



**RELATIONSHIP BETWEEN PERSONAL LIFESTYLE,
FAST FOOD INDUSTRIES AND DEVELOPMENT IN
TECHNOLOGY AND COMMUNICATION
WITH CONSUMPTION HABIT OF FAST FOOD
AMONG GENERATION Y IN SUDONG MELAKA SDN BHD**

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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”**

I, REMUNAY ANAK FRANK APAL, (I/C Number: 971029-13-6086)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____ Date: _____

LETTER OF SUBMISSION

Encik Helmy Fadlisham bin Abu Hasan,
Lecturer of UITM Melaka Kampus Bandaraya,
Faculty of Business Administration,
UITM Melaka Kampus Bandaraya,
Jalan Hang Tuah,
75300 Melaka.

Dear Encik Helmy Fadlisham,

SUBMISSION OF FINAL YEAR PROJECT PAPER (HRM 672)

Enclosed herewith is the project paper entitled "The Relationship Between Personal Lifestyle, Fast Food Industries and Development in Technology and Communication with Consumption Habit of Fast Food Among Generation Y in Sudong Melaka Sdn Bhd" to fulfil the requirements as needed by the Faculty of Business Administration, Universiti Teknologi MARA (UITM).

Thank you

Regards,

(REMUNAY ANAK FRANK APAL)

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TABLE OF CONTENTS

	PAGE
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	ix
LIST OF FIGURES	x
ABSTRACT	xi
CHAPTER ONE: INTRODUCTION	
1.1 Introduction	1
1.2 Background of Study	1
1.3 Problem Statement	4
1.4 Research Question	7
1.5 Research Objective	7
1.6 Hypothesis	7
1.7 Significance of Study	8
1.7.1 Employer	8
1.7.2 Food Industries	8
1.7.3 Fast Food Consumer	8
1.8 Scope of Study	9
1.9 Limitation of Study	9
1.9.1 Time Constrain	9
1.9.2 Cooperation with Respondents	10
1.9.3 Limited Resources and Manpower	10

ABSTRACT

Fast food is one type of food that able to prepare in short time period and sell to customer in reasonable price. This type of food was introduce at western countries and begins at Asian near recent decade. Meanwhile, the group of generation Y was grown and subsequently become the largest age group that earn income for own or family's expenses. Therefore, this research is conducted to study fast food consumption habit among generation Y in Sudong Melaka Sdn Bhd. Consumption habit of fast food among Generation Y acted as the dependent variable that is expected to be affected by personal lifestyle, fast food industries and development in technology and communication. In this study, respondent was the active staffs which also known as the Customer Care Officers of Sudong Sdn Bhd, Malacca. The respondent's data were keyed into the Statistical Package for Social Sciences (SPSS) software to run the test for the analysis and interpretation purpose. After the data undergo few analysis, it was found that only fast food industries has a significance relationship with the consumption habit of fast food among generation Y in Sudong Melaka Sdn Bhd.