



# **FACTORS INFLUENCING EATING HABITS AMONG WELLNESS STUDENTS AT UNIVERSITI MALAYSIA KELANTAN**

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## TABLE OF CONTENTS

	<b>Pages</b>
<b>TITLE PAGE</b>	<b>i</b>
<b>STUDENTS DECLARATION</b>	<b>ii</b>
<b>ACKNOWLEDGEMENT</b>	<b>iii</b>
<b>TABLES OF CONTENTS</b>	<b>iv</b>
<b>LIST OF TABLES</b>	<b>x</b>
<b>LIST OF FIGURES</b>	<b>x</b>
<b>LIST OF SYMBOLS AND ABBREVIATION</b>	<b>x</b>
<b>ABSTRACT</b>	<b>xii</b>
<b>ABSTRAK</b>	<b>xiii</b>
<b>CHAPTER 1: INTRODUCTION</b>	
<b>1.1 Introduction</b>	<b>1</b>
<b>1.2 Background of the Study</b>	<b>2</b>
<b>1.3 Problem Statement</b>	<b>4</b>
<b>1.4 Research Objectives</b>	<b>6</b>
<b>1.5 Research Questions</b>	<b>6</b>
<b>1.6 Significance of the Study</b>	<b>7</b>
<b>1.6.1 University Study</b>	
<b>1.7 Definition of Terms</b>	
<b>1.7.1 Eating Habits</b>	<b>8</b>
<b>1.7.2 Physical</b>	<b>8</b>
<b>1.7.3 Psychological</b>	<b>9</b>

1.7.4 Food Consumption Trend	9
1.8 Summary	10
<b>CHAPTER 2: LITERATURE REVIEW</b>	
2.1 Introduction	11
2.2 Literature Review	13
2.2.1 Physical Factor	14
2.2.1.1 Cooking Skills	14
2.2.1.2 Food Taste	15
2.2.1.3 Knowledge About Nutritional Benefits	15
2.2.2 Psychological Factors	16
2.2.2.1 Emotional	16
2.2.4 Food Consumption Trend	17
2.3 Research Hypothesis	19
2.4 Conceptual Framework	19
2.5 Summary	21
<b>CHAPTER 3: RESEARCH METHODOLOGY</b>	
3.1 Introduction	22
3.2 Research Design	22
3.3 Population	23
3.4 Sample Size	24
3.5 Sampling Method	26
3.6 Data Collection Procedure	27
3.7 Research Instrument	27

<b>3.8 Data Analysis</b>	<b>29</b>
<b>3.8.1 Sources of Data</b>	<b>29</b>
<b>3.8.2 Statistic Software</b>	<b>30</b>
<b>3.8.3 Descriptive Analysis</b>	<b>30</b>
<b>3.8.4 Reliability Analysis</b>	<b>31</b>
<b>3.8.5 Correlation Analysis</b>	<b>31</b>
<b>3.8.6 Multiple Linear Regression</b>	<b>32</b>
<b>3.9 Pilot Study</b>	<b>33</b>
<b>3.10 Summary</b>	<b>34</b>
<b>CHAPTER 4: RESULTS AND DISCUSSION</b>	
<b>4.1 Introduction</b>	<b>35</b>
<b>4.1.1 Response Rate</b>	<b>36</b>
<b>4.2 Results of Descriptive Analysis</b>	<b>36</b>
<b>4.2.1 Demographic Profile</b>	<b>37</b>
<b>4.2.2 Central Tendencies Measurement of Construct</b>	<b>39</b>
<b>4.2.2.1 Eating Habits</b>	<b>39</b>
<b>4.2.2.2 Physical Factors</b>	<b>41</b>
<b>4.2.2.3 Psychological Factors</b>	<b>41</b>
<b>4.2.2.4 Food Consumption Trend Factors</b>	<b>42</b>
<b>4.2.2.5 Eating Habits</b>	<b>43</b>
<b>4.2.2.6 Physical Factors</b>	<b>45</b>
<b>4.2.2.7 Psychological Factors</b>	<b>46</b>
<b>4.2.2.8 Food Consumption Trend Factors</b>	<b>47</b>

<b>4.3 Results of Reliability Analysis</b>	<b>48</b>
<b>4.4 Results of Inferential Analysis</b>	<b>51</b>
<b>4.5 Results of Multiple Linear Regression Analysis</b>	<b>53</b>
<b>4.5.1 Results of Hypothesis Testing</b>	<b>53</b>
<b>4.6 Discussion Based on Research Objectives</b>	<b>54</b>
<b>4.7 Summary</b>	<b>55</b>
<b>CHAPTER 5: CONCLUSION</b>	
<b>5.1 Introduction</b>	<b>56</b>
<b>5.2 Recapitulation of the Findings</b>	<b>57</b>
<b>5.2.1 Discussion Based on Research Objective (Summary for Hypothesis Testing)</b>	<b>58</b>
<b>5.2.2 Discussion Based on Objective</b>	<b>58</b>
<b>5.3 Limitations</b>	<b>61</b>
<b>5.4 Recommendations</b>	<b>62</b>
<b>5.5 Summary</b>	<b>63</b>
<b>REFERENCES</b>	<b>65</b>
<b>APPENDICES</b>	<b>67</b>
<b>Appendix A</b>	<b>67</b>
<b>Appendix B</b>	<b>77</b>
<b>Appendix C</b>	<b>78</b>
<b>Appendix D</b>	<b>78</b>

## LIST OF TABLES

<b>Tables</b>	<b>Title</b>	<b>Page</b>
Table 3.2	Alternative question that requires the respondent to choose	28
Table 4.1	Total number of questionnaires	36
Table 4.2	Socio-demographic information	38
Table 4.3	Mean for the dependent variable and independent variable	39
Table 4.4	Total mean score and standard deviation of eating habits	40
Table 4.5	Total mean score and standard deviation of physical factors	41
Table 4.6	Total mean score and standard deviation of psychological factors	42
Table 4.7	Total mean score and standard deviation of food consumption trend factors	43
Table 4.8	The feedback on questions related to eating habits	44
Table 4.9	The feedback on questions related to physical factors	45
Table 4.10	The feedback on questions related to psychological factors	46
Table 4.11	The feedback on questions related of food consumption trend factors	47
Table 4.12	Rules of thumb Cronbach's Alpha coefficient size	48
Table 4.13	Reliability statistic for all variable analysis	49
Table 4.14	Reliability statistic for eating habits	49
Table 4.15	Reliability statistic for physical factors	50
Table 4.16	Reliability statistic for psychological factors	50
Table 4.17	Reliability statistic for food consumption trend factors	50
Table 4.18	Reliability statistic for the dependent variable and independent variable	51



Table 4.19	The Pearson Correlation result	52
Table 4.20	Model summary and ANOVA of MLR	53
Table 4.21	Hypothesis testing	53
Table 5.1	The summary for research objective, research question and hypothesis	60

**LIST OF FIGURES**

<b>Figures</b>	<b>Title</b>	<b>Page</b>
Figure 2.1	Conceptual Framework	20
Figure 3.1	Sample size of known population	25

**LIST OF SYMBOLS AND ABBREVIATIONS**

<b>Symbols</b>	<b>Title</b>	<b>Page</b>
%	Percent	3
n	Frequency	3
<	Less than	18
S	Sample size	24
N	Population	25
M	Mean	40
SD	Standard Deviation	40
**	Correlation is significant at the 0.01 level	52
>	More than	53

B	Regression Coefficient	58
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<b>Abbreviations</b>		<b>Page</b>
WHO	World Health Organization	2
BMI	Body Mass Index	3
IDI	In depth interview	5
HBSC	Health Behaviour in of School-aged Children	5
OR	Odds Ratios	18
SES	Socio-economic status	18
UMK	Universiti Malaysia Kelantan	19
H <sub>1</sub>	Hypothesis 1	20
H <sub>2</sub>	Hypothesis 2	20
H <sub>3</sub>	Hypothesis 3	20
FHPK	Faculty of Hospitality, Tourism and Wellness	24
SPSS	Statistical Package Social Science	30
IV	Independent Variable	32
DV	Dependent Variable	32
MSG	Monosodium Glutamate	63

## ABSTRACT

Nowadays a person's eating habits are influenced by a number of specific factors. It can happen either in positive or negative and problems occur if eating habits are not taken care of properly and bring harm to an individual. The study aims to investigate the factors that influence the eating habits among third year of Wellness students at Universiti Malaysia Kelantan (UMK). A total of 123 respondents from third year Wellness students were surveyed based on a quantitative research design using questionnaire. The study performs the Pearson correlation analysis to see the relationships among variables and modeled the Multiple Linear Regression (MLR) to test the hypothesis in order to find the factors that influence the eating habits. The study found that physical factor ( $r = 0.472$ ), psychological factor ( $r = 0.567$ ) and food consumption trend ( $r = 0.624$ ) have moderate positive significant relationship with eating habits since all the p-value is less than 0.05. However, results of MLR obtain that only two variables were significant influences on eating habits which are psychological ( $p\text{-value} < 0.05$ ) and food consumption trend ( $p\text{-value} < 0.05$ ). While, there is no significant influence of physical factors on eating habits among third year Wellness students at UMK ( $p\text{-value} > 0.05$ ). Factor that most influence eating habits is food consumption trend ( $B = 0.338$ ). The implication of the study is to make the community aware of the importance of maintaining healthy eating habits and to adopt healthy eating habits regardless of the circumstances. Healthy eating habits can prevent chronic diseases.

**Keywords:** *Eating Habits, Physical Factors, Psychological Factors, Food Consumption Trends.*

## ABSTRAK

Pada masa kini, tabiat pemakanan seseorang dipengaruhi oleh beberapa faktor tertentu. Ia boleh berlaku sama ada secara positif atau negatif dan masalah berlaku jika tabiat pemakanan tidak dijaga dengan baik dan membawa kemudaratan kepada seseorang individu. Kajian ini bertujuan untuk mengkaji faktor-faktor yang mempengaruhi tabiat pemakanan dalam kalangan pelajar tahun tiga Kesihatan Universiti Malaysia Kelantan (UMK). Seramai 123 responden daripada pelajar tahun tiga Wellness telah dikaji berdasarkan reka bentuk kajian kuantitatif menggunakan soal selidik. Kajian ini menjalankan analisis korelasi Pearson untuk melihat hubungan antara pembolehubah dan memodelkan Regresi Linear Berganda (MLR) untuk menguji hipotesis bagi mencari faktor yang mempengaruhi tabiat pemakanan. Kajian mendapati faktor fizikal ( $r = 0.472$ ), faktor psikologi ( $r = 0.567$ ) dan trend penggunaan makanan ( $r = 0.624$ ) mempunyai hubungan signifikan positif yang sederhana dengan tabiat pemakanan memandangkan kesemua nilai  $p$  adalah kurang daripada 0.05. Walau bagaimanapun, keputusan MLR mendapati hanya dua pembolehubah sahaja yang mempengaruhi tabiat pemakanan iaitu psikologi (nilai  $p < 0.05$ ) dan trend penggunaan makanan (nilai  $p < 0.05$ ). Manakala, tidak terdapat pengaruh yang signifikan faktor fizikal terhadap tabiat pemakanan dalam kalangan pelajar tahun tiga Wellness di UMK ( $p\text{-value} > 0.05$ ). Faktor yang paling mempengaruhi tabiat makan ialah trend penggunaan makanan ( $B = 0.338$ ). Implikasi kajian adalah untuk menyedarkan masyarakat tentang kepentingan mengekalkan tabiat pemakanan sihat dan mengamalkan amalan pemakanan sihat tanpa mengira keadaan. Amalan pemakanan yang sihat dapat mencegah penyakit kronik.

**Kata kunci:** *Tabiat Makan, Faktor Fizikal, Faktor Psikologi dan Trend Penggunaan Makanan.*

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# CHAPTER 1

## INTRODUCTION

### 1.1 INTRODUCTION

The first chapter is an introduction to this study. This chapter includes an introduction, background of the study, problem statement, research objectives, research questions, significance of the study, definitions of terms, and ends with a conclusion.

Nowadays, eating habits have become a concern, especially among university students. This is because eating habits are one of the determinants of our health status. There are many articles about eating habits. Whether it's good or bad it doesn't matter. Eating habits that not only impact physically, mentally, and emotionally but also become decisive for the future. For those who practice healthy eating habits, there is no need to worry because it has a very positive effect on our lives. Healthy eating habits are the selection of foods that are balanced and aimed at maintaining health. Healthy or balanced food has enough nutrient content such as carbohydrates, proteins, fats, vitamins, and salt. If we lack one of these nutrients, it will cause malnutrition. Therefore, it is important for today's society to be wise in choosing healthy food because there are various benefits obtained if you practice it.

For those who practice unhealthy eating habits, this is what is happening nowadays. Exposure to unhealthy foods is high. Some even make it one of their daily menus for breakfast, lunch and so on. Abdul Aziz Abdul Jalil is the head of the private education and special education sector of the Selangor Education Department once said that the World Health

Organization (WHO) had expected this problem of lack of nutrition among children to be a very worrying issue. Unhealthy eating habits such as eating foods with excessive sugar, leek, and salt content, some also take unhealthy snacks. This is what makes the percentage of human health today different from those of the past.

