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MARA



2023

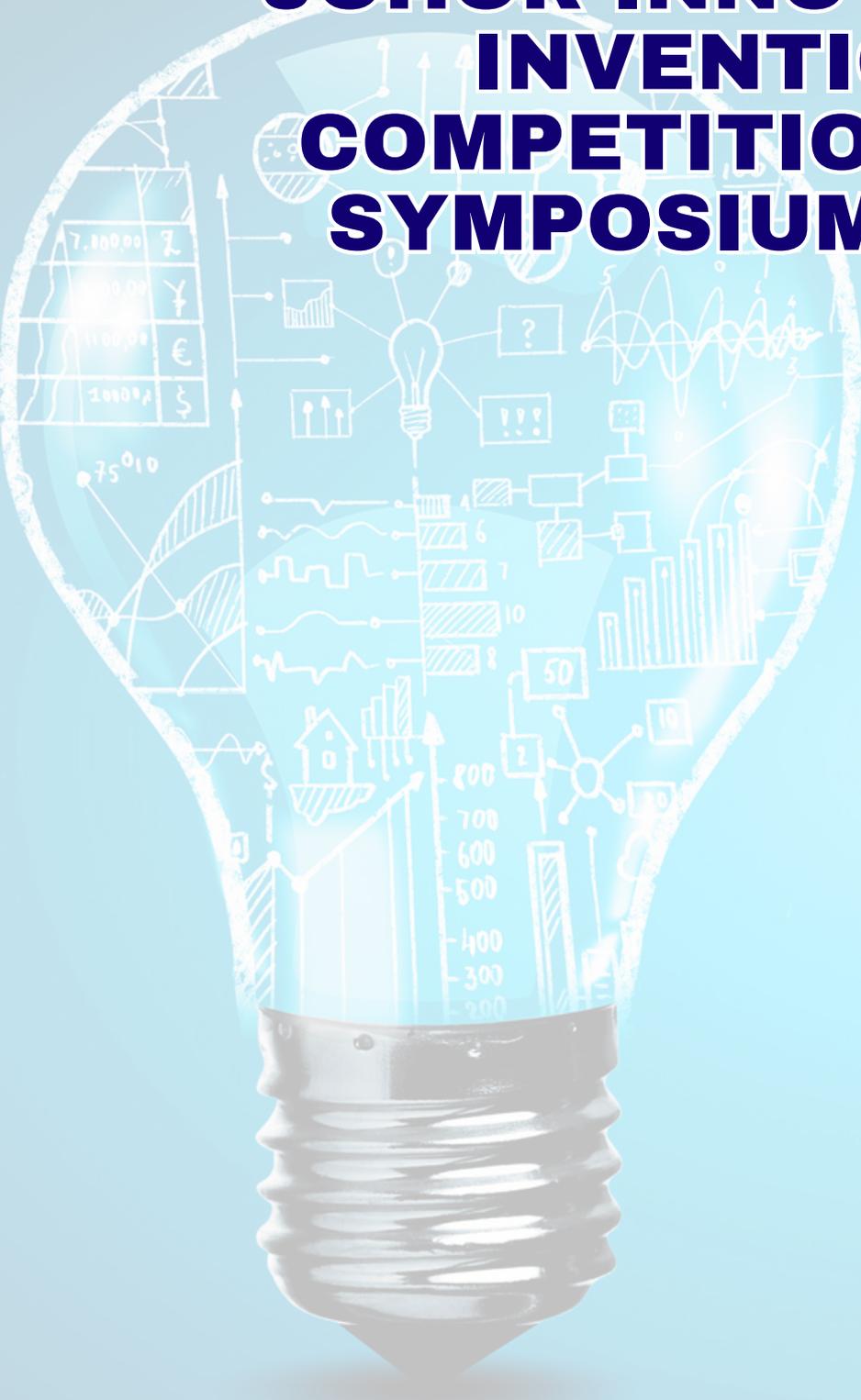
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**JOHOR
INNOVATION
INVENTION
COMPETITION
AND
SYMPOSIUM
2023**



" 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
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Editors-in-Chief

**AHMAD KHUDZAIRI KHALID
NUR INTAN SYAFINAZ AHMAD**



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UNIVERSITI
TEKNOLOGI
MARA

**Cawangan Johor
Kampus Pasir Gudang**

2023



First Edition 2023

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e ISBN: 978-967-0033-17-4

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**Published in Malaysia by
Universiti Teknologi MARA Cawangan Johor
Kampus Pasir Gudang
81750 Masai**





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.



