



**PREFERENCE OF FAST FOOD SELECTION AMONG THIRD-
YEAR STUDENTS OF BACHELOR ENTREPRENEURSHIP
(WELLNES) WITH HONOUR AT UMK CITY CAMPUS.**

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LIST OF SYMBOL & ABBREVIATIONS

Abbreviations

WTO	World Trade Organization
QSR	Quick Service Restaurant
RCT	Randomised Controlled Trial
SPSS	Statistical Package for the Social Sciences

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ABSTRACT

Fast food is a kind of mass-produced food intended for commercial resale, with a strong emphasis on service speed. It is a commercial term that refers to food sold in a restaurant or store that contains frozen, preheated, or precooked ingredients and is packaged for take-out/take-away. As a result, it is critical to understand the source of fast food selection, which primarily includes the following deliciousness, preparation, and price. In order to address the research methodology of fast-food selection, researchers must refer to the research methodology, particularly third-year students Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus. The total number of respondents in this study is 161. We will collect data for this study using the questionnaire method and we expect 113 respondents. The methodology helps structure the research process and helps to ensure that the results are reliable and valid. Each study must have a purpose, objectivity, and a method to ensure that the study yields the desired results or answer.

Keywords: Food Selection, Deliciousness, Preparations, Price

ABSTRAK

Makanan segera ialah sejenis makanan yang dihasilkan secara besar-besaran yang bertujuan untuk jualan semula komersial, dengan penekanan yang kuat pada kelajuan perkhidmatan. Ia ialah istilah komersial yang merujuk kepada makanan yang dijual di restoran atau kedai yang mengandungi bahan beku, dipanaskan atau dimasak terlebih dahulu dan dibungkus untuk dibawa pulang/bawa pulang. Akibatnya, adalah penting untuk memahami sumber pemilihan makanan segera, yang terutamanya merangkumi keenakan, penyediaan dan harga berikut. Bagi menangani metodologi kajian pemilihan makanan segera, penyelidik mesti merujuk kepada metodologi kajian, khususnya pelajar tahun tiga Fakulti Kesejahteraan (SAS) di Kampus Bandar UMK. Jumlah keseluruhan responden dalam kajian ini ialah 161. Kami akan mengumpul data untuk kajian ini menggunakan kaedah soal selidik dan kami menjangkakan seramai 113 orang responden. Metodologi membantu menstrukturkan proses penyelidikan dan membantu memastikan keputusannya boleh dipercayai dan sah. Setiap kajian mesti mempunyai tujuan, objektiviti, dan kaedah untuk memastikan kajian itu membuahkan hasil atau jawapan yang dikehendaki.

Kata kunci: Pemilihan Makanan, Kelazatan, Penyediaan, Harga

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Food described as fast food that can be speedily made and served in the Health Guides (2022). Fast food is popular because of its flavour, accessibility, and convenience, food can be acquired from a range of establishments, such as sit-down restaurants, counter service locations, take-out establishments, and drive-thru and deliveries. However, it is crucial to note that fast food frequently uses refined grains rather than whole grains, and it may also contain excessive quantities of salt, a preservative that improves flavour but might reduce total meal enjoyment. Moreover, the nutritional value of fast food is typically lower than other foods and dishes and is often sold at a low cost. Fast food is usually high in calories, fat, sodium, and sugar and may lack essential vitamins, minerals, and other nutrients. Common examples of fast food include burgers, pizza, French fries, fried chicken, and tacos.

According to Yong & Hee (2020), China has grown dramatically since entering the World Trade Organization (WTO) in the early 2000s. The consumption level of the middle class has risen in recent decades. Meanwhile, Fast Food in the Western World restaurants are rapidly develop, and the younger population is becoming accustomed to eating at such locations. As an outcome, the competitiveness of the food sector is increasing. Western fast food companies are under risk from regional restaurants, which have recently substantially grown throughout China. As living standards improve, Chinese consumers are becoming more selective when it comes to what, how, and where they eat. As a result, competition between foreign and domestic businesses is

unavoidable. This allows us to conclude that both inside and outside of Malaysia, fast food has become more and more popular.

To sum up, this research examines the preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus. This chapter will begin by describing the study's historical context to introduce fast food items. Then, adhere to the headline's content. Problem statements, research objectives, and questions are subtopics in the content that express a clear research statement. The range continues with term definitions, the significance of the study lies in its profound impact, the depth of its analysis, and the comprehensive chapter summary it provides.

1.2 BACKGROUND OF STUDY

Fast food is recognized as a well-liked option that is also convenient for consumers, delicious, and affordable. Fast food is highly known today for being inexpensive, efficient, and delectable. Additionally, the marketing for fast food restaurants typically presents the food as healthy, increasing consumers' susceptibility to their messages. According to Goyal & Singh (2007), fast food is the food segment has the greatest growth rate worldwide. One justification for this would be that fast food requires rapid subsequent subscriptions and basic necessities subscriptions for dining and takeaway facilities. A dish is considered fast food if it can be prepared and served faster. Fast food has become the preferred option for the majority of customers in Malaysia because it can be prepared quickly and consumed swiftly.

Malaysia's food business has the potential to increase as an outcome of transforming buyer

behaviours. American franchises like Allen and Wright (A&W), Burger King, Domino's Pizza, and Kentucky Fried Chicken (KFC) dominate Malaysia's fast-food market, with McDonald's, Pizza Hut, Marry Brown, and Subway is competing for second place. The Malaysian Generation has helped these fast-food brand names gain prestigious recognition. The Malaysia Population (2018) report confirmed that among Malaysia's 12.67 million residents, Younger Generation students which is generation Y constitute the majority of the population.

Due to how their lifestyle and eating preferences affect their desire to work in the fast-food industry, Generation Y students are the most critical market segment because they have significant spending power. Additionally, Generation Y is constantly seeking production facilities to meet their generation's needs because they frequently eat out and order takeout from fast food restaurants. Therefore, according to recent research, Generation Y students should have been the study's target audience. This study aimed to determine the variables impacting the eating habits of UMK students on the City Campus. Fast food consumption was connected to nutritional deficiencies and bad eating practices (Ashdown et al., 2019). Fast food is consumed by 30 to 50% of teenagers and college students (Al-Otaibi & Basuny, 2015). In a prior study by Burgoine et al. (2016), obesity was connected to eating fast food. Fast food is frequently described as made quickly, self-purchased from eateries, provided with components that had already been cooked, and offered in packaging form for takeout (Shami & Fatima, 2017). Obesity was substantially connected with the frequency of fast food consumption among Saudi Arabian female students who consumed it at least twice per week (Al Otaibi & Basuny, 2015). The results of the tests done in Iran and Saudi Arabia revealed that the preference for fast food was most strongly influenced by flavour (Al Faris, Al Tamimi, Al Jobair, & Al Shwaiyat, 2015). Therefore, it was essential to

increase the teenagers' understanding of the health risks associated with fast food to protect them from its negative impacts (Saranya, Shanifa, Shilpa, Umarani & Shetty, 2016).

In comparison to other ASEAN nations, Malaysia ranks among the highest obesity rates in the world. An illness characterized by a significant quantity of body fat is called obesity. Many factors contribute to some students' struggles to steer clear of obesity in their lives. Usually in terms of the surroundings, daily habits, exercise preferences, and attitudes and behaviours. Being a student seems to significantly influence adult behaviour, including physical inactivity and other lifestyle choices (Racette et al., 2005).

Malaysia had the highest obesity incidence among ASEAN nations in 2019, according to the WHO, with 64% of men and 65% of women becoming either obese or overweight. Over the past ten years, several initiatives and strategies have been used to reduce Malaysia's steadily growing obesity problem. These consist of promotions for a healthy way of living, habit-forming eating techniques, and the establishment of Malaysian nutritional research priorities.

1.3 PROBLEM STATEMENT

Numerous studies have been conducted on the preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus. The numerous issues raised by the students and the potential impact on student health, led to the selection of this study. Additionally, the most crucial aspect is that every UMK student enjoys fast food since it is delicious, easy to find, and cheaper. Indeed, this element affects the percentage of students who enjoy fast food, including Kentucky Fried Chicken (KFC), Pizza Hut, and

McDonald's. The state of Kelantan was also chosen for this study since the percentage there indicates that the populace is at the level of obesity and the UMK campus is close to fast food restaurants.

1.3.1 Delicious

Everyone needs to consume great meals every day because of our fast-paced environment and the struggle toward time. This is due to the fact that as the world has developed, there are a growing number of excellent cuisines with several cultural variations that offer a wide range of simple, quick, and delectable foods. According to Sulek and Hensley (2014), the safety of food has different aspects such as temperature, variety of menu items, deliciousness, and presentation, as indicated. Delicious food also has the potential to create positive experiences and memories, which can make students more likely to choose the same item again in the future. Additionally, students may be more willing to try new items if they know that they are likely to be delicious.

1.3.2 Preparation

Cooking requires extensive preparation and skills because it will take a long time to prepare a meal. This is because, we need to make preliminary preparations such as cooking tools, raw materials and recipes to make food that will be difficult for students to prepare at one time. According to Atkins and Bowler (2001), fast food is defined as food that can be served and made rapidly. On the other hand, if students are not preparing for anything and are just looking for a quick snack, they may be looking for healthier options, such as fast

food, because they are convenient and require no preparation.

1.3.3 Price

Price is an essential element for students because they do not have a fixed income. This is because a few students will prefer to eat unbalanced food and eat cheaper and easy to find, such as fast food, because the price is very student-friendly compared to the price of nutritious food in restaurants. With busy student schedules and activities and the need for money for more important things, it is the reason for students not choose to eat healthy food but fast food that tastes good and is readily available. Lower prices might be seen as variables that drive consumers to buy, as Yang and Mao (2014) found. Additionally, if students are trying to save money, they may choose fast food because it is often cheaper than other options.

The research is evidence that a few of the factors that because fast food is delicious, preparation, price. By that, fast food offers a wide range of delicious options that are convenient and easy to prepare. The preparation of fast food is designed to be efficient and standardized. When it comes to pricing, fast food is generally considered to be affordable and budget-friendly. Overall, fast food offers convenience and taste, but moderation and mindful eating are key to enjoying it without compromising well-being.

1.4 RESEARCH OBJECTIVES

The primary objective of this research are to examine the relationship between preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus. There are these research objectives.

- RO1:** To examine the relationship between delicious with the preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus.
- RO2:** To examine the relationship between preparation with the preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus.
- RO3:** To examine the relationship between price with the preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus.

1.5 RESEARCH QUESTION

The primary question of this research is to investigate the relationship between preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus. There are these research questions.

- RQ1:** Is there any relationship between delicious with the preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus?

RQ2: Is there any relationship between preparation with the preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus?

RQ3: Is there any relationship between price with the preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus?

1.6 SCOPE AND LIMITATION OF THE STUDY

The scope and limitations of this research will focus on preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus. The scope of the study focused on Universiti Malaysia Kelantan (UMK) because most people eat fast food as their primary food. The topic of this research is why the selection of fast food is more famous among students at City Campus of Universiti Malaysia Kelantan (UMK). This topic is important to study because fast food is not recommended to students because of the high concentration of saturated fat, calories, and sodium, which lead to health problems. However, according to Grant Stoddard (2021), fast food is heavily processed and heavy in sodium, added sugars, unhealthy fats, and carbs. These foods are often heavy in calories and have minimal nutritional value.

Furthermore, consuming a lot of fast food rather than healthful whole foods might have a number of detrimental health consequences. One example is derailing your weight-loss efforts. This problem has been researched with selected references to find additional information such as books, newspapers, journals and et cetera.

