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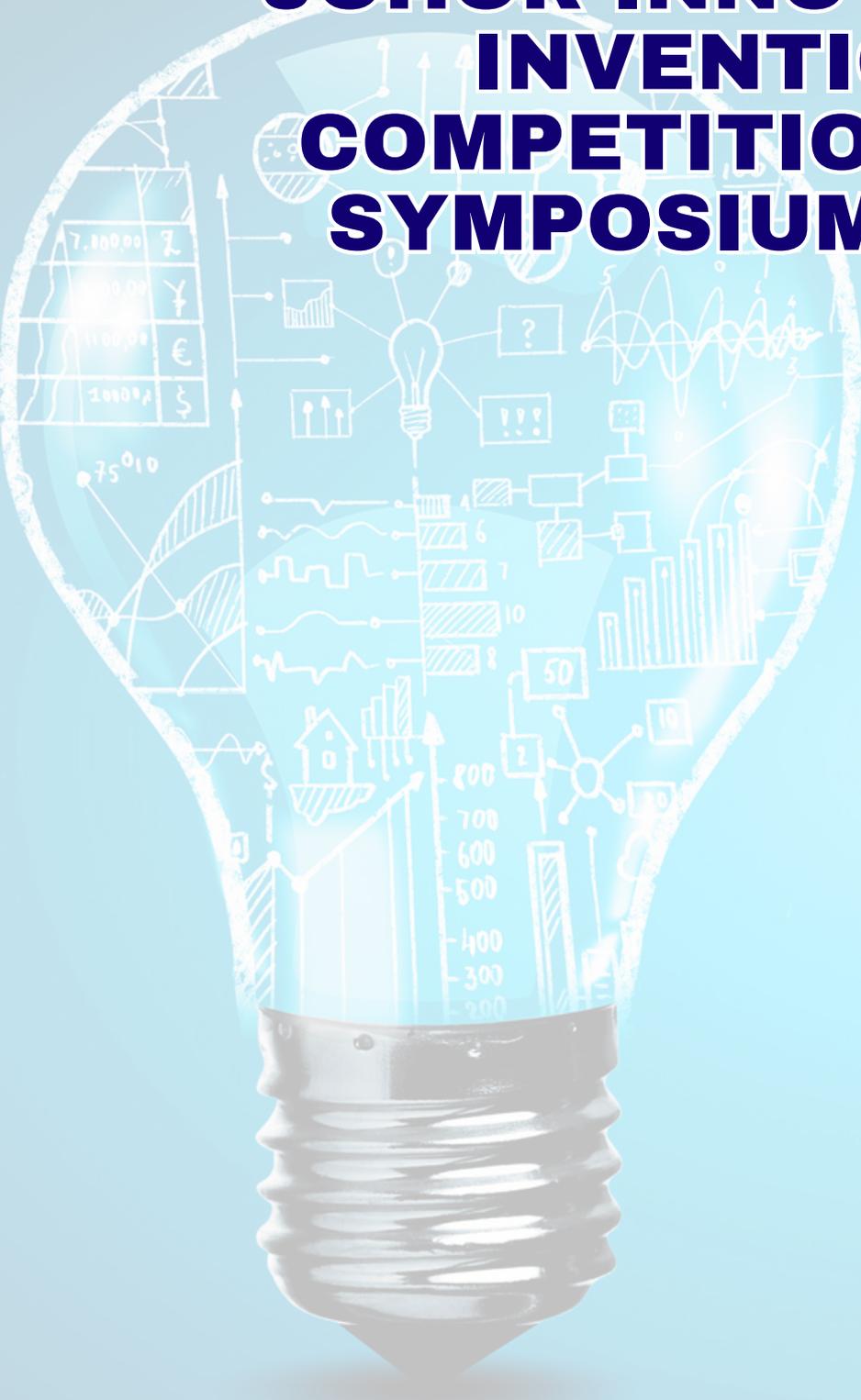
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**JOHOR  
INNOVATION  
INVENTION  
COMPETITION  
AND  
SYMPOSIUM  
2023**



