

**UNIVERSITI TEKNOLOGI MARA  
CAWANGAN TERENGGANU  
KAMPUS DUNGUN**

**FACULTY OF HOTEL & TOURISM MANAGEMENT**

**FACTORS THAT INFLUENCE FAST FOOD CONSUMPTION  
BEHAVIOR AMONG HOSPITALITY STUDENTS AT UNIVERSITI  
UTARA MALAYSIA SINTOK, KEDAH.**

**NUR SYAHIRAH BINTI SAHAK (2015263204)**

**NUR AFIF NABILAH BINTI ABU BAKAR (2015283388)**

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

**BACHELOR OF SCIENCE (HONS) IN FOODSERVICE  
MANAGEMENT-HM242**

**Universiti Teknologi MARA (UiTM), MALAYSIA**

**JULY 2018**

## TABLE OF CONTENT

|                 | Page |
|-----------------|------|
| ACKNOWLEDGEMENT | i    |
| LIST OF TABLES  | ii   |
| LIST OF FIGURES | iii  |
| ABSTRACT        | iv   |

### CHAPTER ONE: INTRODUCTION

|                                    |   |
|------------------------------------|---|
| 1.1 Introduction .....             | 1 |
| 1.2 Background of the Study .....  | 1 |
| 1.3 Problem Statement .....        | 3 |
| 1.4 Research Objectives .....      | 5 |
| 1.5 Research Questions .....       | 5 |
| 1.6 Research Hypotheses .....      | 5 |
| 1.7 Significant of the study ..... | 7 |
| 1.8 Limitation of the Study .....  | 8 |
| 1.9 Definition of Key Terms .....  | 9 |

### CHAPTER TWO: LITERATURE REVIEW

|   |    |
|---|----|
| 2.1 Introduction .....                  | 11 |
| 2.2 Trust .....                         | 11 |
| 2.3 Health Awareness .....              | 12 |
| 2.4 Availability .....                  | 13 |
| 2.5 Subjective Norms .....              | 15 |
| 2.6 Fast Food Consumption Behavior..... | 16 |
| 2.7 Summary .....                       | 18 |

### CHAPTER THREE: METHODOLOGY

|  |    |
|--|----|
| 3.1 Introduction.....                        | 19 |
| 3.2 Research Design .....                    | 19 |
| 3.3 Population and Sampling .....            | 20 |
| 3.4 Instrument Development and Testing ..... | 21 |
| 3.5 Data Collection Procedure .....          | 24 |
| 3.6 Plan for Data Analysis .....             | 25 |
| 3.7 Research Ethics Considerations .....     | 27 |
| 3.8 Timeframe .....                          | 28 |

## **CHAPTER FOUR: DATA ANALYSIS AND FINDINGS**

|  |    |
|--|----|
| 4.1 Introduction .....                 | 29 |
| 4.2 Reliability Analysis .....         | 29 |
| 4.3 Frequency Distribution .....       | 31 |
| 4.4 Descriptive Analysis .....         | 33 |
| 4.5 Correlation Analysis .....         | 35 |
| 4.6 Multiple Regression Analysis ..... | 38 |

## **CHAPTER FIVE: CONCLUSION AND RECOMMENDATION**

|                          |    |
|--------------------------|----|
| 5.1 Introduction .....   | 41 |
| 5.2 Conclusion.....      | 41 |
| 5.3 Recommendation ..... | 43 |

|                         |    |
|-------------------------|----|
| <b>REFERENCES</b> ..... | 44 |
|-------------------------|----|

|                       |    |
|-----------------------|----|
| <b>APPENDIX</b> ..... | 49 |
|-----------------------|----|

## **LIST OF FIGURES**

| <b>Figure:</b>   | <b>Page</b> |
|--|-------------|
| <br><b>CHAPTER ONE</b>   |             |
| Figure 1.1: The Relational Factors That Influence Fast Food Consumption Behavior Among Hospitality Students. | 8           |
| <br><b>CHAPTER THREE</b>   |             |
| Figure 3.1: Dichotomous Question   | 25          |
| Figure 3.2: Determinant Choice Question  | 25          |
| Figure 3.3: Likert Scale Rating Method   | 26          |

## **ABSTRACT**

Fast food restaurant becomes wisely adopted in developing country including Malaysia. This is because the demand for fast food is increasing among Malaysian citizen that prefer eaten away from home. Fast food is a type of food that able to be prepared in a short time period and sell to the customer at a reasonable price. Therefore, this research is conducted to study the factors that influence fast food consumption behavior among Hospitality students at Universiti Utara Malaysia (UUM), Sintok, Kedah. Conceptually, the independent variable (trust, health awareness, availability and subjective norms) will be affected by the dependent variables (fast food consumption behavior). By using descriptive research design for this study, the researcher would have a deeper understanding of factors that influence university students to consume fast food at fast food restaurant in Malaysia. The survey has been conducted by distributing a questionnaire to the sample size of the population which is the students who majoring Hospitality courses at UUM. Then, the data and information collected were analyzed by using Software Package for Social Sciences (SPSS). The result shows that the factors of trust, availability and subjective norms can influence fast food consumption behavior. Besides, the most critical factor that influence fast food consumption behavior in this study is subjective norms.