



UNIVERSITI
TEKNOLOGI
MARA

TERENGGANU

**FOOD CHOICE PREFERENCES: A STUDY ON UNIVERSITY
CAFETERIAS' FOOD IN UiTM DUNGUN**

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ABSTRACT

University's cafeterias are the first choice for the students to buy their meals. Consequently, having an acceptable level of food quality is important. This study aims to examine the factors that influence food choice preference and identify the most significant factor for food choice preferences that will influence the UiTM Dungun's students in selecting their food at the cafeteria. The cafeteria's food presentation, food color, food variety and price were assessed in this study. Quantitative methods were used and questionnaires were distributed via an online platform to collect data from active UiTM Dungun students. A total of 228 students have participated in the questionnaire for the data collection process. The results further indicate that all the examined factors in this study are the significant factors that the students have been looking forward to. Therefore, food price is the most significant factor that contributes the highest mean compared to the others. Certainly, this research will help to provide insights into food selection factors for campus cafeteria operators to improve the quality of food products that will be served for the students and boost their production.

Keywords: Food Presentation; Food Color: Food Price: Food Variety; University's Cafeterias

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