Bad eating habits are a concern, especially among students. This is because of the pressure they face such as study pressure, paperwork pressure and others that cause students to eat unhealthy food to relieve their stress. Therefore, this study aims to examine the factors that cause a person's eating habits to change. Psychological factors and food consumption trends have been chosen to continue this study. This will help determine whether psychological factors are driving a person's eating habits or whether food consumption trends factors are related with person's eating habits.

## **1.2 BACKGROUND OF STUDY**

Eating habits have become a major concern among university students as it is a determinant of their health status. The purpose of this study is to analyze factors that influence eating habits among third year Wellness students at Universiti Malaysia Kelantan. Students who face problems in eating habits due to a lack of knowledge about the advantages of proper nutrition, unhealthy food intake, and irregular mealtimes. As a result, students can be at risk of getting various types of diseases.

As a university student, there is no denying that each student has their own eating habits. However, it is very important for them to practice proper eating habits as prescribed in the dietary guidelines. According to the Malaysian Dietary Guidelines 2020, it is important to practice a healthy diet to ensure that the body consumes adequate proteins, fats, and

carbohydrates as well as all the essential vitamins and minerals. The combination of all food groups in Malaysian Pyramid 2020 can ensure the students get the nutrients needed based on the invention of the food pyramid. A balanced nutritional practice in daily life can reduce the stress faced, not feeling lethargic and feeling enthusiastic to learn because emotions also affect the ability of students to think deeper.

Based on a study conducted by Kabir A, Miah S & Islam A (2018) most male students tend to buy food from outside because there are many food options available. According to him, the trend is increasing because male students lack cooking skills, especially for students who live in rented houses. Not only that, the trend of skipping breakfast is also increasing, which is caused by financial constraints to buy food, especially for students who live in hostels. Many advantages are obtained if students eat breakfast because it starts the metabolism in the body which can help to burn calories that day. According to Dr. Christy C. Tangney, a clinical nutritionist at Rush University Medical Centre, studies have shown that even individuals who do not eat breakfast and only consume a few calories that day, are more likely to have a higher body mass index or BMI.

According to Ganasegeran et al. Nutrition Journal 2012, students' eating habits are also caused by their psychology. Among the respondents (n=132), nearly 48.5% of students eat because they feel lonely, 62.1% feel out of control when talking about food, 53.8% eat so much that it hurts. stomach, 53% of students will eat because they feel uncomfortable or anxious, 59.1% will eat when they are bored and 80.3% will eat because they feel happy. Previous studies have shown that stressful behavior can affect an individual's eating habits (Torres S & Nowson C, 2007; Adam T, & Epel E, 2007). Usually, people who are in a stressed society group will be more inclined to eat more as a way for them to overcome the stress (Gower B, Hand CE & Crooks ZK, 2008).

Overall, all students have different eating habits. Although there are many factors that can be the cause of eating habits, choosing a healthy diet should be prioritized to reduce the risk of getting diseases that have long-term effects. Consuming fast food regularly is also not recommended because it contains cholesterol that will cause blood vessels to clog and eventually cause damage to the heart. Therefore, a study on the factors influencing eating habits among third year Wellness students at Universiti Malaysia Kelantan will be carried out to see the factors that influence their eating habits.

### **1.3 PROBLEM STATEMENT**

Eating behavior is defined as "normal behavior related to your eating habits, the food choices you eat, food preparation, and the amount eaten". In addition, eating behavior is an important aspect of life as it can affect long-term health outcomes due to unhealthy eating habits such as eating nutrient-poor foods, skipping meals and deficiencies. nutrition. Over the past decades, Bangladesh has made significant progress in the expansion of universities. In order to improve higher education in many areas and maintain international standards, the government in principle supports initiatives to build new public universities at the headquarters of each established district, most densely populated and in the region.

In addition, the on-campus boarding facilities have provided interesting and practical experiences for new teachers about aspects of life as they spend a lot of time on campus, especially students with economically disadvantaged and come from rural areas. According to a study conducted from January to December 2016 at Shahjalal University of Science and Technology, one of the public universities located on the outskirts of the metropolitan city of Sylhet, Bangladesh. In 1982, this university was founded, pioneering science and technology education, as a specialized institution supported by the Malaysian government. Following the



study, four members with anthropology and public health degrees conducted IDI and focus group discussions. Two researchers conducted the IDI, while the second author moderated the group discussion. This is thought to be so because these researchers have been trained in qualitative research methods and have extensive experience. All IDIs and focus groups are conducted in Bengali, the native language of the interviewers.

The University of Malaysia has compiled a panorama of the eating habits of young people from 41 countries and regions across the country. According to their eating habits, Lithuanian students occupy different positions on the rating scale, compared with their peers from other countries and regions. The data show that Lithuanian children relatively rarely eat fruits and vegetables. Survey results in 2002, 2006 and 2010 showed that only 21.1% of men and 27.1% of women had daily fruit intake, an average of 24.9% of men and 29.6 of them. % of women who reported their daily consumption as vegetables. This suggests that adolescents prefer eating less healthy foods than balanced foods.

Then, regarding the consumption of unhealthy food products such as candy and chocolate, cookies and cakes in this transnational perspective, Lithuanian school-age children should be depicted positive. The results of the survey data conducted by HBSC show that the consumption of non-alcoholic beverages varies greatly between countries. Furthermore, Lithuanian children had the lowest soft drink consumption. This is thought to be so because fruit and vegetable consumption increases with the socioeconomic status of the family and the family's material wealth. It is also said that children living in high socioeconomic or affluent families are 2 times more likely to eat fruit and vegetables per day than children living in socioeconomically poor families. low or poor.

Finally, the consumption of unhealthy food does not only occur among children, but it also occurs among teenagers and the elderly. The use of unhealthy food has a great impact on

health, especially for people who smoke. Among the effects of eating unhealthy food are obesity, diabetes, and kidney disease. This is said because eating unhealthy food not only affects health, but it will also affect the body mentally and physically. If the body is not healthy, all the activities to be done cannot be done well, for example, movement will be slow. Therefore, this study shows the factors that influence eating habits among third year Wellness students at Universiti Malaysia Kelantan.

#### **1.4 RESEARCH OBJECTIVE**

1. To investigate the influence of physical factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan.
2. To investigate the influence of psychological factors on eating habits among third year Wellness students at the University of Malaysia Kelantan.
3. To examine the influence of food consumption trends factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan.

#### **1.5 RESEARCH QUESTION**

1. How does the influence of physical factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan?
2. How does the influence of psychological factors on eating habits among third year Wellness students at the Universiti Malaysia Kelantan?
3. How does the influence of food consumption trends factors on eating habits among third year Wellness students at University Malaysia Kelantan?

## 1.6 SIGNIFICANCE OF STUDY

### 1.6.1 University students

This study is to help university students know and understand about healthy and balanced food selection. In addition, it will be a reference for students to know more about the factors that cause eating habits, and it will be a new experience or knowledge in daily life. The results of this study hope to identify the factors that influence eating habits among third year Wellness students in Universiti Malaysia Kelantan.

Eating snacks late at night and eating unhealthy food is also one of the factors that influence eating habits among Wellness students. By consuming unhealthy food, it will affect all student activities because it has a profound effect on a person's body such as losing focus while studying, quickly falling asleep and so on. Thus, this study can help students to prevent chronic diseases caused by students eating habits.

Next, this study can find out and understand the physiological factors that influence eating habits among students. Among the factors are eating when feeling empty and eating too much to the point of stomach-ache. This is said to be so because the consumption of unhealthy and excessive food will affect the health of the body. With this study students know more about the factors that cause their eating habits as well as the effects of their food intake on a daily basic.

In addition, this study can help students learn more about the factors or effects of their daily food intake. This is said to be so because eating good and healthy food will have a good effect on students. Among them is to be able to strengthen the student's memory and focus more when studying. In conclusion, this study is very important to help Wellness students know more about the factors that influence their eating habits.

## **1.7 DEFINITION OF TERMS**

### **1.7.1 Eating Habits**

A habit is a person's routine or behaviour that is repeated regularly and frequently. This habit occurs either consciously or unconsciously by humans. According to a 1903 article in a psychological journal, a habit is the way a person thinks, wants, or feels established through the repetition of previous mental experiences. Habits can also be known as human daily routine. Nutrition is the type of food eaten or determined to be eaten. This diet becomes one of the food choices of a person. Eating habits can be formulated as a person's daily eating routine. These eating habits can be good, and some can also be bad. Good eating habits are eating a balanced diet that contains enough protein, carbohydrates, and fats. While an unhealthy diet is the consumption of sugary, greasy food such as western food (Butler, Gillian, Hope & Tony, 1995).

### **1.7.2 Physical**

Physical consists of two meanings, the first is the body, physical and training. The second definition is materiality or state of nature. In the context of eating habits, it focuses on a person's body and physicality. Which states the physical and physical reasons a person changes based on what eating habits they practice. This is because there are various physical shapes of the human body such as inverted triangle shape, hourglass shape, pear shape and apple shape. Physical forms that determine their eating habits and the way they eat, prepare food, and choose food.

### **1.7.3 Psychological**

The word psychology comes from the combination of two Greek words, psyche which means soul, spiritual or mental, while logos which means study. Psychology can be summarized as the study of the soul, the science of mind and behaviour. It includes the study of conscious and unconscious phenomena; it also includes feelings and thoughts. In the university world, students usually face pressure while studying. The pressure of university life and the burden faced by students become factors that affect their daily diet (William James, 1890).

### **1.7.4 Food Consumption Trends**

Trend is a trend while consumption refers to using something and food means a digestible substance consisting of carbohydrates, fat, water, and protein. Food consumption trends are influenced by the socio-economic changes of a student. Food consumption trends are the selection of food based on a person's social and economic status. The social factor is more familiar with the association of students with other students. Whereas the economic factor refers more to the economy of the students, whether they are modest or wealthy. This also causes a person's eating habits to vary (McGee & Harold, 2004).

## 1.8 SUMMARY

In chapter 1, this study shows that a person's eating habits are very important to get good health. The problem statement that was studied found that most people prefer to eat junk food or fast food instead of healthy food such as fruit and vegetables. This is said to be so because eating unhealthy food will cause a person's body to easily develop chronic diseases. Eating fast food or snacks is often taken by students, especially students who live in a university college. Some of the students who live in rented houses only choose to cook food from home instead of food that has already been prepared outside. However, it depends on how much time they have to prepare the food. This is because, it saves their time.

In addition, this study also shows the factors influencing eating habits among students. This is said to be so because excessive food intake will cause stomach aches. Eating habits that are often done by students are eating in silence, eating when bored, and losing control when seeing food. This will cause their health to suffer, and their daily activities will also be affected so that they easily get diseases. Therefore, this study shows the factors that influence the eating habits among third year Wellness students at Universiti Malaysia Kelantan.

## CHAPTER 2

### 2.1 INTRODUCTION

University students are more likely to choose their own food. The selection of this food depends on themselves whether they want to choose healthy food or choose food that does not contain good nutritional nutrition. According to Kabir A, Miah S & Islam A (2017), every food choice made is based on the taste of the food itself. This is because not everyone has the same taste. For example, some students like spicy food, while some of other students like sweet food than spicy food. The choice of taste also includes the color, smell, and texture of the food. Not only based on taste, but past eating habits also affect the food choices made by students. They tend to eat food based on what they have eaten during their family life even though the color, smell and texture of the food attract their attention.

According to a study by Ganaseran et al. *Journal of Nutrition* (2012), more than half of the respondents ate regularly while 40.2% of them ate at least three times a day. Less than half of respondents (43.9%) eat breakfast every day. According to him, the obtained results outperformed the previous study by 31.8% (Yahia N, Achkar A, Abdallah A, & Rizk S, 2008). Eating breakfast regularly in college students is very important to have enough energy to overcome fatigue caused by busy daily study schedule. Most respondents to the study by Ganaseran et al. *The Journal of Nutrition* (2012) also consumes fried foods at least twice a week or more, which is consistent with what has been found in previous studies. Respondents also prefer to eat with family or friends over eating alone. The student's uncontrolled eating habits suggest compulsive eating behavior.

University students experience changes in their lifestyle and acquire unhealthy eating habits (International Journal of General Medicine, 2020). This change pattern starts from high school level and University level. It may also remain in the future. There are many students who do not practice a healthy diet such as vegetables and fruits. They should eat at least five servings, or 4000 g, of vegetables and fruits per day as recommended by the World Health Organization. By consuming enough vegetables and fruits, it can protect itself from chronic diseases such as cardiovascular disease, obesity, and some types of cancers.

