

**FACTORS ASSOCIATED WITH CONSUMPTION OF FAST FOOD AMONG
UNDERGRADUATE STUDENTS OF HEALTH CAMPUS, UNIVERSITI SAINS
MALAYSIA, KUBANG KERIAN, MALAYSIA**



UNDERGRADUATE

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INTRODUCTION

Fast food known to be frequent selection by customers as it prepared and served quickly which makes it popular among people with hectic lifestyle such as working parents and students. There are variety of fast-food industries which popular among Malaysian nowadays such as Kentucky Fried Chicken (KFC), Domino's Pizza, Pizza Hut, McDonald's, Burger King and Subway. However, despite of the quick preparation and service, fast food contains high calories, cholesterol, sodium, and lack of micronutrients.

METHODOLOGY

- Used Cross-Sectional Study Design
- Conducted in Health Campus, Universiti Sains Malaysia, Kubang Kerian, Malaysia
- Involved all students from three different schools
- Required sample size is 318 respondents determined by Roasoft Sample Size Calculator
- Used Convenience Sampling Method based on willingness of repondents
- Process of data collection started after obtained approval from Human Research Committee USM (JEPeM)
- All data confidentially kept by researcher and presented as a grouped data
- Data is analyzed by IBM Statistical Package for Sciences (SPSS) version 26.0

RESULT

Dependent Variable – Independent Variable	β	Standard Error	Beta	t	p	R^2
Fast-food consumption – Price	0.307	0.057	0.365	5.354	0.000	0.133
Fast-food consumption – Food Quality	0.552	0.067	0.516	8.240	0.000	0.266
Fast-food consumption – Physical Environment	0.397	0.070	0.381	5.644	0.000	0.146
Fast-food consumption – Health Consciousness	0.270	0.081	0.237	3.338	0.001	0.056

DISCUSSION & CONCLUSION

- Price
There is a statistically significant relationship between price and fast-food consumption among undergraduate students of Health Campus ($p < 0.05$)
- Food Quality
There is a statistically significant relationship between food quality and fast-food consumption among undergraduate student of Health Campus ($p < 0.05$)
- Physical Environment
There is a statistically significant relationship between the physical environment and fast-food consumption among undergraduate students of Health Campus ($p < 0.05$)
- Health Consciousness
There is a statistically significant relationship between health consciousness and fast-food consumption among undergraduate students of Health Campus ($p < 0.05$)