

UNIVERSITI TEKNOLOGI MARA

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FACULTY OF HOTEL & TOURISM MANAGEMENT

**FOOD SAFETY KNOWLEDGE, ATTITUDE AND PRACTICE
AWARENESS AMONG FOOD CONSUMER AT THE CHICKEN
RICE SHOP, TESCO MUTIARA DAMANSARA**

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This undergraduate report (HTM655) submitted in partial fulfillment of the requirements
for the degree of

**BACHELOR OF SCIENCE (HONS) IN FOODSERVICE MANAGEMENT – HM242,
Universiti Teknologi MARA (UiTM), MALAYSIA**

JULY 2018

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Abstract

Consumers and food operators are an important part of preventing foodborne illness. The purpose of this study is to investigate the safety knowledge, attitude and awareness of food practices among food users at The Chicken Rice Shop, Tesco Mutiara Damansara. The result indicates beta coefficient, the most variable awareness among consumer is practice with knowledge 0.062, attitude 0.109 and last is practice 0.174. This result show that, consumers at The Chicken Rice Shop, Tesco Mutiara Damansara are more know about practice compare knowledge and attitude.

Keyword: Food Safety, Knowledge, Attitude, Practice

Acknowledgements

Alhamdulillah, praise be to Allah the Beneficent and Most Merciful for lending us the time and providing our body with sufficient energy to complete our research in HTM655 undergraduate. This research represents the endless efforts of a continuous learning process involving many individuals. We would like to express gratitude to everyone that involve rather direct or indirectly in helping us to complete this assignment. We really appreciate all the helps, advisors and information which given by our supervisor En. Mushaireen Bin Musa without his support, we may not be able to solve problem during the process until we finish the research successfully.

Also, to all the fellow friends and manager at The Chicken Rice Shop, Tesco Mutiara Damansara, we are very appreciating for the effort of willingly share information and help each other. Thank you so much. Finally, thanks to everyone who had helped me and guided me in order to finish the assignment.

Table of Content

Chapters	Pages
<i>Abstract</i>	<i>i</i>
<i>Acknowledgement</i>	<i>ii</i>
<i>Table of Content</i>	<i>iii</i>
<i>List of Tables</i>	<i>v</i>
<i>List of Figure</i>	<i>vi</i>
<i>List of Abbreviations</i>	<i>vii</i>
1 INTRODUCTION	1
1.1 Overview	1
1.2 Background of Study	1
1.3 Problem Statement	2
1.4 Research Objectives	3
1.5 Research Question	3
1.6 Significance of the Study	3
1.7 Limitation of the Study	4
1.8 Definition of the Key Terms	4
2 LITERATURE REVIEW	6
2.1 Overview	6
2.2 Food Safety Knowledge	6
2.3 Food Safety Attitude	7
2.4 Food Safety Practice	7
2.5 Food Safety Issue	8
2.6 Theoretical Framework	9
2.7 Summary	10
3 METHODOLOGY	11
3.1 Overview	11

3.2	Research Design	11
3.3	Population and Sampling	11
3.4	Instrument Development and Testing	12
3.5	Data Collection Procedure	13
3.5.1	Questionnaire used in the study	13
3.5.2	Scaling Techniques	16
3.6	Plans for Data Analysis	16
3.7	Research Ethic Consideration	16
3.8	Time Frame	16
4	RESULT AND DISCUSSTION	19
4.1	Overview	19
4.2	Demographic	19
4.3	Descriptive Analysis	22
5	RECOMMENDATION AND CONCLUSION	27
5.1	Overview	27
5.2	Implication	27
5.3	Recommendation for Future Research	27
5.4	Conclusion	28
	REFERENE	29
	APPENDIX	34