A person's eating habits can be changed by themselves if they have the effort to choose nutritious food choices. When it comes to food, many people have their own eating habits, whether good or bad. Eating habits can be changed, and it is not too late, especially for university students. This is because the selection of unhealthy food will cause harm to oneself when a person is an adult. For example, students who like to drink sugary drinks and carbonated drinks. It contains high levels of sugar in drinks, phosphoric acid, salt, artificial flavors, and colors. If students continue to practice unhealthy eating habits, they are at risk of diabetes and obesity due to the excessive sugar in the drink. It can also cause a person to become addicted to drinking carbonated drinks every now and then. Because of that, students need to change unhealthy eating habits to healthy ones.

The way to improve your bad eating habits is to identify those bad behaviors. For example, snack or fast-food eating habits. Those eating habits can be changed to good eating habits such as getting used to eating fruits to replace their snacks. For those who eat when they feel sad, so they need to find ways to make themselves happy. For example, by inviting friends to watch a movie together. That way, the student will be able to avoid his eating habits. If the student's eating habits are unavoidable because they are already used to them, they can replace what they eat with healthy food and in moderation. To avoid the problem of obesity, students need to eat according to the set time, especially for breakfast. To prevent the body from



consuming a lot of food at one time, the morning snack should not be left out. With this study, it was able to identify how many third year Wellness students at Universiti Malaysia Kelantan skip their breakfast and the factors influencing their eating habits.

## **2.2 LITERATURE REVIEW**

The definition of "eating habits" is how a person eats. This can be considered in terms of the type of food eaten, how much and when. It is said that our eating habits affect our health. According to the Live Strong Foundation, healthy eating is consuming amounts of foods that provide the ideal balance of nutrition and energy to support children's growth and adult metabolism. Examples of healthy foods are those fortified with vitamins and minerals with less fat, cholesterol, sugar, and sodium. On the other hand, junk food or sometimes called junk food is defined as any food that is not conducive to maintaining health. Some examples of unhealthy foods are foods high in fat, foods low in fiber and vitamins, foods high in salt and tropical oils, and many others. Basically, achieving healthy eating habits is as simple as controlling your food intake. More importantly, eating habits are formed very early. Therefore, taking care is essential to lead a healthy life. According to Juliet A. Boghossian, eating behavior expert and founder of food science, "you are how you eat." Here, he mentions that fast eaters tend to be ambitious, people who use their brains more than their hearts. While a slow eater tends to do whatever they want without worrying about others. Eating habits are also different in men and women. Therefore, differ in their eating habits. Finally, eating habits tend to reflect a person's attitudes and behaviors.

## **2.2.1 PHYSICAL FACTORS**

Physical factors can affect an individual's eating habits. This is because everyone has their own eating habits. According to (Kabir A, Miah S & Islam A, 2018) there is a relationship between an individual's physical factors and their eating habits. This physical factor includes cooking skills for an individual, taste of food, food taboo, state of mind, past food habits, knowledge about food and so on. The results of the study show that all the physical factors have a relationship with the eating habits of an individual. However, the eating habits taken by an individual depend on themselves whether they want to choose healthy food or unhealthy food. Taste, texture, appearance, familiarity, smell, whether the food goes with other foods and how the food is prepared as important in influencing their food choice decisions (Amanda Fitzgerald, Caroline Heary, Elizabeth Nixon & Colette Kelly, 2010). Not just that, although they have knowledge about healthy eating, young people's eating preferences, especially in terms of taste, texture, and appearance, seem to prevail over this knowledge when making food decisions. Physical factors have a relationship on eating habits in the previous research. This relationship is associated with food choices such as personal factors such as food choice, taste, food appeal, convenience, time constraints, cost and eating behaviour such as meal patterns.

### **2.2.1.1 Cooking skills**

The cooking skills of individuals emerged as an influencing factor in the amount of food consumed on campus. Students with culinary skills tend to arrange to cook in their rooms. On the other hand, people who cannot cook avoid cooking in their own rooms. Participants reported that although the food served in the canteen was of poor quality, students who lacked

culinary skills had to adapt to it. However, some of the newly admitted students have gradually developed culinary skills and are inclined to arrange their own food. In general, female students have better cooking skills than male students. It is possible that female students learned these skills at home (Ashraful Kabir et al., 2018).

### **2.2.1.2 Food taste**

Food taste emerged as a common factor for participants' choice of food intake. The participants agreed that the color, smell, and texture of the food were often do by them when choosing foods. Although participants often mentioned these aspects, they appeared to be more or less inclined to choose according to their familiarity and experience, often associated with the regional context. For example, some of them like spicy dishes; similarly, some of them like sweet or bitter. However, almost all respondents thought the food served in the boarding house canteen tastes monotonous because they use the same ingredients and ingredients throughout the year. Therefore, it is common to see graduates making personal arrangements to prepare food in their rooms. Some participants even sought out meals at off-campus restaurants for a change of taste (Shahgahan Miah et al., 2018.)

### **2.2.1.3 Knowledge about nutritional benefit**

The level of knowledge and awareness about the health benefits of nutrition influences eating behavior and food intake. Most students have limited knowledge about the health benefits of nutritious foods. Many participants cited food consumption as the main issue, regardless of the type of food. Most participants did not consider the nutritional value of consuming a particular food. They even admit that they do not have a good knowledge of the nutritional value of the foods they usually eat in their daily meals.

## **2.2.2 PSYCHOLOGICAL FACTORS**

According to the study Psychological Factors are Important Correlates of Dietary Pattern in Overweight Adults which explains that adults are likely to feel depressed when they feel the demands of the environment as a burden on themselves. (Chonen, Kessler RC & Gorlon LU, 1995). This stress can cause bad things like depression and unhealthy eating habits. This can also lead to chronic diseases (Bale TL.2006 & McEwen Bs 2005). Negative emotions are also one of the causes of changes in eating habits. Feelings of anger, fear, and sadness lead to disordered eating patterns. (Machth M & Simons G, 2000). Desire to eat foods high in fat and high in carbohydrates. This is more common in women than men (Benton D, 2002). This shows that psychologically depressed people will have unhealthy eating habits. Stress or depression has the potential to drive a person to eat anything to get rid of the stress and depression faced. In contrast to stable emotions, where a person does not face any problems or stress in their life. They will emphasize a healthy lifestyle and balanced eating habits according to nutritional needs. But not everyone who has no stress or doesn't have problems practicing a healthy lifestyle, there are also happy people who always choose unhealthy eating habits by buying high-calorie foods such as fast food. Therefore, this study to determine the psychology whether third year of Wellness students at Universiti Malaysia Kelantan have healthy eating habits or not through their current psychology.

### **2.2.2.1 Emotional**

Affection and food are inseparable, because people eat regardless of their state. In a study that was done, there are many moods that will influence food choices. In research, it has been shown that people choose a variety of foods when they are bored while sweets are chosen

when they are happy. In addition, alcohol is better for people in love and relaxation than when they are depressed or sad. On the other hand, he says that when people are in a bad mood like anger, grief or stress, they tend to eat sweets, but the same behavior when they are in love and happy (M.A. Razali et al., 2014)

In conclusion shows that food choice is a complex emotional state. Food will be selected by the individual to improve their emotional state. Based on findings on the impact of emotions on food choices in 100 young women, she showed that when subjects were angry, bored, upset, and stressed, or so-called mood unhappy; they tend to choose sweet foods. However, sweetness is also associated with happiness and love. As part of this, subjects preferred yogurt and fruit when tired and, if bored, their response was to consume more food. In other studies, it has been shown that a person with high levels of agoraphobia has a erratic eating pattern because he prefers sour, meaty, and fatty foods. while bored. Sweetness is related to happiness and joy and alcohol is not really related to people who are hurting or depressed. However, it was more closely associated with people in love or in a good mood, which is because alcohol helped maintain this good mood (M.A Ahmad et al., 2014).

#### **2.2.4 FOOD CONSUMPTION TREND**

Food consumption trend factors can also influence a person's eating habits in making food choices. This is because everyone has their own habits when choosing food. According to evaluation (Zaborkis et al., BMC Public Health 2012) there is a relationship between the factors of food consumption trends and their eating habits. The percentage of daily crude consumption of fruits, vegetables and others was calculated for each survey year. Differences

in food consumption rates between years of study were significant for all foods apart from university students' daily fruit consumption, some specific trends also revealed. Compared with 2010 to 2002, the percentage of girls consuming vegetables daily increased from 24.2% to 31.0%, but the percentage of boys eating vegetables decreased from 29.3% to 23.1%. In 2006, for both sexes, there was an increase in regular consumption of sweets and chocolates, cookies and cakes, and soft drinks. However, in 2006 and 2010, the consumption of crisps and fast food also decreased significantly. This shows that the food consumption trends factors has a relationship with eating habits in previous studies. This relationship is believed to depend on a person's food consumption, whether healthy or unhealthy.

Rates of daily crude consumption of fruits, vegetables and other foods were calculated for each survey year. Differences in food consumption rates between study years were significant for all foods; In addition to daily fruit consumption among boys, some specific trends were also revealed. Compared with 2010 to 2002, the percentage of girls eating fruit daily increased from 24.2% to 31.0% ( $p < 0.001$ ), but the percentage of boys eating vegetables daily decreased from 29.3 % down to 23.1% ( $p < 0.001$ ). For both sexes, in 2006, there was an increase in regular consumption of sweets and chocolates, cookies, cakes and soft drinks. However, in the following survey (2010), these numbers dropped. Between 2006 and 2010, a significant decrease was also found in the consumption of crisps and regular fast food (Jolita Lubiene et al., 2012).

Differences between survey years were also highlighted in the ORs estimated by the three logistic models, where 2002 or 2006 for chips and fast food was chosen as the benchmark. The results of data analysis with the first model, which only adjusted for eating behavior for age, were consistent with the model described above. The second model uses data adjusted for age, family SES and subjective assessment of family wealth; The third model uses additional adjusted data for residence and family structure. Comparing the models, it is clear that adjusting

for social variables reduced the OR values for some food consumption propensities (Ryan Busha et al., 2012)

### 2.3 RESEARCH HYPOTHESIS

The hypothesis for this research is to see if there are any significant between the independent variable and dependent variable:

**Hypothesis 1:** There is a significant influence of physical factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan.

**Hypothesis 2:** There is a significant influence of psychological factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan.

**Hypothesis 3:** There is a significant influence of food consumption trend factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan.

### 2.4 CONCEPTUAL FRAMEWORK

A conceptual framework is created to study the relationship between the dependent variable and the independent variable. It was created based on a literature review to investigate the factors that influence eating habits among third year of Wellness students at Universiti Malaysia Kelantan (UMK). As seen in figure 2.1 below, there are three independent variables

that are the reason for eating habits among students have been proposed. Among them are physical factors, psychological factors, and food consumption trends factors while eating habits is the dependent variable for this study. Therefore, this study was made to analyze the independent variable and dependent variable with third year of Wellness students at Universiti Malaysia Kelantan.

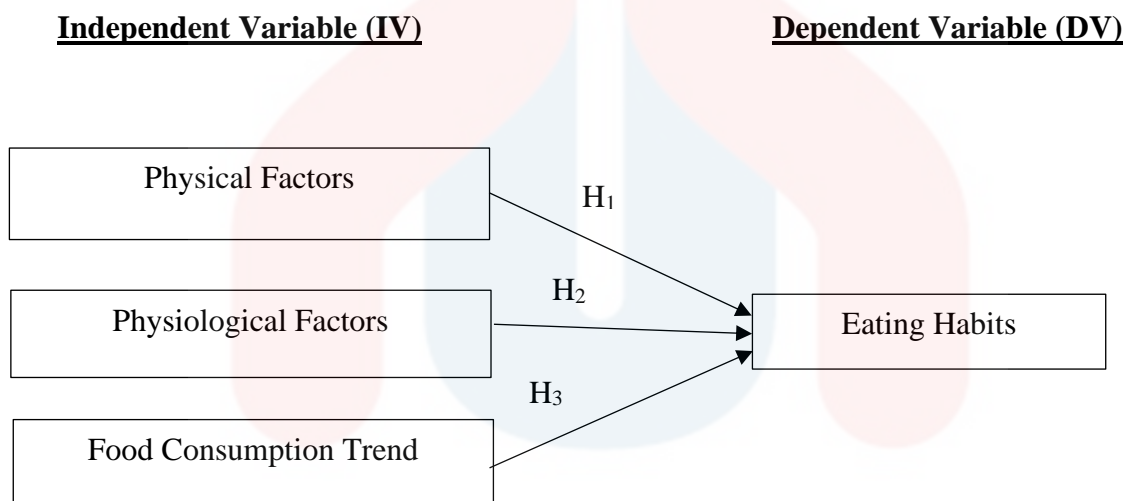


Figure 2.1: Conceptual Framework



## 2.5 SUMMARY

In this chapter 2, it includes a literature review for the study. The purpose of a literature review is to examine published or unpublished research articles that others have done in related fields of research. In this study, the research topic focused on the influence of factors on eating habits. So, this study was done to investigate the factors that influence eating habits among third year of Wellness students at Universiti Malaysia Kelantan.