FAVOURITE FAST FOOD AMONG UiTM PASIR GUDANG STUDENTS

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ABSTRACT

Fast food is quick to prepare, simple to access, reasonably affordable, and tastes well. They frequently come in huge servings and are high in salt, sugar, and energy but poor in fibre and minerals. Numerous studies have documented a number of adverse consequences linked to fast food eating, from childhood weight gain to an increased risk of diabetes. A diet that is high in calories, saturated fat, as well as body fatness, and many more has been related to increased fast food intake, which can have an adverse effect on one's health. The combination of these nutritional elements and a sedentary lifestyle may cause health issues. The objectives of this study is to determine and find the factor of choosing fast food among UiTM students. Then, the mean and median of the chosen fast food are calculated and the consumer's weekly/monthly spend is evaluated. The advantage of choosing fast food is people can reduce their time to prepare a food but too much of fast food consumption can lead to a rapid spike in blood sugar. In conclusion, it can be concluded that the modern style of life in our societies gave rise to fast food. Unfortunately, it has negative impacts on the body and health of people.

Keywords: Fast food, Calories, Lifestyle, UiTM Students.

1.0 INTRODUCTION

Our study particularly highlighted the independent variable of the preference for the 'Favorite Fast Food Among UiTM Students' in finding out what kind of fast food they mostly choose and how much it costs them during their student life to get it. Therefore, it is essential to understand the factors that leads to it so that we could find a way to control and limit ourselves in spending money. For universities, they should seek the constant update of why students always bought fast food even there are cafes that is available inside their campus. By doing this, it could help to improve old existing facilities to a new one. It will also help to meet the needs of students in university during their study journey and save their money from spending on unnecessary things.

As everyone known, fast food is a type of mass-produced food designed for commercial resale, with a strong priority placed on speed of service. It is sold in restaurant or store with frozen, preheated or precooked ingredients and served in packaging for dine in and takeaway. KFC and McDonald could be examples of fast food restaurant that can get food prepared less than 10 minutes with a full set meal for dine-in and less than 30 minutes for delivery. Due to the taste that is more delicious and easy to get, fast food always be the first choice for people to eat. As we go to the restaurant, we could even see kids and the older enjoying eating fast food too. We can also order it in online by opening the official app and pay with online payment for delivery and this is what happen to our university students. They have a clear access on both mobile phone and internet to order fast food everyday.

Eating delicious food could also leads to happiness. Some studies suggest that under certain conditions, fast food may increase happiness, though other studies demonstrate that fast food can indirectly undermine happiness. The positive impact of food consumption on well-being is not limited to what people consume but extends to how they consume it and social factors related to eating. But, we as Muslims itself must restrain our-self from eating for too much. Even our Prophet Muhammad S.A.W prohibits us from consuming any type of food and drink in an excessive amount. We are even encourage to be simple in everything, including eating. Eat according to our need, not our lust and appetite.

2.0 OBJECTIVES

1. To determine the most favouritism fast food among UiTM students.
2. To find the factors of choosing fast food compared to other restaurants.
3. To calculate the mean of the most selected fast food.
4. To evaluate the consumer's average weekly/monthly spend on junk food.
5. To calculate the median of student age who like to eat fast food.

3.0 METHODOLOGY

Population : All students of UITM Cawangan Johor Campus Pasir Gudang

Sample : 62 students of UITM Cawangan Johor Campus Pasir Gudang

Sampling technique : Convenience Sampling

Data Collection Method: We use questionnaires which are Google Forms and distribute it through online platforms including social media.

