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FACULTY OF HOTEL & TOURISM MANAGEMENT

STUDENTS' PERCEPTION ON ELECTRONIC FOOD ORDERING IN KUALA TERENGGANU

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ABSTRACT

This undergraduate project is one of the requirements for students in Bachelor Degree of Foodservice Management to graduate. This project is required students to conduct a research in order to complete the whole semester. With that, the researcher is come out with the topic of Students' Perception on Electronic Food Ordering in Kuala Terengganu for the research project. Electronic food ordering nowadays is reasonably popular among the students because many of them are likely to use it.

It is important for this study to determine the students' perceptions on electronic food ordering either the students are understand and knowledge regarding this study. Sample populations for this study were among the students studied in the university around Kuala Terengganu. Two universities are chosen to conduct this study. In addition, the questionnaires analysis signified that the students do understand and have some knowledge about electronic food ordering.

The overall findings from this study clearly indicates that electronic food ordering are highly affected the students and thus this study will helped several parties in effort to increase in the development of the food industry in Terengganu and also in Malaysia.

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