



**THE FACTOR INFLUENCING CUSTOMER SATISFACTION TOWARDS
CUSTOMER SATISFACTION RESTAURANT IN KOTA KINABALU**

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ABSTRACT

The purpose of this research is to study the elements influencing customer satisfaction toward local cuisines restaurant in Kota Kinabalu. The factors that are being focused will be quality, price and taste environment. The total numbers of 100 survey questionnaires will be collected from customers satisfaction in Kota Kinabalu. The result of this study will be valuable for marketers in exploring knowledge and experiences of the relationship between customers satisfaction towards local cuisines restaurant. This presented research will form an evaluation for the factor influencing customer satisfaction toward local cuisines restaurant in Kota Kinabalu . The data analysis technique that will be implemented in this research are frequency distribution, cross tabulation, reliability test, correlation test, descriptive statistics and multiple regression analysis.