UNIVERSITI TEKNOLOGI MARA

IDENTIFYING FACTOR AFFECTING ONLINE FOOD QUALITY AMONG FOOD PROVIDERS IN KELANTAN

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ABSTRACT

This undergraduate project was illustrated to customers among university students. The purpose of this study is to identifying factor affecting online food quality among food providers in Kelantan. 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. A qualitative study of interview questions will be distributed to the respondents. The result was analyzed by descriptive statistics in term of descriptive study. Questions given to respondents will be answered based on their views on the topic of research. The period and timeline for this study conducted were within 4 to 6 months in order to complete all of the chapter given.

Keywords: Online Food, Food Quality, Food Providers

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