

**CUSTOMER SATISFACTION ON THE FOOD
AND BEVERAGE LINE SERVICES:
PUTRAJAYA MARRIOTT HOTEL**

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ABSTRACT

Putrajaya Marriott Hotel is providing the five stars hotel services. Each part in the hotel is controlled by the international standard. The research is done at the Food and Beverage Line services. The services provided by those outlets are considered below customer's expectations mostly during peak hours which are during the lunch time and also festive seasons. The purpose of this study is to identify whether the factors such as experienced staff, hospitality and the speed of service influence the customer satisfaction. This study also identifies the factors that will leads to customer satisfaction. This study is done to identify the criteria of the services required by the customers, to improve the speed of service, to identify the criteria of well-experienced staff according to the customers and to identify the level of hospitality. Those five Food and Beverages outlets in Putrajaya Marriott Hotel should improve their services by following the Marriott international standards to ensure that the customer is satisfied.

Descriptive research has been conducted in this study which is to obtain the information needed. It involved acquiring primary data, preparing questionnaires, sampling method and deciding on how the variables will be measured and analyzed. This research study was conducted at Putrajaya Marriott Hotel, Putrajaya. It has been found that most of the respondents agreed that the staffs were experienced, the speed of service were at the high level, while the level of hospitality is at the low level to lead to customer satisfaction. Several recommendations have been stated in order to improve the level of services provided by those five outlets that can contribute to customer satisfaction.

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