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FOOD SAFETY KNOWLEDGE, ATTITUDE AND PRACTICE  
AWARENESS AMONG CONSUMER AT INTAN, KEMAMAN

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## **ABSTRACT**

This study is to identify the level and the common variable of food safety knowledge, attitude and practice awareness among consumer. This study use quantitative study and were involved 169 respondent to fill up questionnaires and it has been distributed randomly to consumer at INTAN, Kemaman. The result indicate beta coefficient, the most variable awareness among consumer is practice with  $-0.195$  with total average mean  $3.84$  follow by knowledge  $0.117$ (average  $3.61$ ) and attitude  $-0.001$ (average  $3.51$ ).The finding explained that the most of consumer at INTAN ,Kemaman knows better on common practice for food hygiene such as washing hand, eating doneness of meat and using hygiene cutleries and crockeries compare to other variables.

**Keyword: Food Safety Awareness; Knowledge, Atitudes , Practice, INTAN Kemaman**

## Table of Content

	TITLE PAGE	PAGES
ABSTRACT		
ACKNOWLEDGEMENT		
TABLE OF CONTENTS		
CHAPTER	TITLE PAGE	
PAGES		
1	INTRODUCTION	
	1.0 Overview	1
	1.1 The Background Of the study	1
	1.2 Problem Statement	2
	1.3 Research Objective	3
	1.4 Research Question	3
	1.5 Significant of the Study	3
	1.6 Theoretical Framework	4
	1.7 Definition Key word	5
2	LITERATURE REVIEW	
	2.0 Overview	6
	2.1 Food Safety Knowledge	6
	2.2 Food Safety Attitude	7
	2.3 Food Safety practice	7 - 8
	2.4 Food safety issues	8
3	RESEARCH METHODOLOGY	
	3.1 Overview	9
	3.2 Research Design	9
	3.3 Population and Sampling	9
	3.4 Pilot Test	9-10
	3.5 Data collection	10
	3.5.1 Questionnaire use in this study	10-13
	3.5.2 Scaling Technique	13
	3.6 Analysis Data	13

4	FINDING AND DATA ANALYSIS	
4.1	Overview	14
4.2	Demographic	14-17
4.3	Descriptive Analysis	18-25
5	RECOMMENDATION AND CONCLUSION	
5.1	Overview	26
5.2	Limitation of the study	26
5.3	Implication	27
5.4	Conclusion	28-29
	REFERENCES	
	APPEDICES	
	APPENDIX 1: QUESTIONNAIRE FORM	
	APPENDIX 2 : TURNITIN	