For the hypothesis of this literature review, the problem is to suggest a possible relationship between two variables, which are the independent variable and the dependent variable. In this study, one type of hypothesis is used, which is the alternative hypothesis. This assumption is based on factors obtained in previous studies. The conceptual framework is built from two variables, the independent variable and the dependent variable. However, all these suggestive factors should be studied in third year Wellness students at Universiti Malaysia Kelantan to know more about their eating habits.

## CHAPTER 3

### METHODOLOGY

#### 3.1 INTRODUCTION

In this section, the main aim of the study is to see the factors that influence the eating habits among third year Wellness students at Universiti Malaysia Kelantan. In addition, the study uses quantitative research design which involves collecting and analysing numerical data through online surveys or questionnaires. This is because the strategy carried out requires the collection of numerical data and generalized across a group of individuals or to understand a particular phenomenon. with the collection of this data will be able to provide information about the variables that influence eating habits among third year Wellness students at Universiti Malaysia Kelantan. Next, in this section will also discuss the study design, population, sample size, sampling techniques, data collection procedures, research tools and data analysis, pilot studies, and conclusions in more depth and accuracy.

#### 3.2 RESEARCH DESIGN

Research design refers to the overall strategy used to conduct a study that defines a simple logical plan to address the research questions that have been set through the collection,

interpretation, analysis, and discussion of data. In addition, research design is also one of the frameworks of research methods and techniques chosen by researchers to conduct research. It is because the design allows the researcher to sharpen the appropriate research method for the subject and set their study up for success. Research design has three main types of namely data collection, measurement, and analysis. Therefore, a quantitative research approach is suitable to be used to study the factors that influence eating habits among third year Wellness students at Universiti Malaysia Kelantan.

This study uses a quantitative approach because this approach prioritizes quantity. Moreover, the quantitative research design is ideal for identifying trends and averages, making predictions, testing relationships and generalizing results for the populations. This is said to be so because this research involves a lot of numbers, numerical or statistical data (CA: Wadsworth cengage, 2010).

### **3.3 POPULATION**

Population seems to be a different group of individuals, which a group will be including a nation or a group of people with same characteristics. Population also can state that an individual group which will help to identify by at least one similar characteristic for data collection and analysis purpose. In survey data, A population is the entire group of people who are used as a statistical sample for the research.

The study's target population is University Malaysia Kelantan (UMK), third year Wellness students, which is factor influencing eating habits. In this study, the researchers

conducted a survey to identify the factors that influence students' participation in eating habits at the university such as physical factors, psychological factors and food consumption trends factors.

Information will be collected from a large population, and information will be collected from a sample conducted a study on the factors influencing eating habits among third year Wellness students at Universiti Malaysia Kelantan. Researcher also get the information for “Data Enrolment for Active Degree Undergraduate Students 2021/2022” from Faculty of Hospitality, Tourism and Wellness (FHPK) office for respondents in third year Wellness students. The population for third year Wellness students are 176 students. In addition, the Wellness students from third year also come from various religion and race, so the researcher can get more information related with factor influencing their eating habits.

### **3.4 SAMPLE SIZE**

A sample size measures the number of individuals appointed from of the normal community to also be considered a leader of the legitimate population in this study. Unnecessary, totally inadequate, or too much sample sizes certainly have an impact on the efficiency and value of research. The sample size is commonly referred to as 'n'. The researchers conducted a survey to determine the sample size and factors that influence eating habits among third year of Wellness students at Universiti Malaysia Kelantan (UMK). The sample size will be determined by using the Table of Krejcie and Morgan 1970.

In this study, the population of third year Wellness students are 176 students, and the list of sampling frame was provided by the faculty. By referring the Krejcie & Morgan 1970 table, there is not specific 176 populations (N) so researcher choose population that nearest to 176, which are 180 populations. Thus, the sample size of 123 respondents from third year of Wellness students was taken.

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	530	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384

*Note: N is Population Size; S is Sample Size* *Source: Krejcie & Morgan, 1970*

Figure 3.1: Sample Size of Known Population

### 3.5 SAMPLING METHOD

Sampling method is a way of taking a sample from the population. Sampling means the process of selecting a group that the researcher wants to investigate. The purpose of the sampling method is to obtain more relevant data for the study. In addition to providing information related to the population. There are two sampling methods which are probability sampling and non-probability sampling.

The study perform a quantitative research design, where the sampling method is probability sampling. The probability sampling technique is a simple random sampling using a random number generator was conducted to get the respondents. The email owners from a list of 123 numbers generated by a random number generator were respondents for the study. Where, the sampling method is obtained through an internet survey. This internet survey is more about surveying the responses of third year Wellness students about their eating habits whether it influence by physical factors, psychological factors, and food consumption trend factors.

The sampling technique used is probability sampling which is simple random sampling using a random number generator and the data was collected through an online survey. Furthermore, the method that has been used does not incur any costs for this research and it is not necessary to conduct the study face-to-face with the respondents. The third year Wellness students were selected because all students have their own eating habits. By collecting online surveys, the researcher will know in more detail about the factors highlighted by the issue to be studied, and the data were collected based on their answers.

### **3.6 DATA COLLECTION PROCEDURE**

The method used in collecting the quantitative data generates statistics using large-scale survey research, using methods such as internet surveys. All information obtained through this study is from primary sources. This is because the researcher collects data and information directly from the main source which is a self-administered questionnaire. Information on all Wellness students is obtained from the Faculty of Hospitality, Tourism and Wellness (FHPK) office. With the data obtained, the researcher distributed the question to all respondents through a Google form provided online through their email. The questionnaire was created to find out in more detail about physical factors, physiological factors, and food consumption trends factors that influence the eating habits among third year Wellness students at Universiti Malaysia Kelantan. Internet surveys such as questionnaires became a popular method of obtaining information from the public, especially their opinions on certain issues of public interest. With this method too, it doesn't take long, and respondents are free to answer at any time.

### **3.7 RESEARCH INSTRUMENT**

Research instrument is a tool for collecting research data. This online survey questionnaire contains three parts. These three parts are named as parts A, B, and C. The questionnaire bilingual which are Malay and English. With bilingualism provided, it will make it easier for respondents because all respondents are from multiple races and religions. For the

research instrument, there are approximately three section, which are Section A, Section B and Section C. The Section A contains questionnaires related with the respondent demographic information such as name, age, race, religion and other information demographic about respondents.

There are three parts in Section B which are independent variable such physical factors, physiological factors, and food consumption trends. In part B, the study begins to inquire more deeply about all those factors. This can also determine whether the research carried out, which are those factors, are related or not with the third year Wellness students eating habits. This section is more focused on the detail questions for all three independent variables.

While part C only focuses on the eating habits. Where the question refers more to the respondent's daily preferences for choosing food and their eating habits. It is also to identify whether third year wellness students practice healthy eating habits or unhealthy eating habits.

Table 3.2 Alternative question that requires the respondent to choose

<b>Section</b>	<b>Information</b>
A	Demographic information related to respondents. Self-identification of respondents
B	Independent variable: physical (Colette & Kelly, 2010), psychology (William James, 1890), and food consumption trends factors (McGee & Harold, 2004).
C	Defendant variable: Eating habits (Tony, 1995)



### **3.8 DATA ANALYSIS**

Data analysis is the process of collecting, modeling, and analyzing data to extract information to support decision making. The main reason for data analysis is to extract any kind of relevant information from the available data and make decisions based on this data analysis. Many statistical procedures are involved in the analysis in which the data is collected and examined many times. During the data collection phase, researchers often observe the analysis of samples. There are five types of data analysis used which are Frequency analysis, Descriptive analysis, Reliability analysis, Correlation analysis and Multiple Linear Regression analysis.

#### **3.8.1 Sources of data**

The data sources obtained in this study are from primary sources. This is information collected by the researcher directly from primary sources through surveys. These data come from original sources and are collected by researchers to answer specific research questions. It has never been published before and is usually reserved for a specific study. There are four main types of sources, namely numerical data, categorical data, ordinal data, and interval data. In this study, the main types of sources used are categorical and numerical data. The study focused on third year Wellness students at Universiti Malaysia Kelantan by measuring the frequency of factors influencing their eating habits.

Research subjects are new subjects without secondary data, they must collect primary data to conduct research. For this research the data for “Active Degree Undergraduate Students

2021/2022” was obtained from the Faculty of Hospitality, Tourism and Wellness (FHPK) office. To examine factors influencing third year Wellness students at Universiti Malaysia Kelantan, an online survey through a questionnaire method was carried out. With the method used, the time for collection and analysis is less and the questions asked can also be more specific than with other methods. The advantage of primary data is that they are more accurate and up-to-date than secondary data. This is because primary data is collected directly from the source rather than being collected from secondary sources.

### **3.8.2 Statistic Software**

The researcher used statistical software Statistical Package for the Social Sciences (SPSS) version 28 to analyze the data for this study. SPSS is revolutionary software used to help process big data in a few simple steps. Working on data is a complex and time-consuming process, but this software can easily manage and manipulate information using many techniques. This technique is used to analyze, transform and create characteristic patterns among different data variables. Furthermore, the output can be obtained graphically so that the user can easily understand the results. SPSS is used in this quantitative data because it is friendly and easy to use for beginners and helps in analysis even when the data set is larger.

### **3.8.3 Descriptive Analysis**

Descriptive analysis involves trying to describe or summarize data. It used to find out the respondent's level of agreement about the research conducted, so it can be polls and questionnaires in which the researcher asks the audience specific questions about the research topic. Researchers may receive this data from the public mouth and use this information for analytical purposes. However, a good survey has a mix of open and closed questions. In this

study, the researcher conducted an online survey, which is a questionnaire in the form of Google Form.

However, descriptive analysis can be classified into one of four categories as frequency, central tendency, dispersion or variation, and location measurements. It was used in the demographic characteristics of all respondents including percentage, frequency, mean and median. Mean data also imply a distribution for the population and sample for respondents participating in this study. After the data is collected, it needs to be graphed. For quantitative variable data, suitable chart types are histogram, frequency polygon, and ogive.

#### **3.8.4 Reliability Analysis**

Research reliability is also needed to measure the stability or accuracy of the methods and analytical results performed in this study. A reliability analysis conducts evaluations on surveys, and processes to determine if it provides consistent results and can be considered reliable. Reliability is the measurement of how consistent a measurement is or how easy it is to repeat. It means getting the same result after repeating the same process many times. A useful way to think about reliability is in its relation to consistency. If search results from one source produce equivalent information in another source, the user's confidence in that information increases. When considering the concept of reliability, it is equally important to consider the context of the reliability assessment.

#### **3.8.5 Correlation Analysis**

The correlation (bivariate) measures the degree of association between two quantitative variables, the dependent variable and the independent variable. It is useful because it can make

predictions about future behavior. Researchers use correlation analysis to analyze quantitative data collected through research methods such as surveys and direct exploration. They try to identify important relationships, patterns, associations, and trends between two variables or data sets. There is a positive correlation between two variables when an increase in one leads to an increase in the other. On the other hand, negative correlation means that when one variable increases, the other decreases and vice versa.

The correlation method used in this study is the Pearson correlation test. It is used to measure the strength of the correlation and relationship between the independent variable (IV) and the dependent variable (DV). Independent variables include physical factors, psychological factors and food consumption trends factors, while eating habits constitute the dependent variable (DV) of this study. Therefore, the researcher must determine the strength of the relationship between the independent variables (IV) and the dependent variable (DV).

### **3.8.6 Multiple Linear Regression**

In this study, regression models are used to describe the relationship between variables by fitting a straight line to the observed data. Regression allows the observer to estimate how the dependent variable changes when the observed independent variable also changes. Multiple linear regression is used to estimate the relationship between two or more independent variables (IV) and one dependent variable (DV). Researchers can use multiple linear regression to explore the relationship between two or more independent variables with one dependent variable and the value of the dependent variable with some value of the independent variable. Since there are three independent variables (IV) and one dependent variable (DV) and all the variables in this study are quantitative, the researcher can use multiple linear regression to test

the hypothesis hence to determine the factors that influence eating habits among third year Wellness students at Universiti Malaysia Kelantan.

### **3.9 PILOT STUDY**

A pilot study was conducted on 33 respondents from the undergraduate Faculty of Hospitality, Tourism, and Wellness (FHPK), representing third year Wellness students at the Universiti Malaysia Kelantan. The questionnaire was distributed in order to see if the questions could be understood by the respondents and the frequency of the questions answered by all the respondents. The total number of respondents was 123 people, but the researcher only set 33 respondents for the pilot test in this study.

The researcher distributed the question to all respondents through a Google form provided online through their email. The likert scale method is used to measure the highest level of satisfaction (5) which is strongly agree, then agree (2), neutral (3), disagree (5) and the lowest level of satisfaction which is strongly disagree (1) with the questions given in the google form. It was distributed online, and to ensure that the respondents were really third-year wellness students, the researcher took the initiative to distribute the questionnaire through their students email that obtained from the Faculty of Hospitality, Tourism and Wellness (FHPK) office.

After obtaining a total of 33 respondents for the pilot test, the researcher began to analyze each answer received to see the frequency (n) of the answer. Reliability statistics are also performed to see Cronbach's Alpha obtained and Cronbach's Alpha if items are deleted. The purpose is to find the highest value above 0.7 for the dependent variable and independent

variable. This is because a value of 0.7 and above is an accepted and reliable value for the research.