1.7 SIGNIFICATION OF THE STUDY

This study's findings are likely to provide knowledge and awareness about fast food. More importantly, this study will help students limit fast food consumption, give knowledge about fast food consumption to their bodies and make them more careful about food to be healthier. Addition scholars and academic researchers will benefit from this research because it will provide them with fascinating insights that will be the basis for future research. Furthermore, this study will be a starting point for future studies on the same topic and issue related to the preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus

1.8 DEFINITION OF TERMS

1.8.1 Delicious

According to Merriam-Webster (2022), delicious is defined as providing a significant deal of pleasure or appealing to one of the body senses, particularly taste or smell. Moreover, delicious is a subjective term often used to describe food that is incredibly flavourful and enjoyable. People often use the word to refer to food that is high quality and especially enjoyable. Oxford Learner's Dictionaries state that delicious is highly pleasant to the taste and delightful. In this research study, the delicious become a preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus.

1.8.2 Preparations

According to Merriam (2022), the act or process of preparing anything for use or service, or getting ready for an event, test, or task is referred to as preparation. Additionally, preparation may be the state of being ready, the act of preparing, or measuring something that is prepared. Oxford Learner's Dictionaries defines preparation as the act or process of preparing for use for consideration, whether a specially prepared substance, especially medicine or food. In this research study, preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus.

1.8.3 Price

According to the Editor of Encyclopedia Britannica (2018), the amount of money required to purchase a good is referred to as the product's price. Furthermore, since the amount people are willing to pay for something reflects its value, price serves as a measure of its worth. The Oxford Learner's Dictionary states that Price refers to the specific amount of money that is expected, required, or given as payment in exchange for a particular item or service. Also, price is defined as the amount required as payment for something. In this research study, price is the priority for preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus.

1.9 SUMMARY

The purpose of this study is to examine preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus. Then, this chapter also explained independent variables such as deliciousness, preparation, and price for this study. Deliciousness has become a preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus. This is because fast food items often have a reputation for being delicious and full of flavour, making them attractive to students looking for a tasty snack or meal. Besides that, preparation has become a preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus. It is because preparing food takes time and energy, which are often in need of more supply for students. For these reasons, preparation can influence preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus.

Furthermore, among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus, the price has become a preferences of fast food selection. It can be specific. Fast food items are generally seen as more convenient and cheaper than other food options, which appeals to students who are often on a tight budget.

Following that, three research questions have been developed: Is there a relationship between deliciousness, preparations, and price that influences fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus? Furthermore, in order to accomplish three research objectives, which are to investigate the

relationship between delicious, preparations, and price as they relate to fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus, the significance of research from a theoretical and practical perspective. Finally, in this chapter 1, the definition of the term will be revealed.

The second chapter will detail the literature review, and the third chapter will go into the survey methodology, information collection methods, and data analysis techniques that will be used in the work.



CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

Fast food is a type of food prepared quickly and typically served in a take-out format. These meals are usually high in fat, sugar, and salt and are typically lower in nutrient value than home-cooked meals. Fast food is generally more affordable than restaurant meals, making it a popular choice for those looking for a quick and inexpensive meal. Fast food restaurants typically offer a wide variety of menu items, from burgers and fries to pizza and tacos. The convenience of fast food also makes it popular with busy families or individuals with limited time. According to Goyal & Singh (2007), Fast food is a rising cuisine category around the world, providing a quick, economical, and accessible alternative to home-cooked meals. Fast food is defined as food and beverages that are immediately available for consumption, either on the premises or elsewhere (Data Monitor, 2005). This definition fits a busy lifestyle and affordable prices.

Fast food is the latest food that has become a favourite of many regardless of age because of its delicious and premium taste. The Malaysian palate has accepted fast food because international fast food operators conformed to the fundamental requirements of Malaysian cuisine with their preparations, which exclude pig meat from the menu by Islamic belief systems (Malaysian Fast Food Retail Market, 2008). Students eat fast food more fanatically because they are more inclined to it based on the limited time to prepare a meal. Advertisements and promotions for fast food restaurants make them more popular among students.

Fast food consumption has become a habit due to hectic lifestyles, and young people's appetites for it are growing daily. According to Goyal & Singh (2007), Fast food is the fastest expanding industry on the world. Fast food requires instant subscription and minimal service for the convenience of eating and taking away, which can be the rationale for this.

2.2 LITERATURE REVIEW

2.2.1 Delicious

Malaysia's fast food sector comprises a variety of eateries that offer a wide selection of unique delicacies from both domestic and foreign cuisines. Burgers, French fries, and carbohydrate drinks are fast food staples. In Malaysia, there are 6000 fast food outlets, 32% of them are within the fast food franchise industry. The estimated value of the local QSR (Quick Service Restaurant) or fast-food sector is \$493 million (RM1.8 billion). The most significant international franchise operators at the moment are McDonald's and Kentucky Fried Chicken (KFC), both of which have successfully opened a considerable the count of franchise stores in Malaysia. However, Kentucky Fried Chicken (KFC) entered the Malaysian market first as a fast food chain in 1973. To stay up with the expansion of the fast food industry, Kentucky Fried Chicken (KFC) has committed to a total of 447 outlets and a 46/5 market share in the QSR (Quick Service Restaurant) segment. Three of the top-performing fast food chains, KFC (46%), McDonald's (25%), and Pizza Hut (14%), all offer quick meals.

Next, the deliciousness of the food is one of the decisive factors. When analysing how a well-known food quality may affect customer retention, many forms of research underline the significance of quality and how it positively interacts with purchase intention. In this situation, a large body of literature emphasises the delight that a consumer feels when they receive exceptional service. Ma and Yang (2018) claim that purchasing high-quality goods will likewise satisfy purchasers.

Moreover, according to Sulek and Hensley (2014) add that the quality of the food stands out as one of the most significant aspects of a meal at a restaurant. In terms of the safety of food, purchasing intention has a significant influence on restaurant selection. Susskind and Chan (2000) meal quality was shown to be the most important element in influencing fast food customers to visit fast food establishments. Fast food restaurants consider food quality to be a key determinant of customer retention. Sulek and Hensley (2014) when compared to other restaurant-related characteristics, it was acknowledged that meal quality is the most important element determining purchase intent.

Fast food is preferred by UMK students for their daily routine lunches since it is excellent. This contributes to a rise in obesity among UMK students. For instance, McDonalds, Kentucky Fried Chicken, Texas Chicken, and other restaurants offer menus that fascinate students. For instance, Korean sauce chicken, Zinger burgers, and spicy chicken mc deluxe all cater to the desires of the younger population.

2.2.2 Preparation

Atkins and Bowler (2001) state that "fast food" often refers to fully prepared food to be eaten and then served rapidly, either on- or off-site. This means that to ensure that food is prepared safely and adequately for supply, enterprises must comply with established standards for food preparation facilities, food preparation tools, food transport vehicles, and people responsible for handling and preparing food. While any meal that requires little preparation is considered fast food, the term is commonly employed to describe or denote

packaged food served to consumers for consumption eating in or taking away from a restaurant or store and contains components that have already been heated or cooked.

In other words, lifestyle—which is defined as the collection of recurring patterns of behaviour that each person voluntarily and consciously adopts throughout their daily lives—reflects one's values, way of thinking, personal style, and ultimate goals (Vyncke, 2002). As a result, lifestyle has a significant impact on how people behave as consumers. Due to time restrictions, many students have shifted their eating habits to accommodate their hectic schedules, they switch from healthy, home-cooked meals to fast food. This is due to the fact that for many young adults, their college years represent a crucial time of change. Most students are currently living independently for the first time after leaving their parents' houses. These changing living arrangements may have an impact on lifestyle elements like dietary preferences, diet quality, and exercise routines (Brevard & Ricketts). As a group, college students are particularly susceptible to the intake of "convenience" food.

In addition, the ease of obtaining and preparing fast food was also mentioned as a motivator for fast food consumption. This is common among students because they are under time constraints and need more time to prepare and cook healthy food. This will make some students take fast food as a habit that becomes to eat outside as well as a place to gather with friends as free time and entertainment with others makes it more interesting and fun.

2.2.3 Price

Price is defined by Jacoby and Olson (1977) as a customer's visual reflection or personal perception of the objective pricing of the goods. Within the realm of fast food industry,

price is a crucial driver of purchase intent. It is because consumers are influenced by brand price when purchasing food. The brand of a product determines the price of a competing product, raising the bar for brand creation. Furthermore, the rice has a significant impact on intention to buy because customers are greatly impacted by production changes. (Liew, 2015). In addition, clients may afford and enjoy, increasing their readiness to buy the brand's products on a frequent basis in the future. By that, third-year students of Bachelor Entrepreneurship (Wellness) with honour willing to select fast food at UMK City Campus because of the brand price.

Next, Yang and Mao (2014) argue that a reduced price can be seen as a factor influencing consumers' purchasing decisions. Customers that are price-sensitive will go to great lengths to find a lower price (Wakefield and Inman 2003). If a student is on a budget, they may prefer lower-priced items such as burgers, fries, and soft drinks instead of more expensive items like steak or seafood. Moreover, if a fast food restaurant offers a lower price than its competitors, students may be more likely to purchase the item, as they feel like they are getting a better deal. Additionally, offering discounts and promotion can be a great way to entice students to purchase fast food items. These incentives can make UMK third-year students of Bachelor Entrepreneurship (Wellness) with honour feel like they are getting a good value, while also giving them an extra reason to try out a new product.

Aside from that, price is also the amount of money that a customer needs spend in order to get a good or service. Price offers details to assess the quality of service, which may impact the customer's buying choice. According to Ryu and Han (2010), price moderates the relationship between satisfaction and the three quality dimensions of food, service, and

physical environment quality, thus if the price is reasonable, consumer satisfaction with the three quality dimensions of food, service, and physical environment may rise. For example, higher quality ingredients such as organic and grass-fed meats, as well as organic produce, will more than lower quality ingredients such as conventionally raised meat and produce. Quality of the preparation and cooking of the food can also affect the price, with more skilled cooks and chefs typically commanding higher prices for their services. Additionally, the quality of the customer service provided at a fast food restaurant can also affect the price of its items, with restaurants offering better services typically charging more for their products. By that, UMK third-year students of Bachelor Entrepreneurship (Wellness) with honour more likely to choose items that offer a good value for them

2.3 RESEARCH HYPOTHESIS

Based on a review of the literature three hypotheses have been developed. The hypotheses are:

- H1: There is a positive relationship between the delicious and preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus.
- H2: There is a positive relationship between the preparation and preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus.
- H3: There is a positive relationship between the price and preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus.

