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**FACTORS INFLUENCING YOUNGER GENERATION
SATISFACTION AS THE CONSUMERS OF FOOD TRUCK IN
TERENGGANU**

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ABSTRACT

Food truck is a transformation of street food and mostly in urban area of Malaysia. It is also becoming the worldwide business trend and increasing in Malaysia from time to time. Therefore, it can increase the income of food truck business. In this study, the main objectives are: a) to identify the factors influencing customer satisfaction among younger generation as the consumers of food trucks in Terengganu, b) to examine the relationships between prices, brand identity, variety of menu, and customer satisfaction among younger generation as the consumers of food trucks in Terengganu; and c) to determine the most factor influencing customer satisfaction among younger generation as the consumers of food trucks in Terengganu. Descriptive and causal studies are used in this study, which quantitative method was conducted by using online survey through Google Form. Convenient sampling method has been chosen and 124 samples containing of younger generation who visited or purchased at the food truck in Terengganu are involved in this study. The result of this study showed that the factors that are price, brand identity, and variety of menu influencing the customer satisfaction among younger generation as the consumers of food trucks in Terengganu. Besides that, all factors such as price, brand identity, and variety of menu have positive relationship towards the customer satisfaction among younger generation as the consumers of food trucks in Terengganu. However, the most factor that influencing the younger generation as the consumers of food trucks in Terengganu is brand identity. Therefore, having a strong brand identity in terms of logo, name, design, and colour can improve customers' trust; and attract them to visit or purchase at food trucks and they will feel more satisfy. Based on the findings, it is hoped that this study will further enhance in comparing the result by genders or comparing the result based on generation Y and generation Z.

Keywords: *Food truck, Price, Brand identity, Variety of menu, Customer Satisfaction, Generation Y, Generation Z*

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