### **3.10 SUMMARY**

In conclusion, the methodology and research design used in this study have shown that the entire study is a research flow process. This is said to be so because in this chapter, according to the researcher, it is clearer about the study made using the study design, population, sample size, sampling method, data collection procedures, research instruments and data analysis to obtain more detailed and in-depth information among third year Wellness students. Researchers can also learn how to use the study design, functions, and other components of this study. Therefore, in this Chapter, it has also been explained how the questionnaire was created and how it can be used in this study to obtain information from students.

In addition, in this chapter, the researcher discusses the research methodology in depth. This is said to be so because in this Chapter it begins with a detailed introduction to the analysis and is followed by the research design and the population from which the data is obtained, and the methods used in sample collection. Next, researchers need basic methods and procedures to collect and analyze data. The results found in this analysis found that the data collected by the respondents using the questionnaire will be used as important information. There were 123 sample size was taken from the total of 176 population in third year Wellness students at Universiti Malaysia Kelantan regarding the factors that influence on eating habits. This study was conducted on third year Wellness students because all students have their own eating habits and it easy for the researcher to get more information.

## CHAPTER 4

### RESULT AND DISCUSSION

#### 4.1 INTRODUCTION

This chapter is a chapter where the results obtained through the questionnaire that has been carried out. This chapter will explain in detail everything obtained through the questionnaire from the respondent's demographic profile to questions about the respondent's eating habits based on physical factors, psychological factors and food consumption trends factors. Questionnaires were distributed to third year Wellness students at Universiti Malaysia Kelantan. They are required to answer the questions honestly and truthfully.

Next, all the information provided by the respondents has been collected through questionnaires will analysed uses the statistical software Statistical Package for the Social Sciences (SPSS) version 28. The questionnaire is divided into three sections which are Section A for the demographic profile of the respondents, Section B for the independent variable and Section C for the dependent variable. This chapter consists of the findings of descriptive analysis, reliability analysis and inference analysis. At the end of this chapter, the findings of the study were discussed.

#### 4.1.1 Response Rate

In order to study the factors influencing eating habits among third year Wellness students at Universiti Malaysia Kelantan, a total of 123 questionnaires were distributed through online survey. All questionnaires were answered by all respondents. Research surveys are based on relatively small sample sizes, and although the online surveys can provide a good response rate, their accuracy is less certain. Response rate, or the proportion of survey respondents who meet quality criteria, is often used as a measure of how well the survey results can contribute to the data.

Table 4.1: Total Numbers of Questionnaire

<b>Number of questionnaires distributed</b>	123
<b>Response rate</b>	100%
<b>The questionnaire used for analysis</b>	123

#### 4.2 RESULTS OF DESCRIPTIVE ANALYSIS

There are three sections in the questionnaire that has been given to the respondents. Section A is the respondent's demographic information such as gender, age, race, religion, marital status, third year Wellness subject specialization and also the place for third year Wellness students at Universiti Malaysia Kelantan. Based on table 4.2 shown below, it is the result of demographic information for all respondents.



### 4.2.1 Demographic Profile

The data in Table 4.2 is a descriptive analysis that has been obtained from Section A in the questionnaire which is the demographic information of the respondents such as gender, age, race, religion, marital status, specialization in the wellness subject of third-year students and the place for third year Wellness students at Universiti Malaysia Kelantan.

Table 4.2 shows the results of the descriptive analysis for all respondents who are third-year Wellness students at Universiti Malaysia Kelantan. The majority of respondents who answered this questionnaire were women. This is because the frequency of women is 111 respondents (90.2%), while only 12 male respondents (8.9%) answered this questionnaire. However, all respondents are of various ages. Most of them are 23 years old which is a total of 100 respondents (81.3%), followed by respondents who are 22 years old which is a total of 17 people (13.8%), then 5 respondents who are 24 years old (4.1%) and also a respondent who is 26 years old year that recorded 0.8%. The majority of respondents are Malays, which is 115 out of 123 respondents (93.5%) followed by 6 respondents (4.9%) who are Indians, then one respondent who is Bumiputra Sabah and also Iban who recorded a percentage of 0.8% for both races. As for religion, all the Malays adhere to the Islamic religion, which is a total of 116 respondents (94.3%), the majority of Indians are also Hindu, which is 6 people (4.9) and one respondent adheres to the Christian religion, recording a percentage of 0.8%.

As for marital status, the majority of the 123 respondents are still single. It recorded a frequency of 119 respondents (96.7%) compared to respondents who are married, which is a total of 4 respondents who recorded a percentage of 3.3%. For the subject specialization of third year Wellness students, the majority of the respondents were from the spa track, which is 81 respondents (65.9%) while the remaining 42 respondents (34.1%) were students from the gym track. There are many answer choices for the respondents who are third-year wellness

students. There are 14 respondents who live in college, who recorded a percentage value of 11.4%. The majority of respondents live in rented houses which are 89 respondents (72.4%), while the total number of respondents who live with their families is 18 respondents (14.6%), then one respondent lives in a rented room and also one respondent lives alone. Both of them recorded a percentage value of 0.8%.

Table 4.2: Socio-demographics Information

<b>No</b>	<b>Socio-Demographic Characteristics</b>	<b>Frequency (n)</b>	<b>Percentage (%)</b>
<b>1.</b>	<b>Gender</b>	<b>123</b>	<b>100</b>
	Male	12	8.9
	Female	111	90.2
<b>2.</b>	<b>Age</b>	<b>123</b>	<b>100</b>
	22 years	17	13.8
	23 years	100	81.3
	24 years	5	4.1
	26 years	1	0.8
<b>3.</b>	<b>Race</b>	<b>123</b>	<b>100</b>
	Malay	115	93.5
	Indian	6	4.9
	Bumiputra Sabah	1	0.8
	Iban	1	0.8
<b>4.</b>	<b>Religion</b>	<b>123</b>	<b>100</b>
	Islam	116	94.3
	Christian	1	0.8
	Hindu	6	4.9
<b>5.</b>	<b>Marital status</b>	<b>123</b>	<b>100</b>
	Single	119	96.7
	Married	4	3.3
<b>6.</b>	<b>3rd-year Wellness Subject Specialization</b>	<b>123</b>	<b>100</b>
	Gym	42	34.1
	Spa	81	65.9
<b>7.</b>	<b>Place</b>	<b>123</b>	<b>100</b>
	College	14	11.4

Rent House	89	<b>72.4</b>
With Family	18	<b>14.6</b>
Alone	1	<b>0.8</b>
Bilik Sewa	1	<b>0.8</b>

#### 4.2.2 Central Tendencies Measurement of Construct

Table 4.3 below shows the mean for the dependent variable and independent variable. The dependent variable in this study is eating habits, while the independent variable is physical factors, psychological factors and food consumption trend factors. The mean for the dependent variable which is eating habits is 3.39. As for the independent variable, the mean for physical factors is 3.91, followed by psychological factors which is 3.74 and the mean value of 3.42 for food consumption trend factors.

Table 4.3: Mean for Dependent Variable and Independent Variable

<b>Variables</b>	<b>Means</b>
Eating Habits	3.39
Physical Factors	3.91
Psychological Factors	3.74
Food Consumption Trend Factors	3.42

##### 4.2.2.1 Eating Habits

Table 4.4 shows the mean and standard deviation for the dependent variable which is eating habits. According to the table shown, eating habits 14 obtained the highest mean value

(M = 4.28, SD = 0.940), followed by eating habits 16 which is (M = 4.06, SD = 1.070), eating habits 11 (M = 3.92, SD = 1.076), eating habits 10 (M = 3.70, SD = 1.124), eating habits 6 (M = 3.65, SD = 1.090), eating habits 5 (M = 3.53, SD = 1.003), eating habits 4 (M = 3.45, SD = 0.994), eating habits 13 (M = 3.41, SD = 1.165), eating habits 8 (M = 3.31, SD = 1.220), eating habits 7 (M = 3.25, SD = 1.135), eating habits 1 (M = 3.14, SD = 1.169), eating habits 3 (M = 3.03, SD = 1.220), eating habits 15 (M = 3.02, SD = 1.231), eating habits 2 (M = 3.0, SD = 1.215), eating habits 9 (M = 2.80, SD = 1.170) and the lowest mean are eating habits 12, which obtained the value (M = 2.70, SD = 1.160).

Table 4.4: Total Mean Score and Standard Deviation for Eating Habits

<b>Dependent Variables</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
Eating habits 1	123	3.14	1.169
Eating habits 2	123	3.0	1.215
Eating habits 3	122	3.03	1.220
Eating habits 4	123	3.45	0.994
Eating habits 5	123	3.53	1.003
Eating habits 6	122	3.65	1.090
Eating habits 7	123	3.25	1.135
Eating habits 8	122	3.31	1.220
Eating habits 9	123	2.80	1.170
Eating habits 10	123	3.70	1.124
Eating habits 11	123	3.92	1.076
Eating habits 12	122	2.70	1.160
Eating habits 13	123	3.41	1.165
Eating habits 14	123	4.28	0.940
Eating habits 15	123	3.02	1.231
Eating habits 16	123	4.06	1.070

### 4.2.2 Physical Factors

Table 4.5 below shows the total mean and standard deviation for the independent variable which is physical factors. According to the table shown, physical factors 5 obtained the highest mean value ( $M = 4.31$ ,  $SD = 0.863$ ), followed by physical factors 4 ( $M = 4.20$ ,  $SD = 0.920$ ), physical factors 1 ( $M = 3.99$ ,  $SD = 0.954$ ), physical factors 6 ( $M = 3.83$ ,  $SD = 1.069$ ), physical factors 3 ( $M = 3.76$ ,  $SD = 1.079$ ) and the lowest mean is physical factors 2 which obtained value ( $M = 3.36$ ,  $SD = 1.186$ ).

Table 4.5: Total Mean Score and Standard Deviation for Physical Factors

<b>Independent Variable</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
Physical Factors 1	123	3.99	0.954
Physical Factors 2	122	3.36	1.186
Physical Factors 3	123	3.76	1.079
Physical Factors 4	123	4.20	0.920
Physical Factors 5	122	4.31	0.863
Physical Factors 6	123	3.83	1.069

### 4.2.2.3 Psychological Factors

Table 4.6 shows the total mean and standard deviation for the independent variable which is psychological factors. According to the table shown, psychological factors 9 obtained the highest mean value ( $M = 4.15$ ,  $SD = 0.958$ ), followed by the second highest mean which is psychological factors 10 ( $M = 4.07$ ,  $SD = 1.009$ ), then psychological factors 4 ( $M = 3.93$ ,  $SD = 1.005$ ) and psychological factors 1 ( $M = 3.93$ ,  $SD = 0.968$ ), psychological factors 8 ( $M =$

3.78, SD = 0.958), psychological factors 3 (M = 3.75, SD = 1.245), psychological factors 7 (M = 3.61, SD = 0.983), psychological factors 5 (M = 3.54, SD = 1.230), psychological factors 6 (M = 3.47, SD = 0.929), psychological factors 2 (M = 3.46, SD = 1.223) and psychological factors 11 obtained the lowest mean value (M = 3.45, SD = 1.186).

Table 4.6: Total Mean Score and Standard Deviation for Psychological Factors

Independent Variable	N	Mean	Std. Deviation
Psychological Factors 1	123	3.93	0.968
Psychological Factors 2	123	3.46	1.223
Psychological Factors 3	123	3.75	1.245
Psychological Factors 4	122	3.93	1.005
Psychological Factors 5	123	3.54	1.230
Psychological Factors 6	122	3.47	0.929
Psychological Factors 7	122	3.61	0.983
Psychological Factors 8	122	3.78	0.958
Psychological Factors 9	123	4.15	0.958
Psychological Factors 10	123	4.07	1.009
Psychological Factors 11	122	3.45	1.186

#### 4.2.2.4 Food Consumption Trend Factors

Table 4.7 shows the total mean and standard deviation for the independent variable which is food consumption trend factors. According to the table shown, food consumption trend factors 4 obtained the mean with the highest value which is (M = 4.11, SD = 1.002), followed by food consumption trend factors 1 (M = 3.81, SD = 1.050), food consumption trend

factors 2 ( $M = 3.55$ ,  $SD = 1.182$ ), food consumption trend factors 5 ( $M = 3.03$ ,  $SD = 1.123$ ), food consumption trend factors 3 ( $M = 3.0$ ,  $SD = 1.352$ ), and finally food consumption trend factors 6 obtained the lowest mean with value ( $M = 2.97$ ,  $SD = 1.351$ ).