2.4 THEORETICAL FRAMEWORK

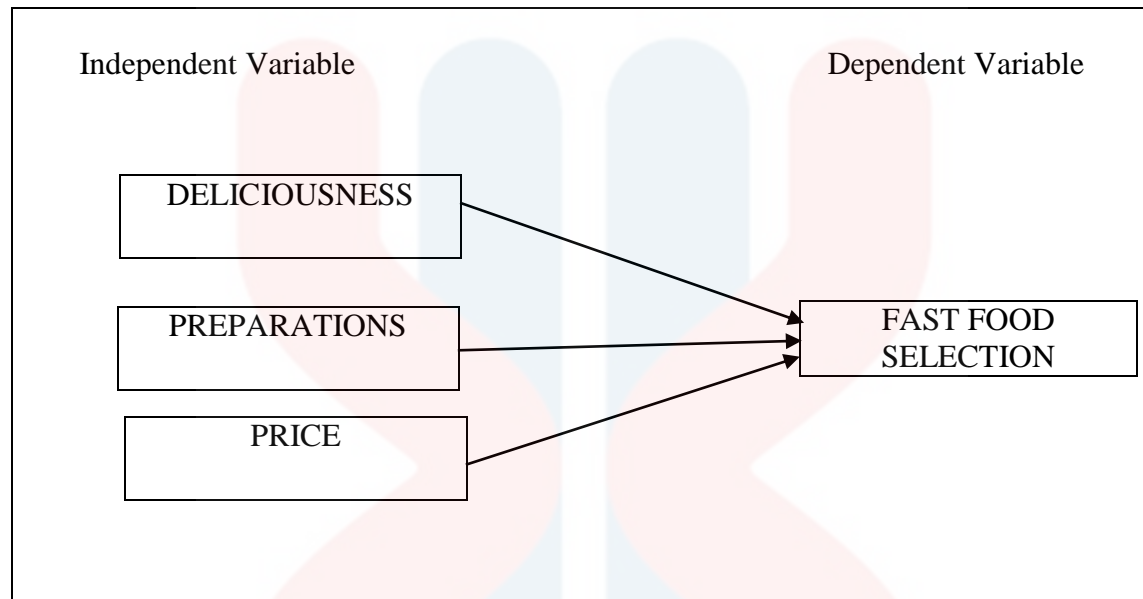


Figure 2.1: Conceptual Framework

With reference to the literature review, a conceptual framework was created to explore the preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus. Figure 2.1 depicts the suggested conceptual framework. The independent variables have been suggested to consist of three components: deliciousness, preparations, and price. The dependent variables are the preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus. As a result, we can deduce that the independent factors in this study will influence the dependent variable.

2.5 SUMMARY

To summarise, this chapter 2 describes the independent and dependent variables using a framework. Through this framework, the researcher is capable understand independent and dependent variables have a meaningful relationship. Moreover, researchers were able to comprehend or discover the examination of hypotheses. Moreover, using this chapter 2 literature study, the researcher was able to identify the preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus. Chapter 3 covers the techniques for acquiring data, conducting surveys, and data analysis tactics used in the field.



CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

A methodology is a set of guiding concepts, methodologies, and practises for conducting research. It serves as the foundation for conducting research, gathering and interpreting data, and forming conclusions. It also helps to guarantee that research is carried out in the most ethical and unbiased manner feasible. The approach also contributes to the precision and dependability of the data obtained, as well as the validity of the research conclusions. As a result, methodology is widely used to determine study design, population, sample size, sampling method, data collection method, research instrument, data analysis, and conclusion.

3.2 RESEARCH DESIGN

A research design is a plan for how you'll use empirical data to answer your research topic. A research design involves making decisions regarding your general study goals and technique, the sort of research design you will employ, your sample procedures or subject selection criteria, your data collection procedures, the actions you will take to gather information and perform analysis procedures (Shona McCombes, 2021). Research design is vital because it provides a framework for collecting and analysing data and ensures that all research is conducted systematically, ethically, and efficiently. It helps researchers to identify the best methods and

techniques to use meet the study, in order to answer the study question and develop appropriate results, objectives must be met. The research design also helps to ensure that the research results are reliable and valid.

According to Pritha Bhandari (2020), a questionnaire is a sequence of questions or objects designed to gather information on respondents' positions, ideologies, or views. Questionnaires allow users to collect quantitated/or qualitative data. Questionnaires are often for market research and the social and health sciences. Additionally, questionnaires have become a popular research tool because they give a cost-effective and efficient approach to collect a vast volume of information gathered from a large number of people. They are also fair reasonable to score and administer. Data on various fields, including demographics, opinions, attitudes, and behaviours, are collected through questionnaires. Insights into various research areas, including marketing trends, popular opinion, customer satisfaction, and social change, can be gained using the information gathered by questionnaires.

According to Philip Cleave (2021), questionnaire techniques can reduce costs. This is because, with no labour, paper, printing, telephone or postal costs to consider, face-to-face questionnaires sent face-to-face, over the phone or by post are significantly more expensive than questionnaires sent online. Also, survey methodology can reach people quickly. Users can quickly interact with respondents and receive their feedback by using various distribution techniques for their questionnaires, such as sending emails, sending text messages, publishing links to your website and making them downloadable via QR codes. In addition, the identity of the respondent is also protected. In situations where respondents remain anonymous, they immediately feel more

at ease and encouraged to respond honestly, which is ideal when you want to acquire a greater level of accuracy and honesty assessment of your research subject, such as when asking employees about your company culture. Finally, the questionnaire proved to be a very useful tool for the researcher in determining the scope of this study.

Data on a range of fields, including demographics, opinions, attitudes, and behaviours are collected through questionnaires. Insights into a variety of research areas, including marketing trends, popular opinion, customer satisfaction, and social change, can be gained using the information gathered by questionnaires.

3.3 POPULATION

Population in research is a term used to refer to the entire set of subjects or individuals that are being in an experiment or survey. It can include people, animals, plants, or other living organisms. A population can be as big as the whole universe or as small as one person.

A sample, according to Leroy R. Thacker, II, PhD (2019), is a subset of the population, whereas the population as a whole is a collection of people who share certain traits. People frequently associate a population's defining characteristic with its location. A population will be defined in research by several variables. As One might also consider clinical, demographic, and temporal characteristics as defining characteristics.

Perhaps it would be helpful to note that population typically refers to all of the people living

in a particular location, such as the entire world or a particular city or town. Governments commonly conduct censuses to estimate the number of residents living within their jurisdiction. A census is a process for obtaining, analysing, summarising, and publishing facts regarding a population.

The overall number of third-year Bachelor Entrepreneurship (Wellness) with honour is 161, according to information from the Yang Di Pertua of Bachelor Entrepreneurship (Wellness) with honour UMK. The population size is denoted by the letter "N." Therefore, 161 students will be the study's target population.

3.4 SAMPLE SIZE

In research, the term "Sample Size" refers to the of participations or data points in a study. It is critical to select a sufficient sample size in order for the research to be statistically valid and the results to be reliable and generalizable to the community.

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note—*N* is population size.
S is sample size.

Sources: Krejcie and Morgan (1970)

The researcher utilised Krejcie and Morgan's (1970) table to determine the ideal number of research participants. 113 respondents will make up this study's sample size, representing the 161 third-year students enrolled in Bachelor Entrepreneurship (Wellness) with honour at the UMK City Campus.

3.5 SAMPLING METHOD

In statistical analysis, sampling is a procedure in which a researcher selects a certain number of observations from a larger population (Alicia Tuovila, 2020). Through the sampling methods, conclude conclusion about a larger population by studying a smaller, more manageable subset of that population. Sampling methods help researchers save time and resources. It because, researchers can focus on a smaller set of data can provide valuable insights into the larger population. Sampling also ensures the accuracy of results by providing a more representative sample size of the population.

Methods of sampling might be either probability or non-probability, depending on the purpose and design of the research. Unlike non-probability sampling, which involves convenient or other non-random choices, random selection is used in probability sampling. According to Shona McCombes (2022), it allows you must be able to draw strong statistical conclusions about the entire group.

For this study, researchers used non-probability sampling approaches. This is because non-probability sampling is best when a researcher wants to gain a greater understanding when it comes

to a certain a collective of individuals or when considering the target population is difficult to determine. This type of sampling is also proper when there is limited time and resources. Non-probability sampling can provide more in-depth and targeted information that may not otherwise be obtained through a probability sampling method.

3.6 DATA COLLECTION PROCEDURE

Data collecting allows a researcher or individual to answer key questions, evaluate outcomes, and forecast probability and trends for the future. According to the Oxford Learner's Dictionary (2021), data is defined as facts or information, especially when studied and used to discover something or make a choice. According to Glaser (2007), data also includes nonverbal cues that researchers notice when speaking with participants face-to-face.

Primary and secondary data are two categories into which data can be divided. For raw data is another term for primary data., information is directly obtained from the source through experiments, polls, and observations and is categorized into two quantitative data collection methods qualitative data gathering methods. Information obtained by a source other than the user and demonstrates that the subject has already been investigated is known as secondary data. Books, journals, magazines, newspapers and other secondary sources of data are all included. You can use published or unpublished data.

In this study, the researchers will be using primary data to collect information through online questionnaire. This study also uses secondary data, which researchers will refer to another

previous research study and article to collect more information. The researchers obtained data for this study using quantitative data methods. Using quantitative data, the information can be collected quickly and easy to conclude the conclusions. Besides, the quantitative can also involve more respondent in one research study, than the qualitative data method.

A questionnaire is a type of data collection tool or instrument. This questionnaire will be assigned to third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus. The goal of this research will be explained first before respondents answer the questions. This questionnaire will be distributed through online plat platforms like WhatsApp, which are more aware and exposed to this kind of platform.

There are four sections to the questionnaire.: Section A for respondents' demographic information, Section B for deliciousness, Section C preparation, and section D for price. Questions in the questionnaire will be prepared in bilingual, this is written in English and Malay to help respondents comprehend each question that needs to be answered.

The selection of the respondents is based on several aspects. The respondent must be a third-year student of Bachelor Entrepreneurship (Wellness) with honour, and the respondent should be from UMK City Campus. This questionnaire method provided a fast and efficient technique to gather massive amounts of data based on a large number of respondents.

3.7 RESEARCH INSTRUMENTATION

To collect the needed details for the student's profile, the researcher developed a questionnaire. The questionnaires prepared by the researchers were based on readings, past studies, professional literature, and relevant published and unpublished theses. Several studies have attempted to quantify presence in a laboratory setting, as well as four primary investigation methods (as stated by Hein et al., 2018) can be identified in the literature: questionnaires, physiological measurements, user behaviour analysis, and interviews.

During the instrument preparation process, it was determined that suitable data gathering instruments were necessary. In this study, a questionnaire was employed to gather data and obtain the information needed to complete the investigation. A question explaining a relevant situation or concern has, for example, been provided to help the respondent prepare their knowledge. For this study, data collection and gathering the necessary information for the investigation were accomplished through the utilization of a questionnaire.

Additionally, because the research is standardized, it is frequently less expensive and less difficult to execute than alternative alternatives. Again, a sizable certain number of individuals participated in this study because of the effectiveness of this method of data and information gathering, this study was conducted.

These three rare categories will be used to structure the questions. The responder is asked to submit demographic information such as their gender, age, ethnicity, marital status, and level of

education in Section A. Parts B, C, and D include problems involving the independent variable. Section A's questionnaire architecture uses a nominal and interval scale, while Sections B, C, and D employ the Likert Scale.

The survey's researchers determined that the Likert Scale, which includes five points, would be the most appropriate rating system for respondents to use when responding to the questions. Only Sections B, C, and D use the Likert Scale, which provides five possible responses. This grading system is simple to use and invites feedback from people who use it. According to (Szczurowski and Smith, 2017) moreover, questionnaires used to assess the degree of presence are prone to response bias: if a questionnaire asks about presence directly or indirectly, it might load a response that otherwise would not have made it to the participants' conscious level.

Participants in this quiz may pick one of five answers: 1 indicates strong disagreement, 2 indicates strong disagreement, 3 indicates neutrality, 4 indicates agreement, and 5 indicates strong agreement (strongly agree). Each question allows respondents to choose just one answer. Students from Third-Year Students of Wellness Entrepreneurship (SAS) at UMK City Campus will respond.

