



LP 15 FASM 2 2012



1100090148

Fast food consumption among consumers in Johor Bahru / Lim
Hong Keat.

PUSAT PEMBELAJARAN DIGITAL SULTANAH NUR ZAHIRAH
UNIVERSITI MALAYSIA TERENGGANU (UMT)
21030 KUALA TERENGGANU

1100090148		

Lihat Sebelah

HAK MILIK
 PUSAT PEMBELAJARAN DIGITAL SULTANAH NUR ZAHIRAH

**FAST FOOD CONSUMPTION AMONG CONSUMERS
IN JOHOR BAHRU**

**By
Lim Hong Keat**

**Research Report submitted in partial fulfillment of
the requirements for the degree of
Bachelor of Food Science (Food Service and Nutrition)**

**DEPARTMENT OF FOOD SCIENCE
FACULTY OF AGROTECHNOLOGY AND FOOD SCIENCE
UNIVERSITI MALAYSIA TERENGGANU
2012**

ENDORSEMENT

The project report entitled **Fast food consumption among consumers in Johor Bahru** by **Lim Hong Keat**, Matric No. **UK 17112** has been reviewed and corrections have been made according to the recommendations by examiners. This report is submitted to the Department of Food Science in partial fulfillment of the requirement of the degree of Bachelor of Food Science (Food Service and Nutrition), Faculty of Agrotechnology and Food Science, Universiti Malaysia Terengganu.




.....
(En. Aziz bin Yusof)
Main supervisor

AZIZ YUSOF
Pensyarah
Jabatan Sains Makanan
Fakulti Agroteknologi dan Sains Makanan
Universiti Malaysia Terengganu
Kuala Terengganu
Date: 18/6/2012

DECLARATION

I hereby declare that the work in this thesis is my own except for quotations and summaries which have been duly acknowledged.

Signature : 

Name : Lim Hong Keat

Matric No. : UK 17112

Date : 30 / 1 / 2012

ACKNOWLEDGEMENTS

First and foremost, I would like to express my sincere gratitude to my supervisor Encik Aziz bin Yusof for the guidance, support, effort and time contribution that he gave which truly help the progression and smoothness of this thesis.

Besides, my grateful thanks also go to all my assistants and helper for enabling me to complete my data collection within the given time period. Great deals appreciated go to the contribution and involvement of all the fast food outlet managers, staff and respondents who involved in this study. Last but not least, I have to say thousand times of thanks to all my friends that gave me a hand and my family for their support and encouragement during this few months.

ABSTRACT

The demand for fast food among consumers is increasing day by day and it is evidenced by the increased numbers of Quick Service Restaurant (QSR) in Malaysia. The major changes in lifestyle due to faster pace of life even in developing country such as Malaysia has leading to the habit of over consumption of fast food. This study aims to study the fast food consumption among consumers in Johor Bahru. The objectives of study including the study of fast food consumption pattern, influencing factors and attitude toward fast food consumption in calories and the association of nutritional knowledge toward fast food consumption in calories. The research design used was descriptive and purposive sampling. The instrument used was in the form of questionnaire using the face-to-face interview technique to collect data. A pilot test which involved 30 respondents which involved content validity and test-retest reliability of measures were used to ensure the validity and reliability of questionnaire. A total number of 100 respondents who have consumed fast food from 11 numbers of fast food outlets in Johor Bahru were obtained in this research. There was a significant shift of fast food eating pattern among consumers in Malaysia toward much more convenience option. There was a significant difference in respondents' age and gender toward fast food consumption in calories, as it will decrease as the respondents' age increased. Besides that, it was found that male respondents tend to consume much more fast food compared to female respondents where the mean value were 1140.7 ± 203.1 and 676.35 ± 67.7 kcal, respectively. The average calories intakes of fast food per meal and per week among the respondents were 1200kcal and 853kcal respectively. The top 3 influencing factors of fast food intake were: rapidity of food preparation (4.26), taste (4.17) and media (4.06). The influencing factors which showing an association with actual fast food intake among respondents were convenience ($r=0.453$, $p<0.001$), taste ($r=0.363$, $p<0.001$) and rapidity of food preparation ($r=0.422$, $p<0.001$). There was a weak association between nutritional knowledge on healthy eating and average calories intake of fast food per meal ($r=-0.322$, $p<0.001$). For the aspect of attitude, there were a moderate association on convenience ($r= 0.453$, $p<0.001$) and dislike cooking ($r=0.447$, $p<0.001$) toward weekly consumption of fast food in calories. In a nutshell, this study is important for public health messages where they should aims to increase convenience of eating healthful food by increase the availability and accessibility of healthier food options at fast-food restaurants.