Table 4.7: Total Mean Score and Standard Deviation for Food Consumption Trend Factors

Independent Variable	N	Mean	Std. Deviation
Food Consumption Trend Factors 1	123	3.81	1.050
Food Consumption Trend Factors 2	123	3.55	1.182
Food Consumption Trend Factors 3	123	3.0	1.352
Food Consumption Trend Factors 4	123	4.11	1.002
Food Consumption Trend Factors 5	123	3.03	1.123
Food Consumption Trend Factors 6	122	2.97	1.351

#### 4.2.2.5 Eating Habits

The table 4.8 shows the interpretation of data about the percentage, frequency, mean score, and standard deviation of all respondents who are third year Wellness students at Universiti Malaysia Kelantan based on items in eating habits ( $n = 123$ ).

The results in table below, it shows the respondents' feedback on questions related to eating habits. Referring to the table, it can be identified that eating habits 14 (I know that a good eating habits can prevent myself from getting many types of diseases in the future) is the highest mean value ( $M = 4.24$ ,  $SD = 0.937$ ), while eating habits 12 (I always choose foods that are high in sugar) obtained the lowest mean value ( $M = 2.67$ ,  $SD = 1.160$ ).

Table 4.8: Respondents' feedback on questions related to eating habits

Question	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Mean SD
1) I eat regularly every day.	9 7.3%	30 24.4%	38 30.9%	27 22%	19 15.4%	3.14 (1.169)
2) I never skip my meals.	15 12.2%	29 23.6%	36 29.3%	27 22%	16 13%	3.0 (1.215)
3) I always take my breakfast.	12 9.8%	31 25.2%	41 33.3%	17 33.3%	21 17.1%	3.03 (1.219)
4) I practice a nutritious diet.	4 3.3%	12 9.8%	52 42.3%	34 27.6%	21 17.1%	3.46 (0.994)
5) I limit the intake of snacks.	4 3.3%	12 9.8%	44 35.8%	41 33.3%	22 17.9%	3.53 (1.003)
6) I usually have fruit as a snack.	2 1.6%	15 12.2%	44 35.8%	24 19.5%	37 30.1%	3.65 (1.090)
7) I prefer ready meals over cooking at home.	10 8.1%	19 15.4%	42 34.1%	34 27.6%	18 14.6%	3.25 (1.135)
8) I like to eat late at night.	14 11.4%	13 10.6%	38 30.9%	35 28.5%	22 17.9%	3.31 (1.220)
9) I only eat fried food twice a week.	18 14.6%	34 27.6%	43 35%	15 12.2%	13 10.6%	2.76 (1.167)
10) I choose vegetables in the food i eat.	4 3.3%	15 12.2%	33 26.8%	34 27.6%	37 30.1%	3.69 (1.124)
11) I drink at least 1 liter mineral of water every day.	3 2.4%	10 8.1%	28 22.8%	35 28.5%	47 38.2%	3.92 (1.076)
12) I always choose foods that are high in sugar.	22 17.9%	32 26%	42 34.1%	16 13%	10 8.1%	2.67 (1.160)
13) I like to eat fast food.	12 9.8%	10 8.1%	38 30.9%	41 33.3%	22 17.9%	3.41 (1.166)
14) I know that a good eating habits can prevent myself from getting many types of diseases in the future.	2 1.6%	4 3.3%	17 13.8%	34 27.6%	66 53.7%	4.28 (0.937)
15) I don't take my eating habits seriously because my body mass index (BMI) is in the normal range.	17 13.8%	23 18.7%	40 32.5%	26 21.1%	17 13.8%	3.02 (1.231)
16) If my weight is at the level of 'obesity', then I will practice a nutritious diet.	3 2.4%	9 7.3%	21 17.1%	34 27.6%	56 45.5%	4.06 (1.069)



#### 4.2.2.6 Physical Factors

The table 4.9 shows the interpretation of data about the percentage, frequency, mean score, and standard deviation of all respondents who are third year Wellness students at Universiti Malaysia Kelantan based on items in physical factors (n = 123).

The results in table shows the respondents' feedback on questions related to physical factors. Referring to the table, it can be identified that physical factors 5 (Have a busy schedule can cause your meal times to be interrupted) is the highest mean value (M = 4.31, SD = 0.863), while physical factors 2 (Cooking skills cause the irregular eating habits of an individual) obtained the lowest mean value (M = 3.36, SD = 1.186).

Table 4.9: Respondents' feedback on questions related to Physical Factors

Question	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Mean SD
1) Physical factors can influence an individual's eating habits.	3 2.4%	4 3.3%	26 21.1%	48 39%	42 34.1%	3.99 (0.954)
2) Cooking skills cause the irregular eating habits of an individual.	9 7.3%	23 18.7%	26 21.1%	43 35%	21 17.1%	3.36 (1.186)
3) Delicious food can cause the unhealthy eating habits.	6 4.9%	10 8.1%	23 18.7%	52 42.3%	32 26%	3.76 (1.079)
4) Lack of knowledge about nutritious will affect the eating habits.	2 1.6%	5 4.1%	15 12.2%	46 37.4%	55 44.7%	4.19 (0.920)
5) Have a busy schedule can cause your meal times to be interrupted.	2 1.6%	3 2.4%	11 8.9%	45 36.6%	61 49.6%	4.31 (0.863)
6) Eating habits between different gender are not same.	3 2.4%	12 9.8%	28 22.8%	40 32.5%	40 32.5%	3.83 (1.069)

#### 4.2.2.7 Psychological Factors

The table below shows the interpretation of data about the percentage, frequency, mean score, and standard deviation of all respondents who are third year Wellness students at Universiti Malaysia Kelantan based on items in psychological factors (n = 123).

The results in Table 4.10 below show the respondents' feedback on questions related to psychological factors. Referring to the table, it can be identified that psychological factors 9 (My appetite will increase when I eat with my family) is the highest mean value (M = 4.15, SD = 0.958). For the lowest mean, there are two psychological factors that obtained the same mean which are psychological factors 11 (I tend to eat unhealthy foods when I'm sad) in mean value (M = 3.45, SD = 1.186) and psychological factors 2 (I like to eat when i feel lonely), with mean value (M = 3.45, SD = 1.223).

Table 4.10: Respondents' feedback on questions related to Psychological Factors

Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean SD
	(1)	(2)	(3)	(4)	(5)	
1) The food i eat depends on my emotions.	3 2.4%	8 6.5%	20 16.3%	56 45.5%	36 29.3%	3.93 (0.968)
2) I like to eat when i feel lonely.	9 7.3%	21 17.1%	26 21.1%	39 31.7%	28 22.8%	3.45 (1.223)
3) I like to eat while doing something like doing an assignment.	9 7.3%	14 11.4%	18 14.6%	40 32.5%	42 34.1%	3.75 (1.245)
4) My food intake will increase when I feel happy.	4 3.3%	6 4.9%	24 19.5%	49 39.8%	39 31.7%	3.93 (1.005)
5) I will eat uncontrollably if I am under stress.	9 7.3%	16 13%	32 26%	32 26%	34 27.6%	3.54 (1.230)
6) The food I eat has a healthy diet.	1 0.8%	14 11.4%	53 43.1%	34 27.6%	20 16.3%	3.47 (0.929)
7) I always prioritize the nutrients of the food I take.	2 1.6%	10 8.1%	49 39.8%	33 26.8%	28 22.8%	3.61 (0.983)
8) I prioritize taste over nutrition.	2 1.6%	10 8.1%	30 24.4%	51 41.5%	29 23.6%	3.78 (0.958)

9) My appetite will increase when I eat with my family.	3 2.4%	5 4.1%	15 12.2%	47 38.2%	53 43.1%	4.15 (0.958)
10) I will eat a lot when I feel very hungry.	5 4.1%	5 4.1%	13 10.6%	53 43.1%	47 38.2%	4.07 (1.009)
11) I tend to eat unhealthy foods when I'm sad.	10 8.1%	13 10.6%	38 30.9%	34 27.6%	27 22%	3.45 (1.186)

#### 4.2.2.8 Food Consumption Trends Factors

The table shows the interpretation of data about the percentage, frequency, mean score, and standard deviation of all respondents who are third year Wellness students at Universiti Malaysia Kelantan based on items in food consumption trends factors (n = 123).

The results in table 4.11 below show respondents' feedback on questions related to food consumption trends factors. Referring to the table, it can be identified that food consumption trends factors 4 (Consuming foods that are high in calories will cause a person to get various types of diseases in a long period of time) is the highest mean value (M = 4.11, SD = 1.002), while food consumption trends factors 6 (I like fizzy and sugary drinks even though I know they are not good for health) obtained the lowest mean value (M = 2.97, SD = 1.351).

Table 4.11: Respondents' feedback on questions related to Food Consumption Trends Factors

Question	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Mean SD
1) Are current food trends affecting your eating habits?	4 3.3%	11 8.9%	24 19.5%	49 39.8%	35 28.5%	3.81 (1.051)
2) I prefer to try foods that go viral regardless of the number of calories per serving.	7 5.7%	18 14.6%	29 23.6%	38 30.9%	31 25.2%	3.55 (1.182)
3) Do you think that this unhealthy food consumption trend does not affect your health?	22 17.9%	26 21.1%	23 18.7%	33 26.8%	19 15.4%	3.01 (1.352)

4) Consuming foods that are high in calories will cause a person to get various types of diseases in a long period of time.	5 4.1%	5 4.1%	10 8.1%	54 43.9%	49 39.8%	4.11 (1.002)
5) I have become accustomed to practicing unhealthy eating habits.	14 11.4%	21 17.1%	47 38.2%	29 23.6%	12 9.8%	3.03 (1.123)
6) I like fizzy and sugary drinks even though I know they are not good for health.	25 20.3%	20 16.3%	27 22%	33 26.8%	17 13.8%	2.97 (1.351)

### 4.3 RESULTS OF RELIABILITY ANALYSIS

By using Cronbach Alpha, researchers can assess the internal consistency or reliability of a sample of items, measures or ratings. This is because it is a useful tool to estimate the validity of the questionnaire answers and show the consistency of the instrument. Cronbach's Alpha values deviate from zero to one, with higher proportions and values close to zero indicating that the elements are not rated in appropriate proportions.

#### 4.12: Rules of Thumb Cronbach's Alpha coefficient size

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

*Source: Cronbach 1951*

Table 4.13 below shows the result of the reliability analysis for all variables. The Cronbach's Alpha value is 0.914. Therefore, the questions are excellent and reliable for the research.

Table 4.13: Reliability for All Variables

<b>Reliability Statistics</b>		
Cronbach's Alpha	Cronbach's alpha based on Standardized Items	N of items
0.914	0.915	39

Table 4.14 shows the result of the reliability analysis for Eating Habits. The Cronbach's Alpha value is 0.827. Therefore, the questions are good and it can be used in research.

Table 4.14: Reliability statistic for Eating Habits

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
0.827	16

Table 4.15 shows the result of the reliability analysis for Physical Factors. The Cronbach's Alpha value is 0.717. Therefore, the questions are acceptable can be used in research.

Table 4.15: Reliability statistic for Physical Factors

Reliability Statistics	
Cronbach's Alpha	N of Items
0.717	6

Table 4.16 shows the result of the reliability analysis for Psychological Factors. The Cronbach's Alpha value is 0.856. Therefore, the questions are good and can be used in research.

Table 4.16: Reliability Analysis for Psychological Factors

Reliability Statistics	
Cronbach's Alpha	N of Items
0.856	11

Table 4.17 shows the result of the reliability analysis for Food Consumption Trend Factors. The Cronbach's Alpha value is 0.722. Therefore, the questions are acceptable and can be used in research.

Table 4.17: Reliability Analysis for Food Consumption Trend Factors

Reliability Statistics	
Cronbach's Alpha	N of Items
0.722	6

Table 4.18 shows the result of the reliability coefficient alpha based on the dependent variable and each independent variable. The Cronbach's Alpha value of all variables is 0.914. The dependent variable which is eating habits with 16 questions obtained Cronbach's Alpha value of 0.827 which is good and acceptable.

For the first independent variable, physical factors with 6 questions shows Cronbach's Alpha value of 0.717 which is acceptable. The second independent variable, psychological factors which contains 11 questions shows Cronbach's Alpha value of 0.856 which is good. The third independent variable, food consumption factors with 6 questions in the questionnaire provided has Cronbach's Alpha value 0.722 which is acceptable.

Table 4.18: Reliability statistic for the dependent variable and independent variables.

Variable	N	Number of items	Cronbach's Alpha
All Variable	123	39	0.914
Eating Habits	123	16	0.827
Physical Factors	123	6	0.717
Psychological Factors	123	11	0.856
Food Consumption Factors	123	6	0.722

#### 4.4 RESULTS OF INFERENCE ANALYSIS

Table below shows the Pearson correlation result between dependent variables and independent variables.

