

UNIVERSITI TEKNOLOGI MARA

**A FUZZY ANALYTIC HIERARCHY PROCESS
APPROACH FOR RANKING FAST FOOD
RESTAURANT**

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DECLARATION

I certify that this report and the research to which it refers are the product of my own work and that any ideas or quotation from the work of other people, published or otherwise are fully acknowledged in accordance with the standard referring practices of discipline.

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ABSTRACT

Fast food is the food that can prepared quickly without waiting for a long time. The convenient of fast food have become a favourite for students who don't want to waste their time in waiting. The objective of this study is the criteria to be considered in choosing fast food restaurant such as price, customer service, environment, location and cleanliness. Besides, the research also wants to rank fast food restaurants among students ay UiTM Perlis with respect to each criteria decision using Fuzzy Analytic Hierarchy Process (FAHP). The fast food restaurant identified in this study are KFC, McDonalds, Subway and Pizza Hut. The result are obtained by distributing 25 set of questionnaires to the students in UiTM Perlis. The result of this study shows that student in UiTM Perlis love KFC the most, McDonald, Subway and Pizza Hut follow for second, third and fourth respectively. Price is the most famous criteria that student will look in choosing fast food restaurants. Environment comes in second, customer service in third while location and cleanliness comes fourth and fifth respectively. The significant of this project is to decide the most famous fast food restaurant among UiTm students and also the most dominant criteria in choosing fast food restaurant. It also will helps the students who are doing runner service to figure out which fast food restaurants they will get most order.

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