4.0 RESULTS

Do you like to eat fast food?
62 responses

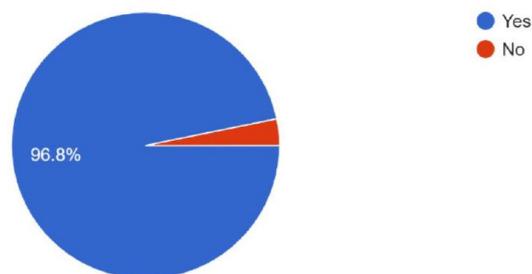


Figure 1: Pie chart based on student like to eat fast food

Based on the Pie Chart above, most student like to eat fast food which has 96.8% which equal to 60 students. Next, theirs is only 3.2% which equal to 2 people don't like to eat fast food.

Number of students have ever been diagnosed with a mental health disorder before

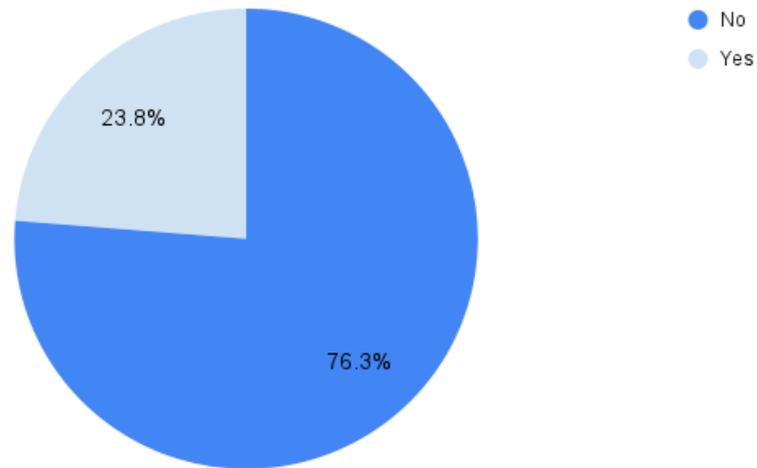


Figure 2 : Pie Chart

Based on the pie chart above, we can conclude that most of the students who have been diagnosed with mental disorders before are 76.3% (61 students). For students who have never been diagnosed with a mental health disorder before, that is 23.8% (19 students).

Table 1 : Frequency table

Category	Number of student
KFC	19
McDonald's	30
Texas	3
Pizza Hut	1
Domino's	4
Subway	0
Burger King	2
Bask bear	1
All above	2
Total	62

McDonald's has the most respondents which has 48.4% which equal to 30 students. The second highest percentage respondents are KFC which has 30.6% which equal to 19 students. Next, the most student like is Domino's which has 6.5% which equal to 4 students. The third least that student choose is Texas which has 4.8 which equal to 3 students. The second least that student choose is Burger King which has 3.2% which equal to 2 students. Lastly, the least that student choose is Pizza Hut and bask bear which has 1.6% which equal to 1 student only. Next is student that choose all above has 3.2% which equal to 2 students.

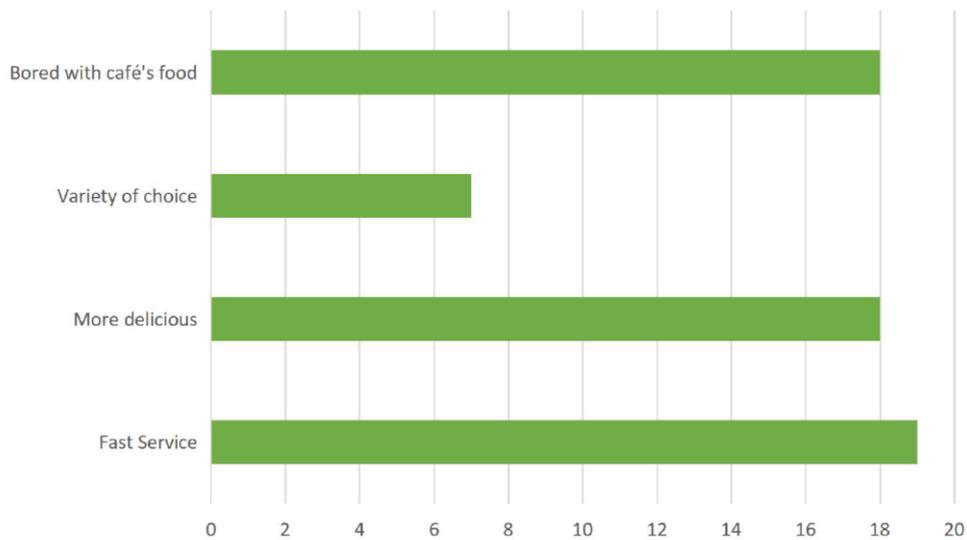


Figure 2 : Bar chart of why student choose fast food

According to the Bar Chart, the most student choose fast food is because of fast service which has 30.6% which equal to 19 students. The second most student respondents are more delicious and bored with cafe food which has 29% which equal to 18 students. Lastly, the least of student respondents is variety of choice 11.3% which equal to 7 students only.