Table 4.19: The Pearson Correlation Result

Pearson Correlation		Physical Factors	Psychological Factors	Food Consumption Trends Factors	Eating Habits
<b>Physical Factors</b>	Pearson Correlation		.625**	.563**	.472**
	Sig. (2-tailed)	1	.000	.000	.000
	N	123	123	123	123
<b>Psychological Factors</b>	Pearson Correlation	.625**	1	.611**	.567**
	Sig. (2-tailed)	.000		.000	.000
	N	123	123	123	123
<b>Food Consumption Trends Factors</b>	Pearson Correlation	.563**	.611**	1	.624**
	Sig. (2-tailed)	.000	.000		.000
	N	123	123	123	123
<b>Eating Habits</b>	Pearson Correlation	.472**	.567**	.624**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	123	123	123	123

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

#### 4.5 RESULTS OF MULTIPLE LINEAR REGRESSION ANALYSIS

Table 4.20 shows the result of the multiple linear regression analysis based on R-square and the result of ANOVA. In multiple linear regression analysis, the interpretation is based on R-square and the result of ANOVA. All predictor variables explained 44.7% of the total variation in eating habits. Based on the result of ANOVA, the study indicates that the model is significant since F value (32.105) is associated with a p-value of  $0.000 < 0.05$  and it obtain that the model fits the data well.



Table 4.20: Model Summary and ANOVA of MLR

R	R Square	ANOVA	
		F	P-Value
0.669	0.447	32.105	0.000

#### 4.5.1 Results of Hypothesis Testing

Table 4.21 below shows the hypothesis testing based on multiple linear regression. Based on multiple regression analysis by using enter method, the study obtained that the significant influencing factors on eating habits are psychological (p-value < 0.05) and food consumption trend (p-value < 0.05). While, there is no significant influence of physical factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan (p-value > 0.05). Moreover, factors that most influence eating habits is food consumption trend (B = 0.338).

Table 4.21: Hypothesis Testing

Hypothesis	Regression Coefficients (B)	P-Value	Result (Supported/ Not Supported)
<b>H1-</b> There is a significant influence of physical factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan.	0.062	0.468	H1 is not supported
<b>H2-</b> There is a significant influence of psychological factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan.	0.239	0.006	H2 is supported
<b>H3-</b> There is a significant influence of food consumption trend factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan.	0.338	0.000	H3 is supported

#### 4.6 DISCUSSION BASED ON RESEARCH OBJECTIVES

The discussion was conducted to address the research questions and research hypotheses stated in this study as in the first chapter of this study. In general, the study was conducted to extensively examine the factors that influence eating habits among third-year Wellness students at Universiti Malaysia Kelantan. Based on findings, each student has their own eating habits, as well as male and female. From the Pearson correlation results, it can be identified that the correlation between physical factors and eating habits obtains a moderate correlation value and not significant influence on eating habits. From the questionnaire, it clearly shows that not many students practice a nutritious diet in their eating habits. Students stated that they like to eat late at night and that they will take their eating habits seriously if their weight is not in the normal range. However, they still choose vegetables in the food they eat. However, less than half of the respondents actually eat regularly every day. Among them, many skip meals and don't always eat breakfast every morning.

Not only that, students also eat fried food at least twice a week. Students who live in rented houses, prefer to buy ready-made food instead of cooking at home. One of the best options to practice healthy eating habits is to practice nutritious food in your daily diet. This is because nutritious food has many advantages contained in it. In addition, psychological factors such as emotions also affect students' eating habits. They like to eat when their emotions are at a happy level. Their appetite will also increase when eating with their family. With that, it is clear that emotions affect the eating habits of an individual. From the study, some of the students who live in rented houses only choose to cook food from home instead of food that has already been prepared outside. However, it depends on how much time they have to prepare the food. This is because, it saves their time. However, choosing healthy foods should be prioritized by balancing the intake of food based on a pyramid food chart.

Although all three factors which are physical factors, psychological factors and food consumption trends factors have a moderate positive significant relationship with eating habits but among these three factors, there are only two factors were a significant influence on eating habits which is psychological and food consumption trend while physical factors were not significant influence on eating habits.

#### **4.7 SUMMARY**

Based on Chapter 4, the data that has been collected shows the factors that influence the eating habits of third year Wellness students at Universiti Malaysia Kelantan. A total of 123 third year Wellness students were involved in this study. The age range of the respondents involved is between 22 to 26 years. The result of this study is that many respondents are female, and most respondents are Malay. Many respondents majored in Spa while the rest took Gyms, and most respondents were still single.

Based on the hypothesis made, there is a moderate positive significant relationship between physical factors, psychological factors and food consumption trends factors with eating habits among third year Wellness students at Universiti Malaysia Kelantan. There are only two factors were a significant influence on eating habits which is psychological and food consumption trend while physical factors were not significant influence on eating habits.

## CHAPTER 5

### CONCLUSION

#### 5.1 INTRODUCTION

This study was conducted to clearly understand the physical factors, psychological factors and food consumption trends that influence eating habits among third year Wellness students at Universiti Malaysia Kelantan. Research data was collected through a questionnaire that was distributed online to 123 respondents. There are 39 total questions stated in the google form for dependent variable and independent variable. 16 questions for eating habits, 6 questions for physical factors, 11 questions for psychological factors, 6 questions for food consumption trends factors. The Statistical Package for Social Sciences (SPSS) version 28 was used to analyze all the data obtained through the questionnaire.

Research hypotheses were developed using descriptive analysis and Pearson correlation analysis. Meanwhile, the findings of this study have been presented in the previous chapter. In this chapter, it will focus on discussing the findings, limitations, and recommendations of this study. For the first part, it explores and highlights the results that support the main objective of the analysis. Objectives are made in order to set something to be achieved and it is a guide to what is to be studied. However, below are the research objectives that have been set by the researcher in this study.

1. To investigate the influence of physical factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan.
2. To investigate the influence of psychological factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan.
3. To examine the influence of food consumption trends factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan.

The research objectives and research questions are related. This is because, the objective of the study is to explain how the study was done in the research. Below are the research question in this study.

1. How does the influence of physical factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan?
2. How does the influence of psychological factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan?
3. How does the influence of food consumption trends factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan?

## **5.2 RECAPITULATION OF THE FINDINGS**

This section will review the findings made by the researcher throughout the study. The main objective of this study is to identify the relationship between physical factors,

psychological factors and food consumption trends factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan. Data from the respondents were analyzed using SPSS version 28. This data analysis consists of frequency analysis, descriptive analysis, reliability analysis, pearson correlation analysis and multiple linear regression analysis.

### **5.2.1 Discussion Based on Research Objective (Summary for Hypothesis Testing)**

The results of the study show that there are two independent variables that are significant in this study. There is a significant relationship between psychological factors and eating habits among Wellness students at Universiti Malaysia Kelantan. From the findings of the study, it obtained 0.006 for the P-Value while coefficients is 0.239. Therefore, H2 is accepted. As for food consumption trends factors, it also has a significant relationship with eating habits. This is because the value obtained for P-Value is 0.000, while the coefficients is 0.338. Therefore, H3 is accepted. Based on the result of ANOVA, the study indicates that the model is significant since F value (32.105) is associated with a p-value of  $0.000 < 0.05$  and it obtain that the model fits the data well. Moreover, factors that most influence eating habits is food consumption trend ( $B = 0.338$ ).

### **5.2.2 Discussion based on Objectives**

The table 5.1 below shows all research objectives, research questions and hypotheses for this study. The first objective is to investigate the influence of physical factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan. According to the analysis data obtained from Chapter 4, physical factors such as having a busy schedule can influence the eating habits of third year Wellness students. While H<sub>1</sub> aims to study the

significant relationship between physical factors and eating habits. The majority of respondents strongly agree that physical factors 5 (Having a busy schedule can cause your meal times to be interrupted) affect the eating habits among students. This is because, it obtained the highest mean value while the physical factors 2 is the lowest mean value. According to that data, so it clearly shows that respondents strongly disagrees that the physical factors 2 (Cooking skills cause the irregular eating habits of an individual).

Next, the second objective is to investigate the influence of psychological factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan. According to the analysis data obtained from Chapter 4, psychological factors such the appetite can influence eating habits third year of Wellness students. While H<sub>2</sub> aims to study the significant relationship between psychological factors and eating habits. The majority of respondents strongly agree that psychological factors 9 (My appetite will increase when I eat with my family) affect the eating habits among students. It obtained the highest mean value while the psychological factors 11 is the lowest mean value. According to that data, it clearly shows respondents strongly disagree with the psychological factors 11 (I tend to eat unhealthy foods when I'm sad).

The third objective is to examine the influence of food consumption trends factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan. According to the analysis data obtained from Chapter 4, food consumption trends factors such as the consumption of high-calorie foods can affect eating habits. While H<sub>3</sub> aims to study the significant relationship between food consumption trends factors and eating habits. The majority of respondents strongly agree that food consumption trends factors 4 (Consuming foods that are high in calories will cause a person to get various types of diseases in a long period of time) affect the eating habits among them. It obtained the highest mean value while the food consumption trends factors 6 is the lowest mean value. According to that data, it

clearly shows respondents strongly disagree with food consumption trends factors 6 (I like fizzy and sugary drinks even though I know they are not good for health).

Table 5.1: The summary for research objective, research question and hypothesis

No.	Research Objectives	Research Questions	Hypothesis
1.	To investigate the influence of physical factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan.	What is the influence of physical factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan?	There is a significant influence of physical factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan.
2.	To investigate the influence of psychological factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan.	What is the influence of psychological factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan?	There is a significant influence of psychological factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan.
3.	To examine the influence of food consumption trends factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan.	What is the influence of food consumption trends factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan?	There is a significant influence of food consumption trend factors on eating habits among third year Wellness students at Universiti Malaysia Kelantan.



### 5.3 LIMITATIONS

The limitation of the study is the methodology that affects or influences the interpretation of the findings of this study. The researchers had a rewarding experience completing this full study. However, there are some constraints that cannot be ignored in order for the research process to run well.

A major obstacle to generalizing these results is the researcher's inability to locate respondents quickly. There are some students who do not respond to their email. As a result, the researcher repeatedly gave each student a questionnaire via students email with a request that they respond and fill it out.

In addition, the findings contain errors in the information that the respondents submitted. Some of the respondents did not fully commit to performing this study, even if they did not complete the entire questionnaire supplied by the researchers. As a result, it was challenging for researchers to compile the findings for the research.

Research findings are also important for the continuation of future research. The same study that can be carried out should be extended to first year and second year Wellness students or made to tourism and hospitality students. The purpose is to study the factors that influence eating habits among students by expanding the target population set by the researcher to get the best results. This is because students have learned and have knowledge about eating habits and the factors that influence them. Researchers can also use different types of survey methods to get information from respondents such as using personal interviews. Among the advantages obtained from the personal interview method, the researcher will receive a response from the respondent quickly. Not only that, researchers can also use observation methods to choose, see the behavior and characteristics of eating habits for individuals.

## 5.4 RECOMMENDATIONS

Recommendations are one way to overcome problems that occur in a study. Suggestions can give awareness to an individual to be better in their future. Therefore, the study was conducted based on the eating habits of third year Wellness students at Universiti Malaysia Kelantan. As a result of this study, some suggestions have been put forward to overcome the problems faced by third year Wellness students.

Among the recommendations that can be formulated based on the study of eating habits among third year Wellness students is to practice nutritious eating. As many people know, nutritious food brings many benefits to oneself. Nutritious food refers to food that contains balanced nutrients such as carbohydrates, proteins, fats, vitamins and even salt. Nutritious eating is the habit of choosing nutritious food. Nutritious food must be taken in the right quantity. Examples of nutritious foods are fruits, broccoli, sweet potatoes and so on. By adopting a healthy diet, it can control a person's weight. A nutritious diet can also prevent various diseases related to the stomach and can increase a person's energy to stay active. By practicing a nutritious diet, it can overcome the problem of students' eating habits.

In addition, a suggestion that can be formulated based on a study on eating habits among third year Wellness students is to arrange mealtimes properly. This is because the time a person eats will affect the person's physical shape and weight. Therefore, there is a nutritional schedule that must be followed by humans which includes the main mealtimes such as breakfast, lunch and dinner. Breakfast is the most important breakfast for humans. Breakfast must be taken between 6 and 10 am. This is to reduce the risk of fat accumulation in the human body. As for lunch, don't leave it on purpose and it should be taken before 3pm. These are tips that work for those who want to lose weight. Dinner even though the name is dinner, the recommended time

is not night. In fact, it should be taken when it is still dusk, which is before 7 o'clock. The benefit of keeping the right mealtime is to lose weight. Therefore, with regular and good mealtime care can overcome the problem of eating habits of these students.

Thus, a recommendation that was formulated based on a study on eating habits among third year Wellness students is the recommendation to cook food at home. Cooking food at home should be practiced by students because there are many benefits that can be obtained if cooking at home. The advantage of cooking at home is that it saves money. By cooking at home, the cost in the process of buying food can be controlled and planned. We can plan the cooking ingredients we need and can compare the prices of the items we want to buy.

Lastly, the benefits of cooking at home are that cooked food is healthier and more reliable. This is when we cook at home, we can control all the ingredients we want to include in our cooking. For example, the amount of salt, MSG, sugar and fat. This can be limited to the quantity we want. Therefore, by cooking at home it can overcome the problem of eating habits of students.

## 5.5 SUMMARY

This research is about the factors influencing eating habits among third year Wellness students at Universiti Malaysia Kelantan. For independent variable in this research is physical factors, psychological factors and food consumption trend factors. This variable influences the dependent variable that is eating habits. There was a significant relationship between the three independent variables and the dependent variable.