Table 3.1: The 5-point Likert Scale

strongly disagree	disagree	neutral	agree	strongly agree
1	2	3	4	5

Source: Mcleod, S (2019), Liker scale definition, Examples and analysis

3.8 PILOT STUDY

Conducting pilot studies can be crucial prior to undertaking a research project of significant scale. This is because "feasibility studies," also known as pilot studies, are small-scale preparatory studies carried out prior to large-scale quantitative study to determine the profitability of future full-scale operations. A pilot study is an important stage in the research process that seeks to determine if key components of a primary study, typically a randomised controlled trial (RCT), would be viable. For example, it can be used to estimate the appropriate sample size for a large-scale project in order to improve several aspects of research design.

A pilot study's main goal is refusing to respond a particular research question but rather to discourage researchers from embarking on a large-scale study before becoming sufficiently acquainted with the proposed methodology. In other words, this pilot study was carried out in order to prevent disability deaths in time- and money-consuming studies (Polit & Beck, 2017). Researchers typically use pilot studies to evaluate the suitability of proposed methodologies and procedures and enable accurate and reliable data collection (Polit & Beck, 2017).

In addition, the existence of such a pilot study will help the researcher provide understanding among the third-year students in the Faculty of Wellness (SAS) at UMK to answer and respond well to the questionnaire. According to Johanson & Brokk (2020), a fair minimum recommendation for a pilot study with an initial survey objective is 113 participants from the public. This research can examine the respondents' knowledge of the questionnaire by conducting a pilot test. The questionnaire will include answers to all questions about the factors that third-year

students of the Wellness Entrepreneurship (SAS) at the UMK City Campus in Kelantan prioritise when choosing fast food.

3.9 DATA ANALYSIS

LeCompte and Schensul (2015) defined research in data analysis as a method in use by research teams to create a narrative out of data and analyse it in order to draw conclusions. It stands to reason that the data analysis process assists in breaking down massive amounts of data into smaller parts. This analysis requires examining, cleaning, transforming, and modelling the data. This data discovery makes it possible to reveal trends, identify relationships, and differentiate between variables through thorough data analysis. This means that quantitative techniques are the primary method of data analysis in this work.

According to Marshall and Rossman (2018), data analysis is a messy, equivocal, time-consuming, but inventive and interesting process for getting organized, structuring, and interpreting a large body of acquired data. This causes us to "data analysis and interpretation" is defined as "the application of deductive and inductive logic to research and data analysis."

As a result, SPSS (Statistical Package for the Social Sciences) is employed as a bundled set of software packages. The data application in this programme evaluates social science-related scientific data from market research, surveys, data mining, and other sources. It mainly aids in processing important data in simple phases. This is due to how long it will take to manage the

information. This method is used to examine, transform, and develop unique patterns between different data variables. Additionally, the output can be received as a graphical representation, allowing the user to rapidly understand the results.

3.9.1 DESCRIPTIVE STATISTICS

Descriptive statistics are useful, state Kaur P., Stoltzfus J., and Yellapu V. (2019). The International Journal of Academic Medicine (2018) states that descriptive statistics, which organise data, define the relationship between variables in a sample or population. The generation of descriptive statistics is an essential initial phase in the research process, laying the foundation for subsequent inferential statistical comparisons. Descriptive statistics encompass various measurements, including frequency, central tendency, dispersion/variation, and location, which pertain to different levels of measurement (nominal, ordinal, interval, and ratio). Decision-makers in the healthcare industry can assess particular groups by using descriptive statistics, which condense data into a more palatable summary.

While in Kaliyadan and Kulkarni's (2019) research study, is a "scribble" with three significant components, namely the notion of variables, importance, and practical aspects linked to descriptive statistics, as well as sampling issues, in the type of sampling, and sample size estimation. It is used to simplify data by using simple quantitative measures by percentage or mean and histograms and box plots are examples of graphical summaries. In addition, the variables are also represented by a scatter plot that helps facilitate the correlation between them. These descriptive statistics can be divided into two groups: the first is collection and illustration, and the second is summary statistics.

3.9.2 RELIABILITY ANALYSIS

According to Carmines and Zeller "Reliability is concerned with the measurement of a phenomenon that produces consistent results," says. "When similar scales are used, the Cronbach's alpha is a widely used internal consistency metric of reliability." Whitley (2002) and Robinson (2009) provide examples. "For research instruments, a reliability coefficient of 0.70 is adequate." Whitley (2002) and Robinson (2009)

This is because reliability analysis requires consistency in measuring something that is assumed to be reliable because the same results can be obtained frequently by using the procedure under the same conditions. Next, reliability is determined by comparing different versions of the same measure. (Middleton, 2019).

Next, the internal reliability of the scale is then tested using Cronbach's alpha coefficient in this study. The table below shows the internal reliability level scale for Cronbach's alpha. The level of reliability shows a high value of $\geq .9$ – excellent, $\geq .8$ – good, $\geq .7$ – acceptable, $\geq .6$ – questionable, $\geq .5$ – poor, and $\leq .5$ – marked as unacceptable".

3.2 Table: Rule of Cronbach's Alpha Coefficient.

Cronbach's Alpha Coefficient Range	Strengths of Association
≥ 0.90	Excellent
≥ 0.80	Good
≥ 0.70	Acceptable
≥ 0.60	Questionable
≥ 0.50	Poor
≤ 0.50	Unacceptable

Sources: Pankhania, T. B., (2014)

3.9.3 PEARSON CORRELATION COEFFICIENT

Pearson's coefficient, commonly referred to as the interval ratio, serves as a metric for assessing the relationship between two variables measured on the same scale. It quantifies the extent of correlation between two continuous variables.

In Zhou et al. (2016) research, the Pearson correlation coefficient measures two random variables' linear connection (real-valued vectors). To find the Pearson correlation of the two variables in this study, they are placed on a scatter plot and will be marked as X and Y. The stronger the relationship, the closer the equation is to the scatter plot's straight line. The Pearson coefficient, which determines the relationship between student space and time and student busyness, will be an important feature in UMK student behaviour and selection. This is represented in linear regression in the same way as the correlation coefficient, with a value ranging from -1 to +1—a value of +1 indicates a perfect positive link between two or more variables. The correlation value

will be between -1 and 1. In contrast, a correlation value of -1 shows a negative link between two variables. Next, a value of 1 will show a positive impact for the correlation value of the two variables. Finally, a 0 correlation value would indicate no relationship between the two variables.

Table 3.3: Rule of Thumb for Interpreting the Size of a Correlation Coefficient

Size of Correlation	Interpretation
.90 to 1.00 (-.90 to -1.00)	Very high positive (negative) correlation
.70 to .90 (-.70 to -.90)	High positive (negative) correlation
.50 to .70 (-.50 to -.70)	Moderate positive (negative) correlation
.30 to .50 (-.30 to -.50)	Low positive (negative) correlation
.00 to .30 (-.00 to -.30)	Negligible correlation

Sources: (Jaadi, 2019)

3.10 SUMMARY

In this chapter, the researcher reveals all of the specifics regarding the research methodology, which uses quantitative research design as the core component of this research study. Apart from that, the researcher will also carry out other methods such as data collection, data analysis, research objectives, and questions required in the study. Process, discussion in the study design, target population, sampling method, sample size, research instruments, data collecting, and data analysis are all discussed. Following that, this chapter will serve as a guide for Chapter 4.

CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

In this chapter, the results and recommendations of the data analysis performed on the survey data gathered from the 113 participants in this study are outlined. Students in the third year of the bachelor of entrepreneurship (wellness) with honours programme at the UMK City Campus provided data on their fast food preferences. As a result, the hypothesis could be tested, and the research topic could be resolved. The data are analysed using SPSS 25 (Statistical Package for the Social Sciences). Based on the research categories in this chapter and the various types of analysis indicated below, the results of the SPSS test are reported in this section:

a) Descriptive Analysis

- Descriptive analysis is the process of putting into raw data an easily understandable and analysed format; rearranging, organising, and changing data to provide descriptive information (William, 2003).

b) Reliability Test

- Reliability refers to the constancy with which a procedure measures something. The measurement is deemed to be trustworthy when the same result can be obtained consistently by using the same techniques under the same conditions. (Middleton, 2020).

c) Pearson Correlation Analysis

- The Pearson correlation coefficient is a statistical measure employed to assess the relationship between two quantitative variables, examining both the level of association and the degree to which changes in one variable correspond to changes in the other. (Mike, 2017).

4.2 DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

In their fundamental observation, the researchers used frequency analysis. Section A of the questionnaire collected demographic information from respondents such as gender, age, race, marital status, and years. A table and a pie chart were used to present the demographic profiles of the respondents.

4.2.1 Gender of respondents

Table 4.1 and Figure 4.1 shows the demographics based on the gender of the respondents.

Table 4.1: Gender of Respondents

Gender	Frequency	Percentage (%)
Female	80	70.8
Male	33	29.2

Source: SPSS

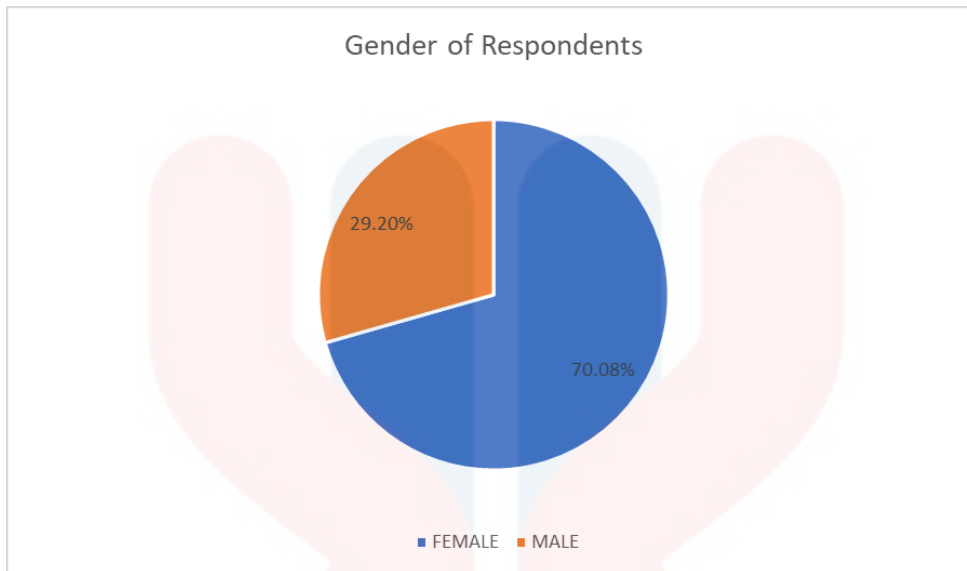


Figure 4.1 Gender of Respondents

Table 4.1 and Figure 4.1 illustrate the demographics of the responders by gender. The data represents an 80-person (70.8%) female set of respondents. Meanwhile, there have been 33 male responses (29.2).

4.2.2 Age of respondents

Table 4.2 and Figure 4.2 shows the demographics based on the age of respondents.