Keywords: Fast food, consumptions, consumers, Johor Bahru

PENGAMBILAN MAKANAN SEGERA TERHADAP PELANGGAN DI JOHOR BAHRU

ABSTRAK

Permintaan terhadap makanan segera di kalangan pengguna semakin meningkat dengan bukti wujudnya peningkatan dari segi bilangan Restoran Khidmat Pantas (QSR) di Malaysia. Perubahan yang ketara ini berlaku adalah saling berkait dengan gaya hidup yang mementingkan kepantasan di antara negara-negara membangun seperti Malaysia, di mana gaya hidup ini telah membawa tabiat pengambilan makanan segera yang berlebihan. Kajian ini bertujuan untuk mengkaji pengambilan makanan segera di kalangan pengguna daripada Johor Bahru. Objektif kajian ini termasuklah memahami corak pengambilan makanan segera, faktor-faktor yang mempengaruhi pengambilan makan segera dan sikap terhadap pengambilan makanan segera dalam bentuk kalori serta hubungan antara pengetahuan makan secara sihat dengan pengambilan makanan segera dalam bentuk kalori. Kajian ini adalah berbentuk *descriptive* dan kaedah persampelan *purposive sampling* telah digunakan. Instrument kajian adalah berbentuk borang soal selidik dengan menggunakan teknik temu duga secara bersemuka untuk mengutip data. Kajian rintis yang merangkumi *content validity* dan teknik *test-retest reliability* telah dijalankan untuk menguji kebolehpercayaan kajian soal selidik. Jumlah 100 responden yang telah mengambil makanan segera daripada 11 buah restoran makanan segera di Johor Bahru menyertai penyelidikan ini. Kajian ini menunjukkan terdapat perubahan yang sangat ketara terhadap pola makan makanan segera dalam kalangan pengguna di Malaysia ke arah faktor kemudahan. Di samping itu, terdapat perbezaan yang signifikan dalam usia dan jantina terhadap penggunaan makanan segera dalam kalori, di mana pengambilan kalori berkurang dengan peningkatan umur responden. Selain itu, dalam kajian ini didapati bahawa responden lelaki (1140.7 ± 203.1) lebih cenderung untuk mengambil makanan segera berbanding dengan responden perempuan (676.35 ± 67.7) seperti yang ditunjukkan pada nilai min masing-masing. Purata pengambilan kalori pada setiap kali dan setiap minggu pengambilan makanan segera di kalangan responden adalah 1200kcal dan 853kcal masing-masing. Terdapat tiga faktor yang paling mempengaruhi pengambilan makanan segera iaitu kepesatan penyediaan makanan (4.26), rasa (4.17) dan media (4.06). Faktor-faktor yang mempunyai hubung-kait dengan pengambilan makanan segera yang sebenar adalah kemudahan ($r = 0.453$, $p < 0.001$), rasa ($r = 0.363$, $P < 0.001$) dan kepantasan penyediaan makanan ($r = 0.422$, $p < 0.001$). Kajian ini juga menunjukkan hubungan negatif yang lemah antara pengetahuan makan secara sihat terhadap purata kalori yang diambil dari makanan segera untuk satu hidangan ($r = -0.322$, $p < 0.001$). Bagi aspek sikap, kemudahan ($r = 0.453$, $p < 0.001$) dan tidak suka memasak ($r = 0.447$, $p < 0.001$) mempunyai hubungan yang sederhana terhadap pengambilan makanan segera mingguan dalam bentuk kalori. Secara kesimpulan, kajian ini adalah penting untuk jabatan-jabatan kesihatan awam dan mereka haruslah meningkatkan kemudahan pengambilan makanan yang sihat dengan meningkatkan ketersediaan dan akses pilihan makanan yang sihat di restoran-restoran makanan segera.