In addition, the results were analysed using the Statistical Package Social Science (SPSS) software version 28. Based on the Pearson Correlation values, food consumption trend factors have the moderate positive significant compared to psychological factors and physical factor, which are represented by the correlation ( $0.624 > 0.567 > 0.472$ ).

Although all three factors which are physical factors, psychological factors and food consumption trends factors have a moderate positive significant relationship with eating habits but among these three factors, there are only two factors were a significant influence on eating habits which is psychological and food consumption trend while physical factors were not significant influence on eating habits.

With this study that has been done, the researcher can find out in more detail about the factors that influence eating habits among third year Wellness students at Universiti Malaysia Kelantan and factors that have a relationship with the eating habits among third year of Wellness students.

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## APPENDICES

### **APPENDIX A: FACTORS INFLUENCING EATING HABITS AMONG THIRD YEAR WELLNESS STUDENTS AT UNIVERSITI MALAYSIA KELANTAN.**

Assalamualaikum & Good Day

Dear Respondent,

We are undergraduate student of Bachelor of Entrepreneurship (Wellness) with Honours Semester 6 from the Faculty of Hospitality, Tourism, and Wellness (FHPK) in University Malaysia Kelantan (UMK), campus Kota. We are conducting research on 'FACTORS INFLUENCING EATING HABITS AMONG THIRD YEAR WELLNESS STUDENT AT UNIVERSITI MALAYSIA KELANTAN' as our Final Year Project (FYP). The purpose of this study is to identify factors influencing eating habit among third year Wellness students at Universiti Malaysia Kelantan (UMK). All information give is kept confidential and only used for research purpose only. Please answer all the questionnaire survey. Kindly use UMK Email when answering the questionnaire. Your participation in this research is highly appreciated.

Responden yang dihormati,

Kami merupakan pelajar prasiswazah, Ijazah Sarjana Muda Keusahawanan (Kesejahteraan) dengan Kepujian, Semester 6 dari Fakulti Hospitaliti, Pelancongan dan Kesejahteraan (FHPK) di Universiti Malaysia Kelantan (UMK), Kampus Kota. Kami sedang menjalankan kajian mengenai 'FAKTOR MEMPENGARUHI TABIAT MAKAN DALAM KALANGAN PELAJAR KESEJAHTERAAN TAHUN 3 DI UNIVERSITI MALAYSIA KELANTAN' sebagai Projek Tahun Akhir (FYP) kami. Tujuan kajian ini adalah untuk mengenal pasti faktor yang mempengaruhi tabiat makan dalam kalangan pelajar kesejahteraan tahun 3 di Universiti Malaysia Kelantan. Semua maklumat yang anda berikan adalah dirahsiakan dan hanya untuk tujuan penyelidikan sahaja. Sila jawab semua soalan soal selidik ini. Sila gunakan e-mel UMK semasa menjawab soal selidik. Penyertaan anda dalam penyelidikan ini amat dihargai.

**Regards, / Sekian,**

ANIS FARHANA BINTI MOHD SA'AUZI (H20A1090)  
 FASHA NUR ATHILAH BINTI CHE HUSSIN (H20A1141)  
 MUHAMMAD IDHAM BIN ABDUL JALIL (H20A1289)  
 NURLIYANA BINTI ANUAR (H20A1630)

**SECTION A – DEMOGRAPHIC DETAILS / MAKLUMAT DEMOGRAFIK**

**1. Gender / Jantina**

Male / Lelaki	
Female / Perempuan	

**2. Age / Umur :**

**3. Race / Bangsa**

Malay / melayu	
Chinese / cina	
Indian / india	
Other	

**4. Religion / Agama**

Islam / Islam	
Buddha / Budha	
Christian / Kristian	
Other	

**5. Marital Status / Status perkahwinan**

Single / Bujang	
Married / berkahwin	



Other	
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**6. 3<sup>rd</sup> year wellness subject specialization / Pengkhususan subjek kesejahteraan tahun 3**

Gym	
Spa	

**7. Place / Tempat tinggal**

College / Asrama	
Rent House / Rumah Sewa	
With Family / Dengan Keluarga	
Other	

**SECTION B (i) – PHYSICAL FACTOR / FAKTOR FIZIKAL**

**INSTRUCTION:** For each statement, please tick the number that best to indicates your level of agreement or disagreement by selecting a number from the scale provided.

**Arahan:** Bagi setiap penyertaan, sila bulatkan number yang paling sesuai untuk menunjukkan tahap persetujuan atau ketidaksetujuan anda dengan memilih nombor daripada skala yang disediakan.

1 – Strongly Disagree / Tidak Setuju

2 – Disagree / Tidak Setuju

3 – Neutral / Neutral

4 – Agree / Setuju

5 – Strongly Agree / Sangat Setuju

Question / Soalan	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1) Physical factors can influence an individual's eating habits / <i>Faktor fizikal boleh mempengaruhi tabiat pemakanan seseorang individu.</i>					
2) Cooking skills cause the irregular eating habits of an individual / <i>Kemahiran memasak menyebabkan tabiat pemakanan seseorang individu tidak teratur.</i>					
3) Delicious food can cause the unhealthy eating habits / <i>Makanan yang sedap dapat menyebabkan tabiat pemakanan akan menjadi tidak sihat.</i>					
4) Lack of knowledge about nutritious will affect the eating habits / <i>Kekurangan pengetahuan tentang pemakanan akan menjejaskan tabiat makan.</i>					
5) Have a busy schedule can cause your meal times to be interrupted / <i>Jadual waktu yang padat boleh menyebabkan waktu makan anda terganggu.</i>					
6) Eating habits between different gender are not same / <i>Tabiat pemakanan antara berlainan jantina adalah tidak sama.</i>					

**SECTION B (ii) – PSYCHOLOGICAL FACTOR / FAKTOR PSIKOLOGIKAL**

**INSTRUCTION:** For each statement, please tick the number that best to indicates your level of agreement or disagreement by selecting a number from the scale provided.

**Arahan:** Bagi setiap penyertaan, sila bulatkan number yang paling sesuai untuk menunjukkan tahap persetujuan atau ketidaksetujuan anda dengan memilih nombor daripada skala yang disediakan.

- 1 – Strongly Disagree / Tidak Setuju
- 2 – Disagree / Tidak Setuju
- 3 – Neutral / Neutral
- 4 – Agree / Setuju
- 5 – Strongly Agree / Sangat Setuju

Question / Soalan	Strongly Disagreed (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1) <b>The food i eat depends on my emotions / Pengambilan makanan yang saya ambil bergantung kepada emosi saya.</b>					
2) <b>I like to eat when i feel lonely / Saya suka makan apabila berasa kesunyian.</b>					
3) <b>I like to eat while doing something like doing an assignment / Saya suka makan ketika melakukan sesuatu seperti membuat assignment.</b>					
4) <b>My food intake will increase when I feel happy / Pengambilan makanan saya akan bertambah apabila saya berasa gembira.</b>					

<p>5) I will eat uncontrollably if I am under stress / <i>Saya akan makan tanpa kawalan sekiranya saya menghadapi tekanan.</i></p>					
<p>6) The food I eat has a healthy diet / <i>Pengambilan makanan yang saya ambil mempunyai diet yang sihat.</i></p>					
<p>7) I always prioritize the nutrients of the food I take / <i>Saya selalu mengutamakan khasiat makanan yang saya ambil.</i></p>					
<p>8) I prioritize taste over nutrition / <i>Saya lebih mengutamakan rasa berbanding nutrisi makanan.</i></p>					
<p>9) My appetite will increase when I eat with my family / <i>Selera makan saya akan bertambah apabila saya makan bersama keluarga.</i></p>					
<p>10) I will eat a lot when I feel very hungry / <i>Saya akan makan dengan banyak apabila saya berasa sangat lapar.</i></p>					
<p>11) I tend to eat unhealthy foods when I'm sad / <i>Saya cenderung untuk mengambil makanan yang kurang sihat apabila saya berasa sedih.</i></p>					

**SECTION B (iii) : FOOD CONSUMPTION TREND FACTOR / FAKTOR TREND PENGGUNAAN MAKANAN**

**INTRUSCTION:** For each statement, please tick the number that best to indicate your level of agreement or disagreement by selecting a number from the scale provided.

**Arahan:** Bagi setiap penyertaan, sila bulatkan number yang paling sesuai untuk menunjukkan tahap persetujuan atau ketidaksetujuan anda dengan memilih nombor daripada skala yang disediakan.

- 1 – Strongly Disagree / Tidak Setuju
- 2 – Disagree / Tidak Setuju
- 3 – Neutral / Neutral
- 4 – Agree / Setuju
- 5 – Strongly Agree / Sangat Setuju

Question / Soalan	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1) Are current food trends affecting your eating habits? / Adakah trend makanan pada masa kini mengakibatkan tabiat pemakanan anda terjejas?					
2) I prefer to try foods that go viral regardless of the number of calories per serving / Saya lebih suka mencuba makanan yang viral tanpa menghiraukan jumlah kalori bagi setiap hidangan tersebut.					

<p><b>3) Do you think that this unhealthy food consumption trend does not affect your health? /</b>  <i>Adakah anda beranggapan bahawa trend pengambilan makanan yang tidak sihat ini tidak menjejaskan kesihatan anda?</i></p>					
<p><b>4) Consuming foods that are high in calories will cause a person to get various types of diseases in a long period of time /</b>  <i>Pengambilan makanan yang tinggi kalori akan mengakibatkan seseorang mendapat pelbagai jenis penyakit dalam tempoh masa yang panjang.</i></p>					
<p><b>5) I have become accustomed to practicing unhealthy eating habits /</b>  <i>Saya sudah terbiasa mengamalkan tabiat makan yang tidak sihat.</i></p>					
<p><b>6) I like fizzy and sugary drinks even though I know they are not good for health /</b>  <i>Saya sukaminuman yang bergas dan tinggi gula walaupun saya tahu ianya tidak baik untuk kesihatan.</i></p>					

**SECTION C : EATING HABITS / TABIAT MAKAN**

**INTRUSCTION:** For each statement, please tick the number that best to indicate your level of agreement or disagreement by selecting a number from the scale provided.

Arahan: Bagi setiap penyertaan, sila bulatkan number yang paling sesuai untuk menunjukkan tahap persetujuan atau ketidaksetujuan anda dengan memilih nombor daripada skala yang disediakan.

- 1 – Strongly Disagree / Tidak Setuju
- 2 – Disagree / Tidak Setuju
- 3 – Neutral / Neutral
- 4 – Agree / Setuju
- 5 – Strongly Agree / Sangat Setuju

Question / Soalan	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
<b>1) I eat regularly every day / Saya makan secara teratur setiap hari.</b>					
<b>2) I never skip my meals / saya tidak pernah skip waktu makan saya</b>					
<b>3) I always take my breakfast / Saya selalu mengambil sarapan pagi.</b>					
<b>4) I practice a nutritious diet / Saya mengamalkan pemakanan yang bernutrisi.</b>					
<b>5) I limit the intake of snacks / Saya menghadkan pengambilan makanan ringan.</b>					
<b>6) I usually have fruit as a snack / Saya melazamkan buah-buahan sebagai snek.</b>					
<b>7) I prefer ready meals over cooking at home / Saya lebih memilih makanan yang telah siapsedia berbanding memasak di rumah.</b>					

8) I like to eat late at night / <i>Saya gemar makan pada lewat malam.</i>					
9) I only eat fried food twice a week / <i>Saya hanya makan makanan yang bergoreng dua kali dalam seminggu.</i>					
10) I choose vegetables in the food I eat / <i>Saya memilih sayur-sayuran dalam makanan yang saya makan.</i>					
11) I drink at least 1 liter mineral of water every day / <i>Saya minum air masak sekurang-kurangnya 1 liter setiap hari.</i>					
12) I always choose foods that are high in sugar / <i>Saya sentiasa memilih makanan yang tinggi gula.</i>					
13) I like to eat fast food / <i>Saya suka makan makanan segera.</i>					
14) I know that a good eating habits can prevent myself from getting many types of diseases in the future / <i>Saya tahu bahawa tabiat pemakanan yang baik dapat mencegah diri saya dari mendapat pelbagai jenis penyakit pada masa yang akan datang.</i>					
15) I don't take my eating habits seriously because my body mass index					



<p><b>(BMI) is in the normal range / Saya tidak mengambil serius tentang tabiat pemakanan saya kerana berat badan (BMI) berada pada tahap normal.</b></p>					
<p><b>16) If my weight is at the level of 'obesity', then I will practice a nutritious diet / Sekiranya berat badan saya berada pada tahap 'obesiti', maka saya akan mengamalkan pemakanan yang bernutrisi.</b></p>					

**APPENDIX B : The example of third year Wellness students' appetite increase when they eat with family**



**APPENDIX C :** The example of healthier eating habits among third year Wellness students.



**APPENDIX D :** The example of unhealthier eating habits among third year Wellness students.