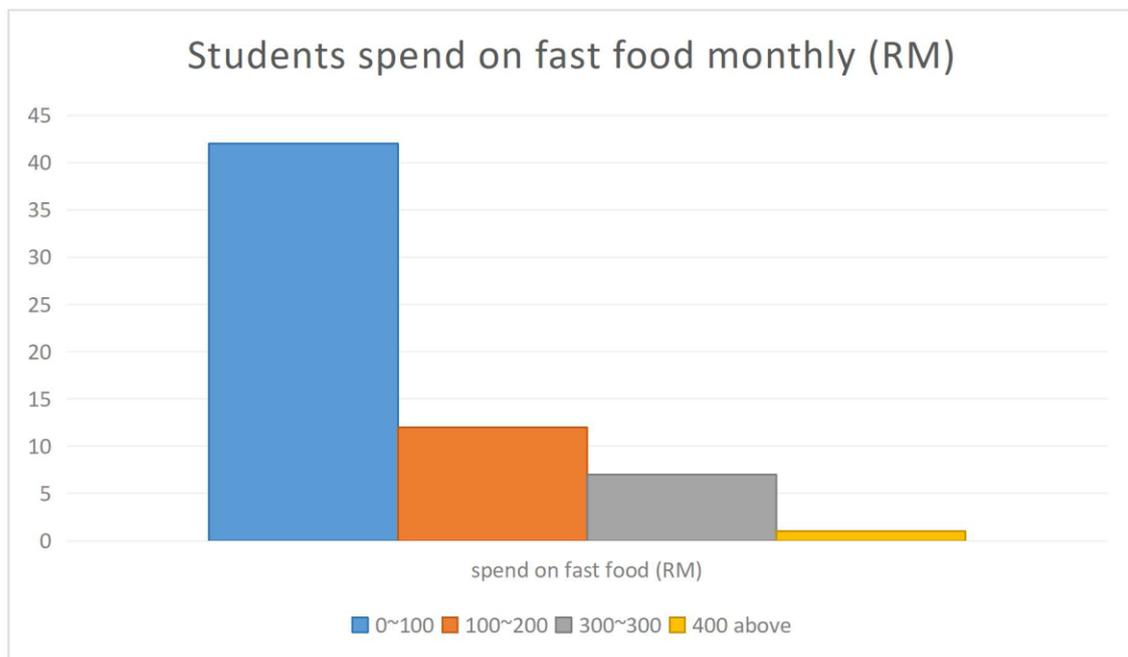


Figure 3 : Histogram

According to the histogram chart above, the majority of students (42) spend between RM0 and RM100 per month on fast food. Next, spend approximately RM100 to RM200 for a total of 12 students. Spend between RM300 and RM400 for a total of seven students. Finally, students who spend RM400 or more have the fewest (1).



Figure 4 : Bar Chart showing time taken for student eat fast food in a week

Based on the Bar Chart above, most students like to eat fast food once a week which has 62.9% which has equal to 39. Second, most students like to eat fast food twice a week which has 30.6% which equal to 19 students. Lastly, most student like to eat fast food more than 3 time a week which has 6.5% which equal to 4 students.

5.0 CONCLUSION

Favourite fast food survey was conducted among UiTM Pasir Gudang students. The questionnaire was distributed via Instagram and WhatsApp and received 62 responses from students selected using stratified sampling. A stratified sample is used when the population is a large variation in the population occurs.

The data collected from the survey shows that, more than half of the respondents are female. Regarding their status, most of them are still single. Following that, a large number of participants were from the Faculty of Business Management. The majority of respondents defined that students are very fond of fast food.