Table 4.2: Age of Respondents

Age Group	Frequency	Percentage (%)
19 - 21 years old	0	0
22 - 24 years old	113	100
25 years old above	0	0

Source: SPSS

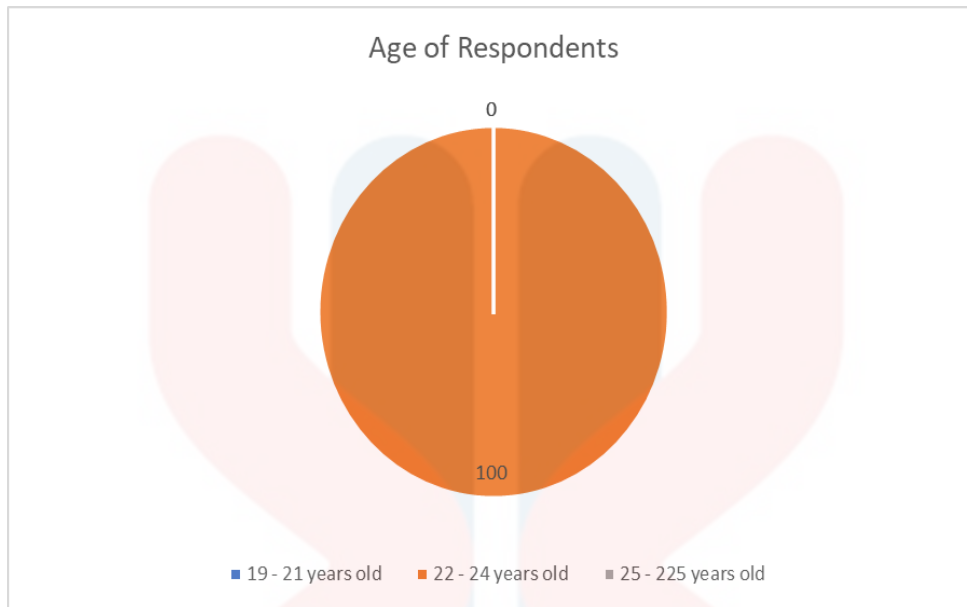


Figure 4.2: Age of Respondents

Table 4.2 and Figure 4.2 showed the total number of respondents by age. There were 113 respondents, ranging in age from 22 to 24 years. Figure 4.2 reveals that respondents aged 22 to 24 had the highest percentage of respondents (100%).

4.2.3 Marital status of respondents

Table 4.3 and Figure 4.3 shows the demographics based on the marital status of respondents

Table 4.3: Marital Status of Respondents

Marital Status	Frequency	Percentage (%)
Married	3	2.7
Single	110	97.3

Source: SPSS

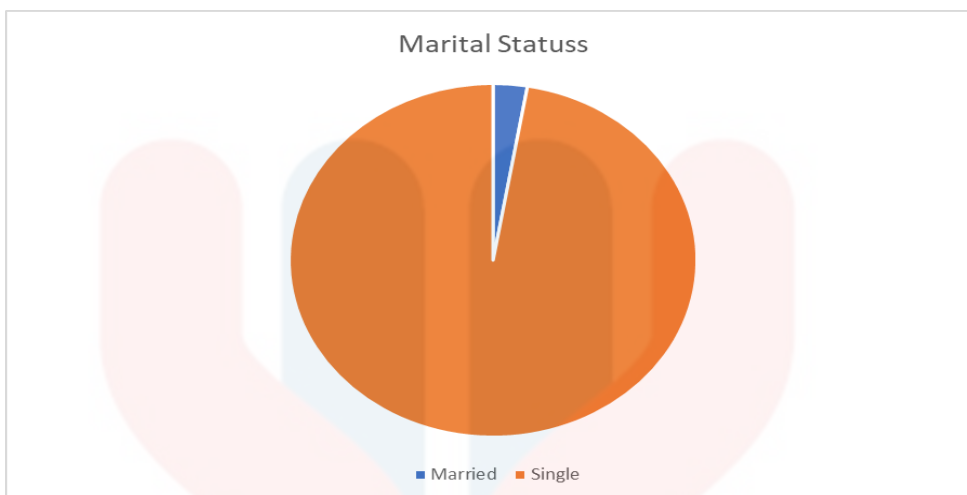


Figure 4.3: Marital Status of Respondents

Table 4.3 and Figure 4.3 illustrate the demographics of respondents based on marital status. The total number of single respondents was 110, with three married respondents. There were 113 participants in this study, 97.3% of whom were single and 2.7% of whom were married.

4.2.4 Race of respondents

Table 4.4 and Figure 4.4 shows the demographics based on the race of respondents.

Table 4.4: Race of Respondents

Race	Frequency	Percentage (%)
Chinese	3	2.7
Indian	10	8.8
Malay	98	86.7
Others	2	1.8

Source: SPSS

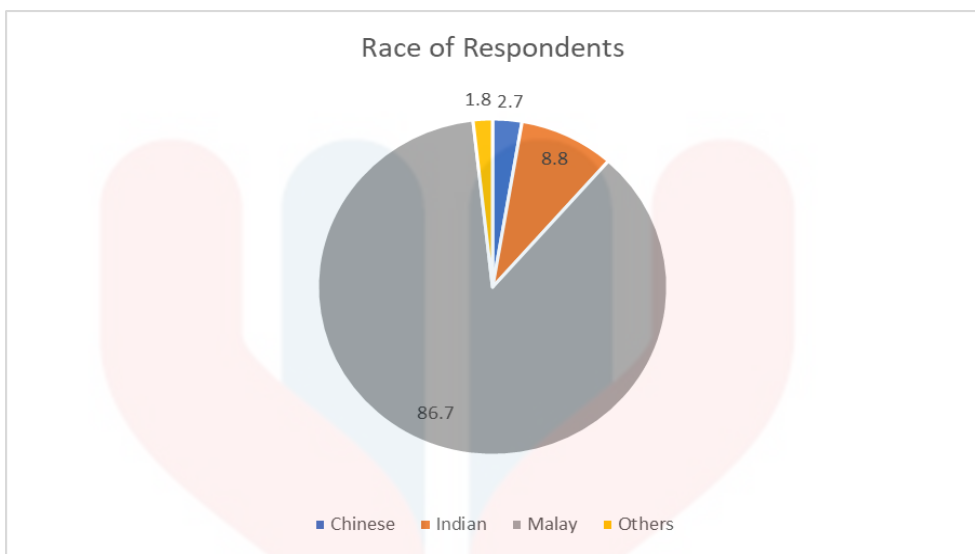


Figure 4.4: Race of Respondents

According to Table 4.3 and Figure 4.3, Malay respondents were the most common, accounting for 98 persons (86.7%). The second most popular race group, with 10 people (8.8%), is Indian. Chinese respondents made up three percent (2.7%), while other races made up two percent (1.8%).

4.2.5 Year of Study of respondents

Table 4.5 and Figure 4.5 shows the year of study of respondents.

Table 4.5: Year of Study of respondents

Year of Study	Frequency	Percentage (%)
Year 1	2	1.8
Year 2	0	0
Year 3	109	96.5
Year 4	2	1.8

Source: SPSS

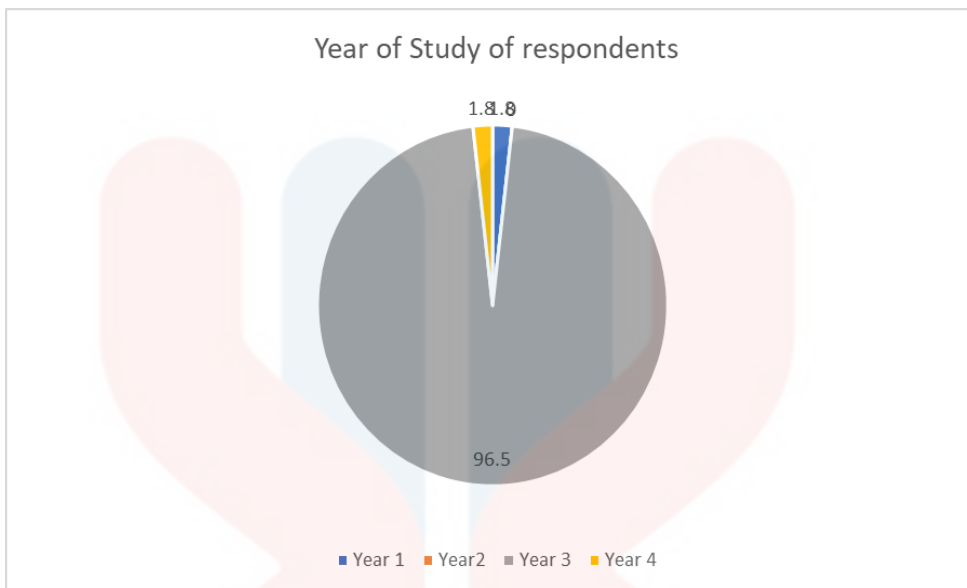


Figure 4.5: Year of Study of respondents

According to the table and figure above, which represent analyst data based on respondents' years of study. In year three, students provided the most information, with 109 (96.5%) responding. Students in years 1 and 4 have the same as 2 people (1.8%). The number of responses in year 2 is 0.

4.3 RESULT OF DESCRIPTIVE ANALYSIS

4.3.1 Independent variables and Dependent variables

Table 4. 6 Mean for the independent variables and dependent variables.

Variables	N	Mean	Standard Division
Delicious	113	3.5540	.64366

Preparation	113	3.5327	.62428
Price	113	3.4912	.62428
Fast Food	113	3.5841	.57579

The table 4.6 displayed the value mean, independent variables, and dependent variables of fast food selection preference among third-year students studying Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus. The highest mean for the variables is indicated as 3.5540. The preparation specified the mean for 3.5327 as the second highest mean, and the price for the mean valued 3.4912 as the third ranking. The dependent variable, fast food, had a mean of 3.5841.

4.3.2 Fast Food

Table 4.7 Descriptive Statistics for Fast Food (FF)

Variables	Question	Mean	Std. Deviation	Ranking
FF1	1.Fast food is easy to prepare./ Makanan segera adalah mudah untuk disediakan	3.71	.831	4

FF2	2.Fast food provides the latest menu./Makanan segera menyediakan menu yang terkini	3.65	.864	2
FF3	3.Fast food has the same quality and nutrients as other foods. / Makanan segera mempunyai kualiti dan khasiat seperti makanan yang lain	3.16	.960	1
FF4	4.Popularity of fast food getting increase due to easy and quick service./ Populariti makanan segera semakin meningkat kerana perkhidmatan yang mudah dan cepat	3.71	.903	4
FF5	5.Eating too much fast food causes the risk of disease./ Makan makanan segera yang berlebihan menyebabkan risiko penyakit	3.69	.936	3

Table 4.7 displays the mean and ranking of fast food on preference of fast food selection among third-year students Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus, which is the dependent variable (DV) in this research article. There are two statements that have the same and highest mean, with respondents strongly agreeing "Fast food is easy to prepare" and "Popularity of fast food is increasing due to easy and quick service," because it has the highest value of 3.71. Furthermore, with a score of 3.69, respondents agreed with the statement "Eating too much fast food increases the risk of disease." With a mean score of 3.65, the third highest mean score statement was "Fast food provides the latest menu." Finally, with a score of 3.16, "Fast food has the same quality and nutrients as other foods.

4.3.3 Delicious

Table 4.8 Descriptive Statistics for Delicious (D)

Variables	Question	Mean	Std. Deviation	Ranking
D1	1.The deliciousness of fast food can increase the emotion of cheerfulness. /Keenakan makanan segera boleh meningkatkan emosi keceriaan.	3.61	.881	3
D2	2.The deliciousness of fast food can increase the emotion of cheerfulness./Keenakan makanan segera boleh meningkatkan emosi keceriaan.	3.63	.878	4
D3	3.The taste of fast food meets the taste of the middle class/Rasa makanan segera menepati cita rasa golongan pertengahan.	3.42	.832	1
D4	4.The satisfaction of the deliciousness of fast food is guaranteed./ Kepuasan kesedapan makanan segera adalah terjamin.	3.47	.887	2
D5	5. The delicious taste of fast food can be shared with loved ones. / Kesedapan rasa makanan segera dapat dikongsi bersama yang tersayang.	3.65	.963	5

Table 4.8 shows the mean, standard deviation, and yummy factor, which is the first independent variable (IV) in this study. Respondents highly agreed that "the delicious taste of fast food can be shared with loved ones" because it had the highest mean (3.65). The mean for "the deliciousness of fast food can increase the emotion of cheerfulness" is 3.63. The third highest mean score's statement "The deliciousness of fast food can increase the emotion of cheerfulness" has a mean of 3.61, which is in the strongly agreed level, followed by "The satisfaction of the deliciousness of fast food is guaranteed" with a mean of 3.47. Finally, the lowest mean score is 3.42, indicating that "the taste of fast food meets the taste of the middle class."

