

UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES



THE STUDY ON ECONOMIC EFFECT OF BAN SMOKING
POLICY TOWARDS EATERIES OUTLETS IN
PARLLAMENT SEPANGGAR P.171 AREA

MUHD FADHIL BIN JUHAINI
2017315021

MOHD SYAIFUL BIN NUSIRIN
2017963731

DECEMBER 2019

ACKNOWLEDGEMENT

First of all I would like to gratitude for given the chance to conduct the study about the new implemented policy. We would also like to give recognition and we know that this paper will never be done without the help of people around us, thanks to those who helped make this proposal. First of all, we would like to take this opportunity to thank Mr. Rahezzal Shah, our research supervisor for his guidance, new knowledge for us and all of his advice regarding the proposal that need to be finish. Thus, we also would like to thank Dr. Haijon Gunggut and Mdm. DG Siti Noor Saufidah Bt Ag Mohd. Saufi for teaching us the ADS511 subject. We will not being able to do this research without their advice. We would also like to extend our appreciation to UiTM Sabah and Datuk Haji Abdul Kadir Haji Rosline @ Ruslim for enabling us to carry out our work.

Next, gratitude to all our friends and family members. They gave us different kinds of support each time we deal with the issue of completing this proposal, and not to forget our parents who provided financial, logistical and emotional support that is invaluable to complete this research paper.

ABSTRACT

The enforcement of ban smoking policy on 2019 by the government towards eateries outlet in Malaysia has bring negative impact to the eateries revenue. Based on the eateries operator voice out and opinion this problems is occur because of the reduces of customers since they unable to smoke like usual in the premise. This research study is aims to study the economic effects of ban smoking policy on eateries operator and to determine the level of compliance of this policy within the restaurant premises. Thus, this research wants to find out what are the economic effects of ban smoking policy on the eateries operator and what is the level of compliance of smoking ban policy within the restaurant premises. In this context, restaurant is a place where people came to eat and drink however for our study we focus more on the Mamak restaurant since it is operate for 24 hours daily. Based on the research that has been conducted, the methodology that used to complete this research is face to face interview session with the restaurant owners and eateries operator which had restaurant business located at parliament of Sepanggar. It is random sampling since the restaurant is chooses randomly as long as it is located at the Sepanggar area. In this research, 8 restaurants had been chose as a respondent for the study. Analysis from all of the respondents had shown that the implementation of the policy really had economic impact towards the eateries outlet where it has reduce their revenue or income. The results indicate that the implementation of ban smoking towards eateries outlet does have economic impact on the restaurant revenue. On this basis, it is recommended to the government to revise and improve the policy again to meets better results. Further research is needed to identify other factors that can improve and strengthen this policy.

TABLE OF CONTENTS

		PAGE
I	Aknowledgment	
II	Declaration	
III	Clarence for Submission of the Research Proposal by the Supervisor	
CHAPTER 1	: INTRODUCTION	
1.1	Background Study	1
1.2	Problem Statement	6
1.3	Research Question	10
1.4	Research Objective	10
1.5	Scope Of The Study	10
1.6	Significance Of The Study	11
1.7	Definition Of Terms, Terminology And Concepts	11
1.8	Restaurant And Eatery Outlets	11
CHAPTER 2	: LITERATURE REVIEW AND COCEPTUAL FRAMEWORK	
2.1	Literature Review	12
2.1.1	Revenue of the eateries owner	12
2.2	Conceptual Framework	17
CHAPTER 3	: RESEARCH METHODOLOGY	
3.1	Introduction	18
3.2	Research Design	18
3.3	Unit of Analysis	18
3.4	Sample Size	19
3.5	Sampling Techique	19

CHAPTER 4 : FINDINGS AND ANALYSIS

4.1	Introduction	20
4.2	Inanam Afeeq Corner, Inanam Taipan, Affeeq	20
4.3	Al – Hasmah, Kolombong	23
4.4	Dzhali Curry House, Indah Permai	25
4.5	Hajimah Curry House, Indah Permai	27
4.6	Rizky Ayam Penyet , University Apartment	29
4.7	Hameed Curry House, University Apartment	31
4.8	Jamal Salim Curry House, Bandar Siera	33
4.9	Restoran Salim, Inanam	35
4.10	Introduction of analysis	37
4.11	Analysis	37

CHAPTER 5 : DISCUSSION AND CONCLUSION

5.1	Introduction	41
5.2	Discussion on Objective 1	41
5.3	Limitations	44
5.4	Recommendations	46
	5.4.1 Provide in designated smoking areas	47
	5.4.2 Revising three meters regulations	49
	5.4.3 Provide time frame	50
5.5	Conclusion	51

REFERENCES 53

APPENDIX A[questionnaire] 56