"Innovation Inspires a Society  
to be Critical and Creative"

# **JOHOR INNOVATION INVENTION COMPETITION AND SYMPOSIUM 2023**



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"Innovation Inspires a Society to be  
Critical and Creative"

**Editors-in-Chief**

**AHMAD KHUDZAIRI KHALID  
NUR INTAN SYAFINAZ AHMAD**



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**Cawangan Johor  
Kampus Pasir Gudang**

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## **Preface**

**In the name of Allah, the Almighty who gives us the enlightenment, the truth, the knowledge and with regards to Prophet Muhammad (peace be upon him) for guiding us to the straight path. We thank to Allah for giving us guidance and strength to write this e-book.**

**This e-book compiles the extended abstracts that submitted to Johor Innovation Invention Competition and Symposium 2023 (JIICaS2023), where JIICaS2023 is a virtual platform for all creative minds to share and present their invention and innovation. The extended abstracts are divided into two categories, which are Category A (Higher Educational Student/ Any Recognized Institutional Students in Malaysia) and Category B (Primary/ Secondary School Students / Special Education School Students in Johor). Each abstract gives a brief background on the innovation or project.**

**We hope that this e-book will help the readers to get to know the innovation done by the students from both categories and get some ideas to develop future innovation products.**



## PREFERENCES OF MSSM VS OTHER RESTAURANT AMONG UITM PASIR GUDANG STUDENTS

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### ABSTRACT

The purpose of this study was to determine how three factors-price, food quality, and environment-relate to student happiness. One of the key motivations for our study has become the inconsistent service delivery across on-campus cafeteria operators. Because of this, it can be challenging to obtain and sustain student satisfaction when dining in restaurants if the service provided does not satisfy their demands. To solve this issue and maximize client happiness, the restaurant must be aware of both the advantages and disadvantages that can impact their operations. This study focuses on investigating the factor of Universiti Teknologi MARA (UiTM) Pasir Gudang students prefer to eat at Medan Selera Sri Mersing (MSSM) compared to other restaurants. Then, their most preferred food, average eating time daily and amount of money spent are determined. A total of 65 students participated in the study at UiTM Pasir Gudang, and it used a convenience sampling method to select the participants. The findings indicate that, after the ambiance and pricing, the food's quality has the greatest influence on students' pleasure. The findings suggest that all of the aforementioned factors actually have a major impact on customer satisfaction, and the stated goals were met. In order to remain viable over time, the university cafeteria needs to make significant improvements to the cost, calibre, and environment of the cafeteria.

**Keywords:** Satisfaction, Price, Food Quality, Environment.

### 1.0 INTRODUCTION

This study was to highlight it is simple random sampling, The purpose of this survey, whose topic was "Preferences of MSSM vs. other restaurants among UiTM Pasir Gudang students," was to find out what the students' opinions and preferences were and why they made those decisions.

The goal of the study was to examine the relationships between three variables price, food quality, and environment and student happiness. Our study's main reason for being was the uneven quality of service provided by on-campus cafeteria operators. As a result, if the service does not meet their expectations, it might be difficult to achieve and maintain student pleasure when dining in restaurants. The restaurant needs to be aware of both the benefits and drawbacks that could affect their business to resolve this issue and maximize customer satisfaction. The goal of this study is to determine why UiTM Pasir Gudang students prefer Medan Selera Sri Mersing (MSSM) over other restaurants. Then, the most popular food, daily average for eating, and amount spent are calculated. The study at UiTM Pasir Gudang included 67 students in total, and the participants were chosen using a convenience sample method. The results show that the food's quality has the biggest impact on students' satisfaction, followed by the environment and cost. The results show that all the factors mentioned above have a significant impact on students' satisfaction, and the objectives were

achieved. The university cafeteria must make considerable improvements to the price, quality, and atmosphere of the cafeteria if it is to continue operating in years to come. Since most students live in dormitories and non-residence students lived outside campus, this study aims to learn more about the preferences of students in picking restaurants in the university area and university cafeteria. Instead, of cooking it themselves in the dorm or bringing food from the residence, students are probably eating outside because it is easier and takes less time.

