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**THE PERCEPTION OF CUSTOMERS ON FOOD TRUCK OPERATORS
HYGIENE PRACTICES**

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Abstract

The purpose of this study was to know the perception of customer on food truck operator's hygiene practices in terms of hygiene equipment that used and hygiene habit that implemented by the food truck operators. This study used secondary data technique by collect the data from the previous article, trusted website and also the act or guidelines that being prepared by the government and health association. Other than that, when the food truck operators implement the proper hygiene practices during preparation of the food, it will make customers to be more confident and buy the food from the food truck frequently. Indirectly, the perception of customers about food at the food truck also can always get a positive perception if food handlers implement the right of hygiene practices. This research also as a guidance for students or anyone that want to involved with the food truck business to be more prepared, take an action what can be done and what cannot be do when handle the food. The types of research is Research Paper.

Keywords: Mobile food, hygiene practice, personal hygiene, hygiene equipment

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CHAPTER 1: INTRODUCTION

1.1 Overview

First of all, the researcher will discuss about perception of customers on food truck operator's hygiene practices during running a business. This research is being focused to the food handlers that prepared food for the customers at a street food especially food truck. The researcher wants to find either the entire food handler was implemented or not the hygiene practices when running the food truck business. In the background of the study, it shows the history of the food truck in the world until it was comes to Malaysia. Next, for the problem statement, this study discussed the specifically what the perception that had been question by customers toward food truck operators about the implemented of hygiene practices.

Next, for the specific research question, this study focus on two aspects of hygiene practice which are the customer perception on food handler's habit and what is the customer perception on food handler use the limited equipment at the food truck. The specific research question is to give the detail information about the main research question, and to support the argument in the main research question. For the research objective, it connected with the research question. It will answer what the research question need. In this section also focused on the significance of the study that will be explained further in this section. Next, move to the limitations of the study in this research. This study will discuss what is the pro's and con's when practice hygiene during handling food in the food truck business. This subtopic referred to the research question that will discuss further. Definitions of key terms were stated in this research to make the reader understand more about this study.