.5 Research Questions	3
	1.6 Significance of the Study	4
	1.7 Limitation of Study	4
	1.8 Definition of Terms	5
2	LITERATURE REVIEW	6
	2.1 Overview	6
	2.2 Introduction	6
	2.3 Factors that Influence Dine Out	7
	2.4 Conceptual Framework	8
	2.5 Summary	9
3	RESEARCH METHODOLOGY	10
	3.1 Overview	10
	3.2 Research Design	10
	3.3 Unit of Analysis	11
	3.4 Population and Sample Size	12
	3.5 Data Collection Method	12
	3.6 Research Instrument	13
	3.7 Pilot Study	13

3.8 Plans for Data Analysis	14
3.9 Research Ethics Consideration	15
4 ANALYSIS AND RESULTS/FINDINGS	16
4.1 Overview	16
4.2 Demographic Profile	16
4.3 Main Findings	17
4.4 Summary of the Findings	24
5 DISCUSSION AND CONCLUSION	25
5.1 Overview	25
5.2 Summary of the Findings	25
5.3 Research Recommendation	27
5.4 Research Limitation and Future Recommendation	28
5.5 Conclusion	29
REFERENCES	30
APPENDICES	33