## 2.0 OBJECTIVES

1. To investigate the factor of UiTM students eat at restaurants compared to MSSM.
2. To determine UiTM students' most preferred food .
3. To determine the amount of money spent by UiTM students on food daily.

## 3.0 METHODOLOGY

**Population:** All students of UiTM Pasir Gudang.

**Sample:** 67 students of UiTM Pasir Gudang.

**Sampling technique:** Convenience sampling because this method allows for the selection of respondents to be done at the researcher's convenience, we are using convenience sampling. To begin with, we obtain a comprehensive sampling frame and choose 67 students from the population.

**Data Collection Method:** The questionnaire was administered using the Google Forms platform and was distributed through the online messaging platform WhatsApp.

## 4.0 RESULTS

Table 1 : Frequency Table of Gender

Gender	Number of students
Male	31
Female	36
<b>Total</b>	<b>67</b>

Based on the Table 1, it is shows to see how many students in UiTM Pasir Gudang have responded to the survey by gender. There are 67 total of students in Uitm Pasir Gudang have responded our survey. 31 (46.3%) male students and followed by 36 (53.7%) female students.

### **FACULTY IN UITM PASIR GUDANG**

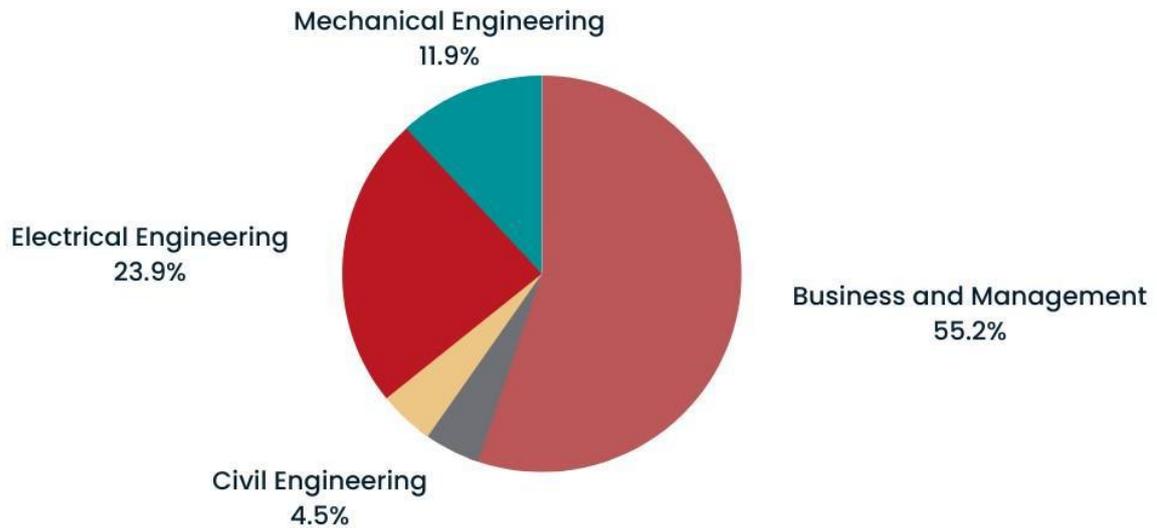


Figure 2 : Number of respondents based on faculty

Based on pie chart above, shows the number of students in UiTM Pasir Gudang who responded to our survey based on their own faculties. 37 respondents (55.2%) from the faculty of business management are the majority of respondents to the a survey. The faculty of civil engineering and chemical engineering has the lowest response rate, with both 3 (4.5%) respondent.

