

**UNIVERSITI TEKNOLOGI MARA  
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KAMPUS DUNGUN**

**FACULTY OF HOTEL AND TOURISM**

**BARRIERS IN IMPLEMENTING HEALTHY EATING AMONG UNIVERSITY  
STUDENTS**

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## DECLARATION

We hereby declare that the work contained in this research was carried out in accordance with the regulations of Universiti Teknologi MARA and is our own except those which have been identified and acknowledged. If we are later, found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us in accordance with UITM's rules and academic regulations.

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## **ABSTRACT**

The purpose of this study is to explore the barriers in implementing healthy eating among university students. Unhealthy eating is one of the reasons that contributes to increasing of chronic diseases in the world. There are barriers that should be identified in implementing healthy eating practice. Therefore, this study was conducted in order to identify the barriers of implementing healthy eating practice among university students which is according to Malaysian Dietary Guidelines. This study was also conducted to seek for some solutions for these barriers. This study was conducted through qualitative method. The aim of using qualitative method was to provide the complete and detailed descriptions of what was being observed. Healthy eating consists of four elements which are individual factor, social factor, physical factor and media factor. These are the contributing factors that become the barriers for university students to practice healthy eating. However, this study only focused on Malaysian university students.

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