

UNIVERSITI TEKNOLOGI MARA

TECHNICAL REPORT

**AN ANALYTIC HIERARCHY PROCESS (AHP) METHOD TO
SELECT FAST-FOOD RESTAURANT AMONG UNIVERSITY
STUDENTS
(P26S23)**

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ABSTRACT

Fast food is defined as food that can be fast provided and prepared in a standard way. In Malaysia, fast-food restaurants are become more popular among undergraduates. Due it is convenient, they frequently select fast food than Malaysian traditional meals to filling their tummies as well as save money and time. This study is to determine the relation of selection criterion while choosing a fast-food restaurant using the Analytic Hierarchy Process (AHP) method. The decision criteria identified in this study are price, location, convenient, service, environment and operation time. Other than that, this project also aims to compare the rating of fast-food restaurant among university students in Seremban using AHP method. Last objective is to analyze the most preferable fast-food restaurant in Seremban which are Kentucky Fried Chicken (KFC), Pizza Hut, McDonald (McD), Domino's, Subway and Marrybrown with respect to demographic items by using AHP method. There are a few steps in order to achieve the objectives which are construct the questionnaire, distribute the questionnaire, collecting the data, analyze data using AHP method which is create a matrix of paired comparisons for the criteria, proceed with find the normalized matrix, determine the weightage, test the consistency and calculate the weightage of alternative, and make a result and discussion. The result for the most important criteria is price which is 0.2302 while the most preferable fast-food restaurant is MarryBrown with 0.1897. The best way to make an improvement is enlarge the study.