4.3.4 Preparation

Table 4.9 Descriptive Statistics for Preparation (P)

Variables	Question	Mean	Std. Deviation	Ranking
P1	1. Fast food is well prepared and neat/ Makanan segera disediakan dengan baik dan kemas.	3.36	.955	1
P2	2. Fast food uses special plastic to easily carry food / Makanan segera menggunakan plastik khas supaya mudah dibawa	3.50	.908	2
P3	3. Fast food provides a good variety of set menu options / Makanan segera menyediakan pelbagai set pilihan menu yang baik	3.52	.897	3

P4	4. Quick and time-saving food preparation / Penyediaan makanan yang cepat dan menjimatkan masa.	3.73	.858	5
P5	5. Fast food preparation is taken seriously by fast food restaurants / Penyediaan makanan segera dipandang serius oleh restoran makanan segera	3.55	.886	4

Table 4.9 shows the mean and standard deviation for the second independent variable, preparation. The statement "Quick and time-saving food preparation" had the highest mean score of 3.73, while the statement "Fast food preparation is taken seriously by fast food restaurants" received the second highest score of 3.55. With a 3.52 mean score, the third highest mean is "Fast food provides a good variety of set menu options." As a result, the fourth mean is derived from the statement "Fast food uses special plastic to easily carry food," as mentioned in 3.50 mean. Finally, the average score for "Fast food is well prepared and neat" was 3.36.

4.3.5 Price

Table 4.10 Descriptive Statistic for Price (PR)

Variables	Question	Mean	Std. Deviation	Ranking
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PR1	1. Promotions in fast food attract customers to buy./ Promosi dalam makanan segera menarik pelanggan untuk membeli.	3.70	.875	5
PR2	2. Fast food price is lower than other restaurants. / Harga makanan segera adalah lebih rendah daripada restoran lain.	3.34	.932	1
PR3	3. Fast food option is seen as a good value for money./ Pilihan makanan segera dilihat sebagai nilai yang baik untuk wang.	3.43	.877	2
PR4	4. Fast food prices reflect the service quality of fast food restaurants. / Harga makanan segera mencerminkan kualiti perkhidmatan restoran makanan segera.	3.50	.846	4
PR5	5. The price I pay for fast food guarantees my satisfaction. / Harga yang saya bayar untuk makanan segera menjamin kepuasan saya.	3.49	.857	3

Table 4.3.5 shows the mean and standard deviation for the third independent variable, price. The statement "Promotions in fast food attract customers to buy" said the highest mean score is 3.70, followed by the second highest mean score, 3.50, by "Fast food prices reflect the service quality of fast food restaurants." The statement "The price I pay for fast food guarantees my satisfaction" received the third highest score, 3.49. As a result, the fourth score from the statement

"Fast food option is seen as a good value for money" of 3.43 implies. Finally, the lowest-scoring assertion is 3.34 from "Fast food prices are lower than other restaurants."

4.4 RELIABILITY TEST

Table 4.11 Reliability Statistic for Dependent Variables and Independent Variables

Variables	Cronbach's Alpha	No. of Items
Delicious	.773	5
Preparation	.729	5
Price	.717	5
Fast Food	.639	5

Table 4.11 displayed the dependability analysis results based on the independent variable and dependent variable which include delicious (.773), preparation (.729), price (.717), and fast food (.639). According to Cronbach's Alpha coefficient scale, all these variables show acceptable coefficient.

4.5 PEARSON'S CORRELATION COEFFICIENT

The link between the independent variables (Delicious, Preparations, and Price) and the dependent variable (Fast Food) was examined using inferential analysis. The degree of association between the independent and dependent variables is estimated using total correlation, a variant of Pearson's correlation (Piaw, 2006). The table below displays the correlation coefficients between relationship intensity and researcher guidelines.

Table 4.12: Coefficient Correlation and Strength of Relationship

Coefficient Correlation (r)	Strength of Relationship
(.91 to 1.00) or (-.91 to 1.00)	Very Strong
(.71 to .90) or (-.71 to .90)	Strong
(.51 to .70) or (-.51 to -.70)	Medium
(.31 to .50) or (-.31 to -.50)	Weak
(.01 to .30) or (-.01 to -.30)	Very Weak
.00	No Correlation

4.5.1 The relationship between the deliciousness preferences of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with Honour at UMK City Campus.

H1- There is a positive relationship between the deliciousness preferences of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with Honour at UMK City Campus.

Table 4.13 Fast Food and Delicious references of Fast Food Selection among Third-Year Students of Bachelor Entrepreneurship (Wellness) with Honour at UMK City Campus.

Correlations		
		FAST FOOD
DELICIOUS	Pearson Correlation	0.674**
	Sig. (2-tailed)	.000
	N	113

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.13 demonstrates that the association between Delicious and Fast Food selection is favourably strong among Third-Year Students of Bachelor Entrepreneurship (Wellness) with Honour at UMK City Campus, with a correlation coefficient value of 0.674**. This suggests that the impact on the character of taste in connection to exquisite satisfaction in fast food is favourable and significant. The nature of deliciousness in fast food has a p value of .000, which is less than the very significant threshold of .001. Thus, among Third-Year Students of Bachelor Entrepreneurship (Wellness) with Honour at UMK City Campus, there is a positive association between the flavour preferences of fast food selection. As a result, the hypothesis is accepted.

4.5.2 The relationship between the preparation preferences of the fast food section among third-year students of Bachelor Entrepreneurship (Wellness) with Honour UMK City Campus.

H2- There is a positive relationship between the preparation preferences of the fast food section among third-year students of Bachelor Entrepreneurship (Wellness) with Honour UMK City Campus.

Table 4.14 Fast Food and Preparation references of Fast Food Selection among Third-Year Students of Bachelor Entrepreneurship (Wellness) with Honour at UMK City Campus.

Correlations		FAST FOOD
PREPARATION	Pearson Correlation	0.591*
	Sig. (2-tailed)	.000
	N	113

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.14 shows that the relationship between Preparation and Fast Food Selection is slightly favourable among Third-Year Students of Bachelor Entrepreneurship (Wellness) with Honour at UMK City Campus, with a correlation coefficient value of 0.591*. This implies that the effect on preparation quality is favourable and significant in relation to fast food satisfaction. The p value for the kind of fast food manufacturing is .000, which is less than the very significant level of .001. Thus, there is a favourable link between fast food preparation preferences among Third-Year Students of Bachelor Entrepreneurship (Wellness) with Honour at UMK City Campus. As a result, the hypothesis has been accepted. As a result, the hypothesis has been accepted.

4.5.3 The relationship between the price preferences of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with Honour at UMK City Campus.

H3- There is a positive relationship between the price preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with Honour at City Campus.

Table 4.15 Fast Food and Price Preferences of Fast Food Selection among Third-Year Students of Bachelor Entrepreneurship (Wellness) with Honour at UMK City Campus.

Correlations		FAST FOOD
PRICE	Pearson Correlation	0.511**
	Sig. (2-tailed)	.000
	N	113

** . Correlation is significant at the 0.01 level (2-tailed).

According to Table 4.15, third-year students of Bachelor Entrepreneurship (Wellness) with Honour at City Campus had relatively positive fast food price preferences, with a correlation coefficient value of 0.511**. In terms of pricing preferences, this shows that the influence on fast food is both favourable and robust. In the fast food industry, the p value is .000, which is less than the very significant level of .001. As a result, there is a positive association between fast food price preferences among Third-Year Students of Bachelor Entrepreneurship (Wellness) with Honour at UMK City Campus. As a result, the hypothesis is accepted.

Table 4.16 Overall of Preferences of Fast Food Selection among Third-Year Students of Bachelor Entrepreneurship (Wellness) with Honour at UMK City Campus.

		CORRELATIONS			
		Delicious	Preparation	Price	Fast Food
Delicious	Pearson	1	.554**	.567**	0.674**
	Correlation				
	Sig. (2-tailed)		.000	.000	.000
	N	113	113	113	113
Preparation	Pearson	.554**	1	.548**	0.591*
	Correlation				
	Sig. (2-tailed)	.000		.000	.000
	N	113	113	113	113
Price	Pearson	.567**	.548**	1	0.511**
	Correlation				
	Sig. (2-tailed)	.000	.000		.000
	N	113	113	113	113
Fast Food	Pearson	.674**	.591*	.511**	1
	Correlation				
	Sig. (2-tailed)	.000	.000	.000	
	N	113	113	113	113

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS

Table 4.16 depicts the link between a dependent variable, fast food, and independent factors, the influence of delicious, preparation, and price. It demonstrates that knowledge of the influence of delectable qualities is positive and highly related to fast food pleasure, with a correlation coefficient of 0.674**. While the effect of preparation quality and price is relatively favourably associated to fast food satisfaction, with correlation coefficients of 0.591* and 0.511*, respectively. The delicious, preparation, and price p-values are.000, which is less than the extremely significant level.001. As a result, there is a substantial association between the delicious, preparation, and price (independent variables) and the fast food (dependent variable).

Table 4.17 Results of Pearson Correlation between the Variables

		Delicious	Preparation	Price	Fast Food
Delicious	Pearson	1	.554**	.567**	0.674**
	Correlation				
Preparation	Pearson	.554**	1	.548**	0.591*
	Correlation				
Price	Pearson	.567**	.548**	1	0.511**
	Correlation				
Fast Food	Pearson	.674**	.591*	.511**	1
	Correlation				

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS

4.6 DISCUSSION

The purpose of the discussion is to better understand research issues by analysing and summarising the results of the preceding chapter's data analysis. As a result, the talks are linked to the research questions outlined in the introduction of Chapter 1. In addition to research purposes, a concise description of the correlation test between the three independent and dependent variables will be provided. This study has three goals that are related to it:

4.6.1 To examine the relationship between deliciousness preferences of fast food selection among third-year students of bachelor entrepreneurship (wellness) with honour at UMK city campus.

The primary objective of this study is to examine the relationship between deliciousness preferences of fast food selection among third-year students of bachelor entrepreneurship (wellness) with honour at UMK city campus. According to the results, the deliciousness has a moderate relationship for preferences of fast food selection among third-year students of bachelor entrepreneurship (wellness) with honour at UMK city campus. The respondents agree with deliciousness with an average mean of 3.55. According to HM Moyeenudin, Mark Keith Faraday, John Williams (2020), found that nowadays the youngest prefer to find food with various colourful and delicious toppings such as chocolate, jam and appetizing. Furthermore, it was discovered by Nesrin Riad Mwafi, Israa Mohammad Al-Rawashdeh, and Waqar Abdul-Qahar Al-Kubaisy (2021) that students who appreciated fast food in particular were influenced and encouraged to eat it because of its mouth-watering flavour. Researchers who are aware of how tasty fast food is grab students' curiosity by doing this.

4.6.2 To examine the relationship between preparation preferences of fast food selection among third-year students of bachelor entrepreneurship (wellness) with honor at UMK city campus.

