



**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY  
STUDIES**

**UNIVERSITI TEKNOLOGI MARA**

**A STUDY ON FOOD QUALITY IN UiTM SARAWAK**

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# CHAPTER 1

## INTRODUCTION

### 1.1. INTRODUCTION

Winder, Richard E. and Judd, Daniel K defined quality as the ongoing process of building and sustaining relationships by assessing, anticipating, and fulfilling stated and implied needs. Food quality is the quality characteristics of food that is acceptable to consumers. This includes external factors as appearances which include size, shape, color, and flavor and also include internal factor such as chemical, physical, microbial.

Food quality is enforced by the Food Safety Act 1990. Members of the public complain to trading standards professionals, who submit complaint samples and also samples used to routinely monitor the food marketplace to Public Analysis. Public Analysis carries out scientific analysis on the samples to determine whether the quality is of sufficient standard.

Food quality is an important food manufacturing requirement, because food consumers are subject to any form of contamination that may occur during the manufacturing process. Many consumers also rely on manufacturing and processing standards, particularly to know what ingredients are present, due to dietary, nutritional requirements (kosher, halal, vegetarian), or medical conditions (e.g., diabetes, or allergies).

Besides ingredient quality, there are also cleanliness requirements. It is important to ensure that the food processing environment is as clean as possible in order to produce the safest possible food for the consumer.

## **CHAPTER 2**

### **LITERATURE REVIEW**

Food is any substance, usually composed of carbohydrates, fats, proteins and water, that can be eaten or drunk by an animal, including humans, for nutrition or pleasure. Items considered food may be sourced from plants, animals or other categories such as fungus or fermented products like alcohol. Although many human cultures sought food items through hunting and gathering, today most cultures use farming, ranching, and fishing, with hunting, foraging and other methods of a local nature included but playing a minor role (<http://en.wikipedia.org/wiki/Food>).

According to the Wikipedia, they stated that most traditions have a recognizable cuisine, a specific set of cooking traditions, preferences, and practices, the study of which is known as gastronomy. Many cultures have diversified their foods by means of preparation, cooking methods and manufacturing. This also includes a complex food trade which helps the cultures to economically survive by-way-of food, not just by consumption. Many cultures study the dietary analysis of food habits.

While humans are omnivores, religion and social constructs such as morality often affect which foods they will consume. Food safety is also a concern with food borne illness claiming many lives each year. In many languages, food is often used metaphorically or figuratively, as in "food for thought".

### **3.3. SAMPLE AND SAMPLING TECHNIQUES**

#### **3.3.1 POPULATION**

It encompasses of all the elements such as individuals, items or objects relating to the study. For this research, our populations are among the students and staffs of UiTM Sarawak. Meaning to say, we will focus on all the students from any faculties and also the staffs in the university to be our respondents. Even though it is a wide scope, we can get more accurate data from them.

#### **3.3.2. SAMPLE**

We will randomly choose 99 respondents from different faculties and ensure that all the 15 faculties in UiTM Sarawak will be represented in order to ensure the reliability and the validity of the data received. The reason is because we want to be fair with these faculties to be a part of our research, besides a more accurate data. Our target group to distribute the questionnaire is those who eat in the cafeteria and food court of UiTM Sarawak Campus during the breakfast time which is around 9.30am to 10am, lunch hour from 12.30pm to 2.00pm, and dinner between 8.30pm to 10.30pm

#### **3.3.3 SAMPLING METHOD**

To complete our research, we will use Probability Sampling which is Simple Random Method to distribute our questionnaire. We choose this method because it can make our research easier and we can get the data that we need immediately. We will distribute the questionnaires randomly through the representatives of each faculty. Then the representatives will distribute it randomly to their friends in that faculty.