UNIVERSITI TEKNOLOGI MARA

CAWANGAN TERENGGANU

KAMPUS DUNGUN

FACULTY OF HOTEL & TOURISM MANAGEMENT

DETERMINING THE CUSTOMER PREFERENCES OF THE FAST
FOOD RESTAURANT : PIZZA HUT AT GIANT HYPERMARKET,
KUALA TERENGGANU

NUR SYAHIRAH BINTI YAACOB (2014534011)

NORAZWANIE BINTI NORUDIN(2014532359)

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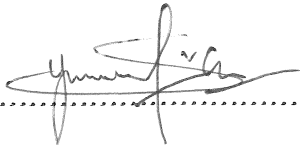requirement for the degree of

BACHELOR OF SCIENCE (HONS) IN
FOODSERVICE MANAGEMENT HM242
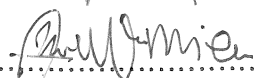Universiti teknologi MARA (UiTM),MALAYSIA

DECEMBER 2017

DECLARATION

I declare that the work in this study was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and the result of my own work, unless otherwise indicated or acknowledged as referenced work. This research has not been submitted to any other academic institution or non-academic institution for any other degree and regulations of Universiti Teknologi MARA.

Name of student   : Nur Syahirah binti Yaacob

                                    : Norazwanie binti Norudin

Matrix no.   : 2014534011

                                    : 2014532359

Programme   : Bachelor of Science (Hons) in Foodservice Management

Faculty   : Hotel and Tourism Management

Research Title   : Determining the customer preferences of the fast food restaurant: Pizza Hut at Giant Hypermarket, Kuala Terengganu

Signature: ....

        : ....

Date   : 28th December 2017

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ABSTRACT

Fast food restaurant has taken a spot in consumers choice for their meal consumption. Pizza Hut has been recognized as one of the popular fast food choices in Malaysia. However, there is no specific preferences on how the consumer choose the restaurant from all the franchises that are located in the same area. The method used to gain information for the study are both primary data and secondary data. To collect the data, this study distributes questionnaires to the customers patronizing Pizza Hut restaurants in Kuala Terengganu. The outcome of this study is to find out what are the customer preferences of their Pizza Hut franchise in Kuala Terengganu. This study would be able to help improve the fast food restaurant management and helps them to attract more customers.

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