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TITLE:

**FACTOR AFFECTING CUSTOMER INTENTION TO BUY
STREET FOOD IN KUALA TERENGGANU**

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ABSTRACT

This research is to study about the factor affecting customer intention to buy street food in Kuala Terengganu. Our research information can help people to are selling at food at street can improve their selling with known to target what the customer want. Next is our research objective is to examine factor influence customer intention to buy street food and to evaluate customer preference on street food. The data will collect in Kuala Terengganu and the target of the respondent the teenagers.

Next is about the is about our hypotheses. First hypotheses is there is significant relationship between food variety and intention to use street food, second hypotheses is there is significant relationship between social influence and intention to use street food and the last hypotheses is there is significant relationship between price and intention to use street food. At the end of this research will know our hypotheses are related or not.

Lastly from the literature review was learn many about the food street, customer intention, factor influence buying street food, social influence and price. The literature reviews are many help us to get the information and also giving more idea to create this research.

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