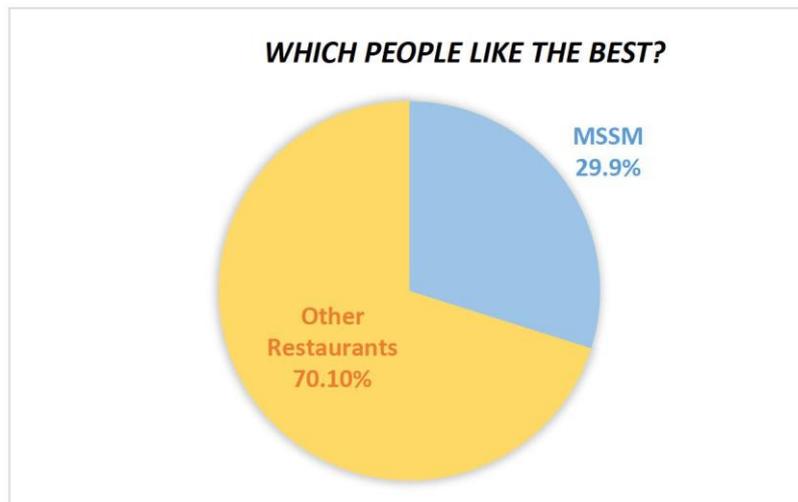


Figure 3 : Pie chart

Based on the pie chart above, it shows the number of students who choose between eating at MSSM or other restaurants. It looks like other restaurants is ranked higher than MSSM by 47 respondents (70.1%). While MSSM had 20 (29.9%) respondents.

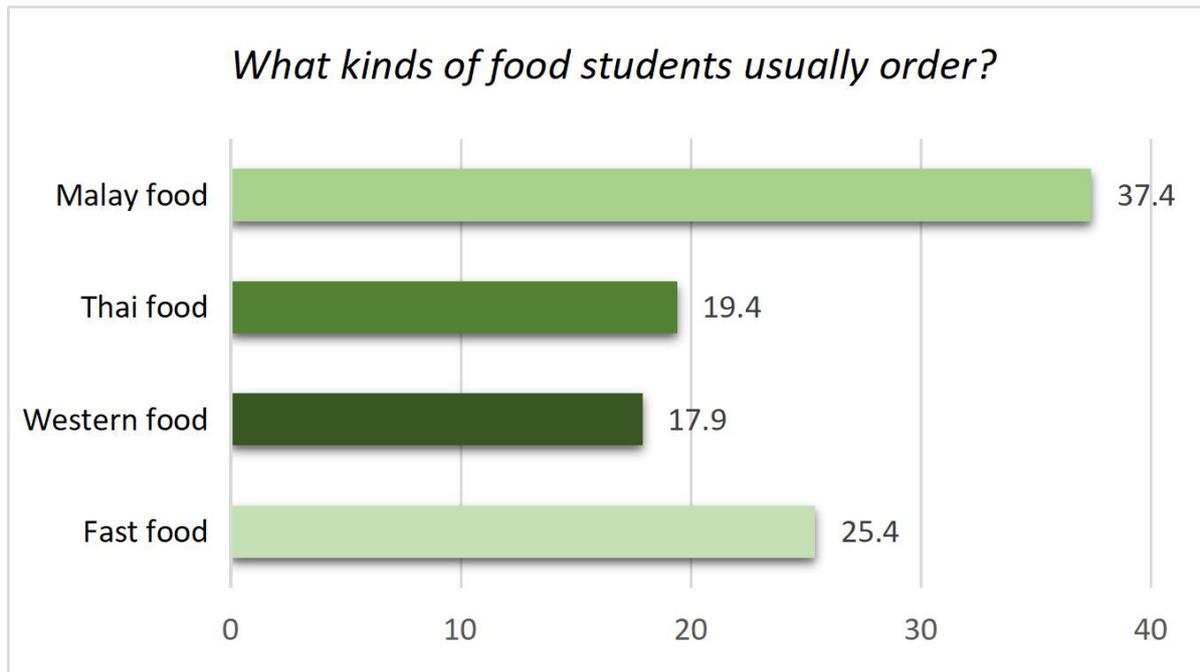


Figure 4 : Bar chart

The bar chart above, shows the types of foods that each student usually orders when eating out or using grab. Malay food had the highest responses, with 25 (37.3%) whereas fast food, which also obviously a favourite of most student usually order, had 17 (25.4%). Thai and western food has been chosen by 13 (19.4%) and 12 (17.9%) respondents, too.

