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**THE CUSTOMERS' ACCEPTANCE LEVEL TOWARDS  
SMOKE-FREE POLICY IN KUALA TERENGGANU'S  
RESTAURANTS**

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## ABSTRACT

This study aims to examine the association between the customers' acceptance level and smoke-free policies in Kuala Terengganu's restaurants. The descriptive research design will be adopted for the purpose of this investigate. With that, the quantitative method by employing a self-administrated questionnaire will help to collect relevant data for this study. It is expected that 384 respondents will be participating in this study to share their interest and contribute relevant data. These data will then screened and analyzed using quantitative research, followed by descriptive research and cross-sectional study for determining the relationship between the implement of the smoke-free policies in the restaurants to the customers' acceptance level. This study hopes to contribute findings that could strengthen and support the existing knowledge on the customers' acceptance level towards smoke-free policies in the Kuala Terengganu's restaurants.

***Keyword:* Smoke-free policy, Second-hand smoke, Customers, Restaurants**

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