



**REVISIT INTENTION AMONG CUSTOMER TOWARDS FOOD COURT
AT KARAMUNGING KOTA KINABALU**

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ABSTRACT

Revisit intention is influence by customer with food court attribute. However, customers have their own reason whether to revisit to any food court in the future such as pressure from life or work, customers are seek for quality, value and desirable environment that can keep them relax or temporary free from stress.

The objective of this study is to identify the most factor that influence customer revisit intention of food court and to suggest the best marketing strategy in improving food court at Karamuning. There are 384 questionnaires was distributed, but only 371 questionnaires are valid and successfully returned.

The findings of this study show that food quality and food court environment has a significant relationship with revisit intention. The findings suggested that future researcher may study other potential factors that may influence the revisit intention among customer towards food court at Karamuning.