



**Customer Perception Towards Green Practices in  
Restaurant: The Case of Straw Less Campaign in  
McDonald's.**

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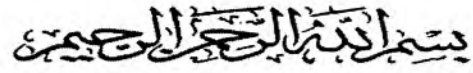
Date of Submission:

July 2019

## **ABSTRACT**

This study investigates the customer perception towards green practices in restaurant: the case of strawless campaign in McDonald's. Using the sample size ( $n = 259$ ), a survey has been developed and administered across Batu Pahat, Johor. This study also consists of one objectives which to examine customer perceptions towards green practice: plastic straws ban in restaurants. This study will use descriptive research because the researcher wants to describe the customer perception and environmental pollution where one variable is believing to affect another. Researcher uses convenient sampling where it also is known as non-probability sampling. In convenience sampling, there is no specific criteria identified prior to be selective of the respondent. the instrument, the survey questionnaire will be divided into 5 main sections. As are conclusion, the study can conclude that people who are young, knowledgeable, educated open minded are more interested to follow green practice to save environment. Other alternative plastic straw must be exposed to be known to consumer, business, and supplier.

## ACKNOWLEDGEMENT



In the name of ALLAH, the most Grateful and Merciful Creator, Alhamdulillah, we are finally completing our HTM 655 (Undergraduate Project) in partial fulfillment of the requirement for our degree despite of many obstacles we had to been through all this times.

Bearing in mind previous we are using this opportunity to express our deepest gratitude and special thanks to our HTM 655 Coordinator, Mdm Jazira Binti Anuar who in spite of being extraordinarily busy with his duties, took time out to hear, guide and keep us on the correct path during the completion of this project.

And not forget a special dedication to our respected Supervisor, Mdm Noraida Binti Abdul Karim who helps us in completing this project. Without her, we are surely lost guide in making this project. We are also grateful for having a chance to meet and known him personally though this undergraduate project period.

Last but not least, to our beloved parents who never get tired encouraging us during our hard time. For all those who supports us all this time, thank you once again. We perceive as this opportunity as a big milestone in our career development. We will strive to use gained skills and knowledge in the best possible way, and we will continue to work on the improvement, in order to attain desired career objectives.

Thank you.

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