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FACTORS AFFECTING PLASTIC STRAW PREVENTION CAMPAIGN FOR CUSTOMERS AT MCDONALD'S IN KUANTAN

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Abstract

This undergraduate project was illustrated to customers who live in Kuantan district. The purpose of this study is to know the factors affecting the plastic straw prevention campaign at McDonald's in Kuantan. Literature from the previous study can help in filling the gap between the research title and existing study. Most of the journals and articles are from reliable and trusted sources with sufficient information provided. Basic approaches were used to get the most accurate result. The population and sample size are determined by using tables and formula from the previous study. Pilot testing will be conducted before the distribution of the real question is made. A qualitative study with numbers of questionnaires will be distributed to the respondents based on simple random questions with clear words used. The result was analyzed by descriptive statistics in term of descriptive study. The Likert scale is used that consists of scale from strongly agree to strongly disagree about questions provided. The most important factors that had been analyzed are knowledge, perceived ease of use and cost. This finding can be used by another researcher for their study, indeed. The period and timeline for this study conducted were within 4 to 6 months in order to complete all of the chapter given.

Keywords: Plastic Straw; Knowledge; Perceived Ease of Use; Cost

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