The second objective of this study is to examine the relationship between preparation preferences of fast food selection among third-year students of bachelor entrepreneurship (wellness) with honour at UMK city campus. According to the results, the preparation has a moderate relationship for preferences of fast food selection among third-year students of bachelor entrepreneurship (wellness) with honour at UMK city campus. The respondents agree with preparation with an average mean of 3.53. According to D Roja L, S Nagamallesh C, C Navyashri (2022), fast food is a prepared, quickly served food product that has already been cooked. That means that students who live in hostels always favour fast food. Furthermore, Sum Sochenda (2021) states that Fast food items are becoming more popular than ever thanks to how easily they fit into consumers' lifestyles. Young people, like students, who often have little trouble preparing food find local fast food appealing. This is due to how convenient and quick fast food is.

4.6.3 To examine the relationship between price preferences of fast food selection among third-year students of bachelor entrepreneurship (wellness) with honour at UMK city campus.

The third objective of this study is to examine the relationship between price preferences of fast food selection among third-year students of bachelor entrepreneurship (wellness) with honour at UMK city campus. According to the results, the price has a moderate relationship for preferences of fast food selection among third-year students of bachelor entrepreneurship (wellness) with honour at UMK city campus. The respondents agree with preparation with an

average mean of 3.49. According to Nguyen Hoang Tien (2019), found that fast food is able to maintain a stable price. This is because fast food chains usually aim to maintain stable prices to attract and retain customers, including students. They often use strategies such as value menus, combo meals and promotional offers to appeal to price-conscious consumers. Therefore, students prefer fast food. Moreover, Se-Hak Chun, Ariunzaya Nyam-Ochir (2020), the internal reference price is described as the price in the buyer's mind that serves as a basis for evaluating or comparing the real price while setting prices for a restaurant. With this, cheap prices in fast food are very much referred to by student's every time they buy food. Moreover, they always compare prices to buy food.

Table 4.18 Summary for Hypothesis Testing

Hypothesis	Pearson's Correlation result
H1- There is a positive relationship between delicious with fast food.	r = 0.674, p < 0.001 (supported)
H2- There is a positive relationship between preparation with fast food.	r = 0.591, p < 0.001 (supported)
H3- There is a positive relationship between price and fast food.	r = 0.511, p < 0.001 (supported)

4.7 SUMMARY

The study's goals are to determine the preferences of fast food selection among third year students of bachelor entrepreneurship (wellness) with honour at UMK city campus. This study included 113 people who took part. According to the hypotheses tested, there is a connection between fast food and delicious food, a connection between fast food and preparation, and a connection between fast food and price.

In the concluding section of this chapter, the focus was on the data analysis methodologies employed by researchers to evaluate descriptive analysis and data based on Pearson's correlation coefficient. Furthermore, the following chapter delves into the study's discourse and findings.



CHAPTER 5

CONCLUSIONS

5.1 INTRODUCTION

This chapter will include a summary of the study's findings, a discussion of the research topic, limitations, and recommendations, as well as the research's repercussions and a conclusion for the entire study.

5.2 RECAPITULATION OF THE FINDINGS

The research design, population, sample size, data collection technique, research instrument, and methodologies employed for data analysis for this study provide the foundations for the discussion of Chapter 3's findings. Participants in this study are third-year students in the Bachelor of Entrepreneurship (Wellness) with honours degree at the UMK City Campus who enjoy eating fast food. A table created by Krejcie and Morgan (1970) is used to calculate the sample size. As a result, the sample size for this research effort is 113 participants. In order to complete questionnaires that included demographic information about respondents, independent factors, and dependent variables regarding respondents' desire for fast food, third-year students in the Bachelor of Entrepreneurship (Wellness) with honours programme at the UMK City Campus. The Statistical Package for the Social Sciences (SPSS) was used to collect respondent data, and reliability analysis, frequency analysis, descriptive analysis, and Pearson Correlation analysis were all performed on the data.

The goal of this study was to look into the relationship between fast food preferences and

third-year Bachelor Entrepreneurship (Wellness) with honours students at UMK City Campus. In order to show how independent variables (IV), dependent variables (DV), and hypothesis are related, researchers performed the following data analysis.

5.3 DISCUSSION ON RESEARCH QUESTION

5.3.1 Relationship between delicious and fast food.

Research question 1 of this study asks the relationship between delicious and fast food. The first aim and hypothesis are also addressed by this.

Table 5.1 Research Objectives 1, Question 1, and Hypothesis 1.

No.1	Research Objective(RO)	Research Question(RQ)
1	To examine the relationship between delicious preferences of fast food selection among third-year students of bachelor entrepreneurship (wellness) with honour at UMK city campus.	Is there any relationship between delicious preferences of fast food selection among third-year students of bachelor entrepreneurship (wellness) with honour at UMK city campus?

H1- There is a significant relationship between delicious with fast food.

The hypothesis, H1, was discussed in Chapter 4 to answer RQ1. According to H1, there is a strong link between delicious and fast food. The results show a moderate correlation coefficient value of .674**, with a p-value of .000, which is less than the highly significant level of .001. As a result, H1 accepted.

5.3.2 Relationship between preparation with fast food.

The second research question is to identify the relationship between preparation with fast food. This research question can answer the second objective and hypothesis.

Table 5.2 Research Objectives 2, Question 2, and Hypothesis 2.

No.2	Research Objective(RO)	Research Question(RQ)
2	To examine the relationship between preparation preferences of fast food selection among third-year students of bachelor entrepreneurship (wellness)	Is there any relationship between preparation preferences of fast food selection among third-year students of bachelor entrepreneurship (wellness)

	with honour at UMK city campus.	with honour at UMK city campus?
H2- There is a significant relationship between the preparation with fast food.		

The second goal is to ascertain the association between the preparation and fast food. Based on the data analysis findings, the outcome of hypothesis H2 in Chapter 4 was analysed to answer research question 2 (RQ2). The results show a moderate correlation coefficient value of 0.591**, with a p-value of 0.000, which is less than the highly significant level of 0.001. As a result, there is a strong link between preparation and fast eating. As a result, H2 agreed.

5.3.3 Relationship between price with fast food.

The third research question is to identify the relationship between price with fast food. This research question can answer the third objective and hypothesis.

Table 5.3 Research Objectives 3, Question 3, and Hypothesis 3.

No.3	Research Objective(RO)	Research Question(RQ)
------	------------------------	-----------------------

<p>3</p>	<p>To examine the relationship between price preferences of fast food selection among third-year students of bachelor entrepreneurship (wellness) with honor at UMK city campus.</p>	<p>Is there any relationship between price preferences of fast food selection among third-year students of bachelor entrepreneurship (wellness) with honor at UMK city campus?</p>
<p>H3- There is a significant relationship between the price with fast food.</p>		

The third goal is to ascertain the association between price and fast food. The preceding chapter's research question 3 (RQ3) will be aligned with the hypothesis (H3) based on the outcomes of the data analysis. The results show a moderate correlation coefficient value of 0.591**, with a p-value of 0.000, which is less than the highly significant level of 0.001. As a result, there is a strong link between price and fast eating. As a result, previous research has validated and supported the third theory.

5.4 IMPLICATIONS

Determinants of preference for fast food selection among third-year students of bachelor entrepreneurship (wellness) with honours at the UMK city campus, making this topic can contribute to impact on students. The preference for fast food selection among students can have several implications, both positive and negative. Here are some possible implications:

Convenience and Time Saving: Fast food establishments are known for their quick and accessible service. For students who are busy with multiple commitments such as classes, assignments and extracurricular activities, fast food provides a convenient option. This allows students to save time and easily eat between classes or during study breaks.

Affordability: Fast food is usually cheaper than healthier options, making it more affordable for students who are often on a tight budget. This affordability factor may contribute to the preference for fast food among students who prioritize saving money.

Taste and Deliciousness: Fast food is usually designed to be very tasty, with interesting flavours and textures. Taste factors may influence students' choices, as they may find fast food more enjoyable and satisfying than other alternatives. This can lead to a stronger tendency towards fast food.

Limited Nutritional Value: Fast food often lacks essential nutrients and can be heavy in calories, bad fats, salt, and sugar. Fast food eating on a regular basis can contribute to an unhealthy diet and increase the risk of obesity, cardiovascular disease, and other health problems. Students who rely heavily on fast food may face long-term health implications.

Effects on Academic Performance: Poor nutrition due to high consumption of fast food can

affect students' cognitive abilities, concentration and energy levels. Unhealthy eating habits can negatively impact academic performance, making it important for students to consider the implications of their food choices.

Overall, while fast food can be convenient and inexpensive, students should be careful of their nutritional consumption and make balanced choices to support their overall health and well-being.

5.5 LIMITATION

Beneficial and meaningful processes were encountered throughout the study process. However, there are some constraints that cannot be avoided in order for the research process to proceed properly.

The first drawback is that some responders are unaware of the questionnaire. As a result, the researcher should explain the questionnaire and how to submit it. Furthermore, some responders thought the time required to complete the questionnaire was excessive and refused to do so. Following that, some respondents elected not to respond to the questionnaire. This is because they do not want to share their thoughts or ideas with others. This is because there are just too many fraudsters today who can bring oneself harm. One of its disadvantages is the lack of a sampling frame that can collect data using Google Forms as a platform. One method for gathering data is to send 113 questionnaires online via the Google Forms link, which is difficult to identify and obtain respondents for. This is because the researcher can only wait for the questionnaire to be answered while sharing the questionnaire online through a link with the respondents, and most respondents do not want to cooperate without answering it. Finally, the researcher will face problems sharing the questionnaire and getting respondents when she uses social media as a

medium. Respondents are concerned that the researcher may mishandle the data that they give.

5.6 RECOMMENDATION

Future research on this research needs to be enhanced. As a result, in order to boost standard of the results, a number of suggestions have been created for use in future investigations. The first recommendation would be that preferable this study using both qualitative and quantitative methodologies because it will improve and increase the effectiveness of this investigation. This is because it will allow researchers to obtain more precise and high-quality results in the future when this research is carried out. The following step is for researchers required to distribute the survey questionnaires in an official way if they are distributed online. A letter of approval from the institution or superiors, as well as questionnaires, are also required in order to conduct the study. This is done to ensure that responders are self-assured and do not hesitate to complete surveys that have been delivered because the survey was attached to the confirmation letter. Future researchers can potentially limit the scope of the target respondents or more focused respondents. This will help to eliminate respondent imbalances when the survey findings are released and to ensure that the study is appropriate for the title that the researchers have chosen. Returning to the initial suggestion, defining the characteristics of the respondents can help researchers obtain reliable results. These suggestions were developed for future research and can assist researchers in further improving the study that will be undertaken.

5.7 SUMMARY

In summary, this investigation was conducted to investigate the factors of preference of fast food selection among third-year students of bachelor entrepreneurship (wellness) with honour at UMK City Campus. In addition, this study gives a difference to other analysts to do a study on fast food selection among students and could be applied as one of their sources. The findings acquired in Chapter 4 (Results and Discussion) using the Statistical Package for the Social Science (SPSS) have been discussed further, and conclusions have been drawn based on the results. Therefore, it is possible to deduce that there is a selection of this fast food because it is easy to find and eat due to the schedule of students who are always busy with daily activities. Accordingly, this study's contents can all be used as a reference in organizing the relevant parties involved advance or organize a study on the preference of fast food selection among third-year students of bachelor entrepreneurship (wellness) with honour at UMK City Campus.

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W29 (preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus.)

