FAST FOOD RESTAURANT INDUSTRY: TANGIBLE DIMENSIONS THAT INFLUENCE STUDENTS' PURCHASE BEHAVIOURAL INTENTION

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ABSTRACT

This study is to identify the common major of dimensions in tangible aspects of fast food restaurant that influence the students' purchase behavioural intention. The dimensions that included are such as colours, lightings and spatial layout. These dimensions are believed to have a strong relationship in motivating the students' behaviour in which tends to lead them into purchase behavioural intention. The methodology used to measure this study is by distributing questionnaires to 150 respondents in UiTM Sabah. The result shows that the most significant dimension of fast food restaurant in influencing the students to dine in is the spatial layout. As for future research, we suggest the researcher to retest this study by using another methodology.