

Title of Thesis	A Study of Public Perception on Taiwan Bubble Tea : Consumption in Miri
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ABSTRACT

The purpose of this research is to study and research about bubble tea business in Miri. The study is conducted at IBS College located at Miri, Sarawak.

For this research, 30 questionnaires were distributed; all were returned and utilized for this research. The sample was limited to a population that was easily accessible. A questionnaire was developed and used to gather data for this research. The data for the research was analyzing using pie chart, column, and bar chart by finding percentage.

Based on the data analyzed, most of the participants of the questionnaire will not getting insomnia after having bubble tea. Great quantities of people worry about health problems that bubble tea bring to them. That is because nowadays modern people emphasis in health conscious. So this becomes an essential factor that people will consider to drink or refuse to drink bubble tea. Large numbers of respondents prefer the taste of bubble tea compare to coffee and others type of teas. Lastly, some of the respondents will treat bubble tea as fashion and like to follow their friends that what they do.

Therefore, always control the bubble tea products to manage product quality more efficiently. Great tasting products always make business well doing and reasonable price with variety of products will also keep customers coming back to the bubble tea shop. Remember that, every bubble tea shop should provide great customer service to every customer who walks in to the bubble tea shop.