APPENDIX 1

QUESTIONNAIRE (ENGLISH VERSION)



**PREFERENCE OF FAST FOOD SELECTION AMONG THIRD-YEAR STUDENTS
FAKULTI KESEJAHTERAAN (SAS) AT UMK CITY CAMPUS**

Dear respondents,

We are third-year students of Bachelor of Entrepreneurship (Wellness) from the Faculty of Hospitality, Tourism, and Wellness (FHPK), University Malaysia Kelantan. We are currently conducting a final-year project research study. This questionnaire examines the Preference for Fast Food Selection Among Third-Year Students of Bachelor Entrepreneurship (Wellness) with honor at the UMK City Campus. Your participation in answering this questionnaire is essential to help us to complete our research study. We would appreciate your cooperation in answering this questionnaire. All the information will be completely confidential and used for research only.

Thank you for your participation in this questionnaire

Your sincerely,

JEYAGEETHA A/P RAJANDRAN

H20A1178

SITI NURUL AISYAH BINTI MARZUKI

H20B1809

NUR YASMIN BALQIS BINTI ROSLI@ROSLIZA

H20A1914

AMIR HAKIM BIN ABD RAHMAN

H20A1082

Section A: Demographic

1. Gender. (Kindly mark “√”)

Male
Female

2. Age. (Kindly mark “√”)

<input type="checkbox"/>	19 - 21 years' old
<input type="checkbox"/>	22 - 24 years' old
<input type="checkbox"/>	25 years old above

3. Marital status. (Kindly mark “√”)

<input type="checkbox"/>	Single
<input type="checkbox"/>	Married

4. Ethnicity. (Kindly mark “√”)

<input type="checkbox"/>	Malay
<input type="checkbox"/>	Chines
<input type="checkbox"/>	Indian
<input type="checkbox"/>	Others

5. Year of Study of respondents. (Kindly mark “√”)

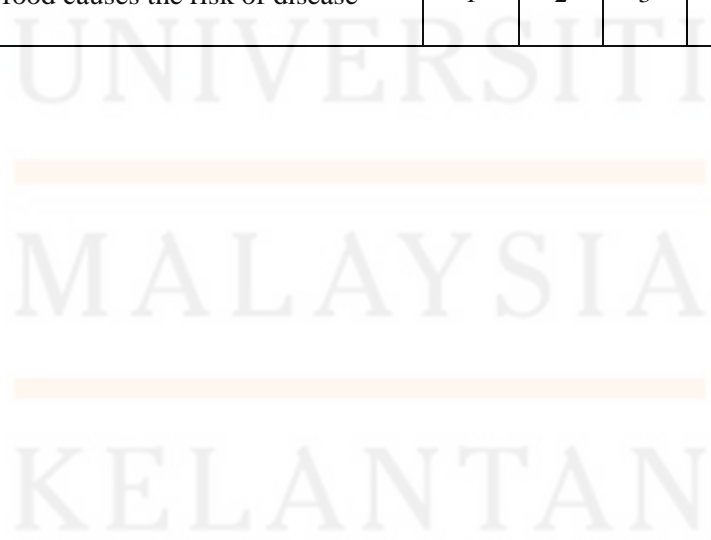
<input type="checkbox"/>	Year 1
<input type="checkbox"/>	Year 2
<input type="checkbox"/>	Year 3
<input type="checkbox"/>	Year 4

Section B: Fast Food Selection

Instruction: Please respond to each question by circling your measurement using the scales given based on your option about a preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Delicious					
Fast food is easy to prepare	1	2	3	4	5
Fast food provides the latest menu	1	2	3	4	5
Fast food has the same quality and nutrients as other foods	1	2	3	4	5
Popularity of fast food getting increase due to easy and quick service	1	2	3	4	5
Eating too much fast food causes the risk of disease	1	2	3	4	5



Section C: Delicious

Instruction: Please respond to each question by circling your measurement using the scales given based on your option about delicious becoming a preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Delicious					
The deliciousness of fast food can increase the emotion of cheerfulness	1	2	3	4	5
The deliciousness of fast food can increase the emotion of cheerfulness	1	2	3	4	5
The taste of fast food meets the taste of the middle class	1	2	3	4	5
The satisfaction of the deliciousness of fast food is guaranteed.	1	2	3	4	5
The delicious taste of fast food can be shared with loved ones	1	2	3	4	5



Section E: Preparation

Instruction: pleased respond to each question by circling your measurement using the scales given based on your option about preparation becoming a preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Preparation					
Fast food is well prepared and neat	1	2	3	4	5
Fast food uses special plastic to easily carry food	1	2	3	4	5
Fast food provides a good variety of set menu options	1	2	3	4	5
Quick and time-saving food preparation	1	2	3	4	5
Fast food preparation is taken seriously by fast food restaurants	1	2	3	4	5



Section E: Price

Instruction: pleased respond to each question by circling your measurement using the scales given based on your option about price becoming a preference of fast food selection among third-year students of Bachelor Entrepreneurship (Wellness) with honour at UMK City Campus

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Price					
Promotions in fast food attract customers to buy	1	2	3	4	5
Fast food price is lower than other restaurants	1	2	3	4	5
Fast food option is seen as a good value for money	1	2	3	4	5
Fast food prices reflect the service quality of fast food restaurants.	1	2	3	4	5
The price I pay for fast food guarantees my satisfaction	1	2	3	4	5

END OF SURVEY
THANK YOU FOR ANSWERING THIS QUESTIONNAIRE



APPENDIX II

QUESTIONNAIRE (MALAY VERSION)



KEUTAMAAN PEMILIHAN MAKANAN SEGERA DI KALANGAN PELAJAR TAHUN TIGA FAKULTI KESEJAHTERAAN (SAS) DI UMK KAMPUS KOTA

Responden yang dihormati,

Kami merupakan pelajar tahun tiga Ijazah Sarjana Muda Keusahawanan (Kesejahteraan) dari Fakulti Hospitaliti, Pelancongan dan Kesejahteraan (FHPK), Universiti Malaysia Kelantan. Kami sedang menjalankan kajian penyelidikan projek tahun akhir. Soal selidik ini, berkaitan dengan Keutamaan Pemilihan Makanan Segera Di Kalangan Pelajar Tahun Tiga Fakulti Kesejahteraan (SAS) Kampus UMK Kampus Kota. Penyertaan anda bagi menjawab soal selidik ini amat penting untuk membantu menyiapkan kajian penyelidikan kami. Kerjasama anda amat kami hargai. Semua maklumat akan dirahsiakan sepenuhnya dan hanya digunakan untuk tujuan penyelidikan sahaja. Terima kasih atas penyertaan anda dalam soal selidik ini

Yang ikhlas,

JEYAGEETHA A/P RAJANDRAN	H20A1178
SITI NURUL AISYAH BINTI MARZUKI	H20B1809
NUR YASMIN BALQIS BINTI ROSLI@ROSLIZA	H20A1914
AMIR HAKIM BIN ABD RAHMAN	H20A1082

SEKSYEN A: Profil Demografik

1. Jantina. (Sila Tandakan “√”)

Lelaki
Perempuan

2. Umur. (Sila Tandakan “√”)

<input type="checkbox"/>	19 – 21 tahun
<input type="checkbox"/>	22 – 24 tahun
<input type="checkbox"/>	25 years dan keatas

3. Status Perkahwinan (Sila Tandakan “√”)

<input type="checkbox"/>	Bujang
<input type="checkbox"/>	Berkahwin

4. Kaum. (Sila Tandakan “√”)

<input type="checkbox"/>	Melayu
<input type="checkbox"/>	Cina
<input type="checkbox"/>	India
<input type="checkbox"/>	Lain- lain

4. Tahun Pengajian (Sila Tandakan “√”)

<input type="checkbox"/>	Tahun 1
<input type="checkbox"/>	Tahun 2
<input type="checkbox"/>	Tahun 3
<input type="checkbox"/>	Tahun 4



Seksyen B: Pemilihan Makanan Segera

Arahan: sila jawab setiap soalan dengan mengelilingi ukuran anda menggunakan skala yang diberikan berdasarkan pilihan anda tentang keutamaan pemilihan makanan segera dalam kalangan pelajar tahun tiga Fakulti Kesejahteraan (SAS) di UMK City Campus

Sangat Tidak Setuju	Tidak Setuju	Neutral	Setuju	Sangat Setuju
1	2	3	4	5

Pemilihan Makanan Segera					
Makanan segera adalah mudah untuk disediakan	1	2	3	4	5
Makanan segera menyediakan menu yang terkini	1	2	3	4	5
Makanan segera mempunyai kualiti dan khasiat seperti makanan yang lain	1	2	3	4	5
Populariti makanan segera semakin meningkat kerana perkhidmatan yang mudah dan cepat	1	2	3	4	5
Makan makanan segera yang berlebihan menyebabkan risiko penyakit	1	2	3	4	5

Seksyen C: Kelazatan

Arahan: sila jawab setiap soalan dengan mengelilingi ukuran anda menggunakan skala yang diberikan berdasarkan pilihan anda tentang kelazatan menjadi keutamaan pemilihan makanan segera dalam kalangan pelajar tahun tiga Fakulti Kesejahteraan (SAS) di UMK City Campus

Sangat Tidak Setuju	Tidak Setuju	Neutral	Setuju	Sangat Setuju
1	2	3	4	5

Kelazatan					
Keenakan makanan segera boleh meningkatkan emosi keceriaan.	1	2	3	4	5
Keenakan makanan segera boleh meningkatkan emosi keceriaan.	1	2	3	4	5
Rasa makanan segera menepati cita rasa golongan pertengahan	1	2	3	4	5
Kepuasan kesedapan makanan segera adalah terjamin	1	2	3	4	5
Kesedapan rasa makanan segera dapat dikongsi bersama yang tersayang	1	2	3	4	5

Seksyen D: Persediaan

Arahan: sila jawab setiap soalan dengan mengelilingi ukuran anda menggunakan skala yang diberikan berdasarkan pilihan anda tentang persediaan menjadi keutamaan pemilihan makanan segera dalam kalangan pelajar tahun tiga Fakulti Kesejahteraan (SAS) di UMK City Campus.

Sangat Tidak Setuju	Tidak Setuju	Neutral	Setuju	Sangat Setuju
1	2	3	4	5

Persediaan					
Makanan segera disediakan dengan baik dan kemas.	1	2	3	4	5
Makanan segera menggunakan plastik khas supaya mudah dibawa	1	2	3	4	5
Makanan segera menyediakan pelbagai set pilihan menu yang baik.	1	2	3	4	5
Penyediaan makanan yang cepat dan menjimatkan masa.	1	2	3	4	5
Penyediaan makanan segera dipandang serius oleh restoran makanan segera.	1	2	3	4	5

Seksyen E: Harga

Arahan: sila jawab setiap soalan dengan mengelilingi ukuran anda menggunakan skala yang diberikan berdasarkan pilihan anda tentang harga menjadi keutamaan pemilihan makanan segera dalam kalangan pelajar tahun tiga Fakulti Kesejahteraan (SAS) di UMK City Campus.

Sangat Tidak Setuju	Tidak Setuju	Neutral	Setuju	Sangat Setuju
1	2	3	4	5

Harga					
Promosi dalam makanan segera menarik pelanggan untuk membeli.	1	2	3	4	5
Harga makanan segera adalah lebih rendah daripada restoran lain	1	2	3	4	5
Pilihan makanan segera dilihat sebagai nilai yang baik untuk wang	1	2	3	4	5
Harga makanan segera mencerminkan kualiti perkhidmatan restoran makanan segera	1	2	3	4	5
Harga yang saya bayar untuk makanan segera menjamin kepuasan saya.	1	2	3	4	5

KAJIAN TAMAT

TERIMA KASIH KERANA MENJAWAB SOAL SELIDIK INI