

**UNIVERSITI TEKNOLOGI MARA
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FACULTY OF HOTEL & TOURISM MANAGEMENT

**THE FACTORS INFLUENCING FAST FOOD RESTAURANTS USING PAPER-
BASED FOOD PACKAGING IN MALAYSIA, SINGAPORE AND INDONESIA**

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ABSTRACT

The study is to identify the factors influencing fast-food restaurants to use paper-based and to discuss the similarities and dissimilarities of factors influencing fast-food restaurants to use paper-based packaging in Malaysia, Singapore, and Indonesia. The methodology used in the study is secondary descriptive research by discussing those factors between three countries: Malaysia, Singapore, and Indonesia. The factors involved are environmental concerns, biodegradable material, trends in packaging, and packaging design are discussed in this study. The overall findings indicate the similarities and dissimilarities of the variables stated in Malaysia, Singapore, and Indonesia were affected by strict enforcement of rules and regulations in those countries. Singapore showed the most rigorous enforcement country, which led to biodegradable materials, especially paper-bag-based packaging, followed by Malaysia and Indonesia.

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