Table 5 : Frequency table of time taken by students.

Reasons why choose other restaurants	Number of students
Near Uitm Pasir Gudang	15
Good environment	12
The area that makes it interesting	9
Affordable price	22
Other reasons	9
<b>Total</b>	<b>67</b>

The table above, shows the number of students why do they prefer other restaurants than at MSSM. Students could choose one of five options and then respond. The “affordable price” as the highest reason in the questionnaire by 22 (32.8%) respondents, followed by being “near to Uitm Pasir Gudang” by 15 (22.4%) respondents. Additional reasons given by us and students were "the area makes it interesting" (9 (13.4%), "good environment" (12 (17.9%), and "other reasons" 9 (13.4%) respondents.

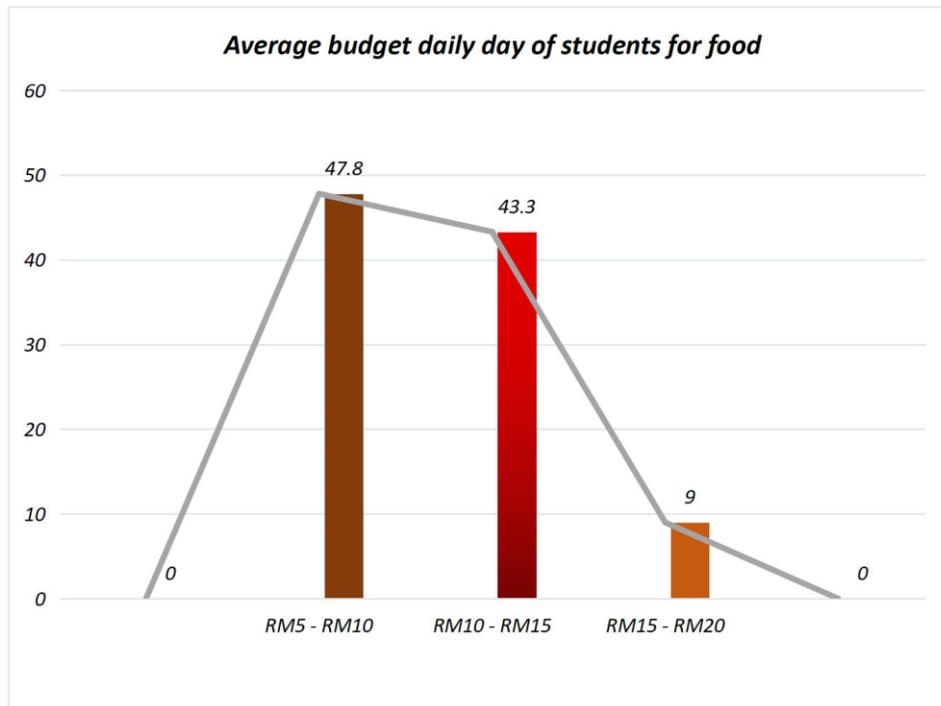


Figure 6 : Average budget

From the chart above, 32 (47.8%) of the students at UiTM Pasir Gudang stated that their average daily food budget ranged from RM 5 to RM 10. The price range of RM 10 to RM 15 is following that, with 29 (43.3%) respondents, followed by RM 15 to RM 20 with 6 (9%) respondents.

## 5.0 CONCLUSION

The study reveals that the majority of participants preferred to eat at other restaurants rather than MSSM. As a result, students don't purchase food at MSSM because of these three factors a lack of food options, a constant supply of the same items, and poor food quality. Purchasing food from other restaurants is the only way they appear to find satisfaction. Not only that but students also concurred that non-MSSM foods are more reasonably priced. In addition, because it is widely believed that you are what you eat, they also needed to consider the nutritional value of the food they consumed. To lead a healthy lifestyle, students need to take care of both their physical and mental health. They should begin by eating a healthy diet. Students can be more productive and more motivated to study when their bodies are healthy.