PATRONS PATRONAGE EATERTAINMENT RESTAURANT

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ABSTRACT

The eatertainment restaurant is one amongst the foremost notable developments within the Malaysian food service industry. The sector has grown at a speedy rate from time to time. It's believed that this business is benefiting as a result of current native demographic trends, the urbanization and addtionally the lifestyle of individuals nowadays that keep ever changing. Besides that, one amongst the most important customers of this eatertainment restaurant is the college students which are considered as the majority population for this scenario contribution. This might be noteworthy to check or to look at how they see the eatertainment industry in Malaysia. This research also initially to explore patrons' perceptions regarding the eatertainment restaurants quality of services that this industry provided for their customers. Furthermore, this research also to examines the feature that could leverage consumer predilection for this eatertainment restaurant and analyses different eatertainment restaurant positions in the public market. This quantitative study was conducted at various eatertainment restaurant outlets in Kota Kinabalu city. A survey was conducted through distributing questionnaires to patrons from different eatertainment restaurant branches. A total 120 self administered questionnaires were distributed with a 100% response rate. Using quantitative analysis, the data was computed and analyzed by using SPSS program. The results indicate that patrons perceive eatertainment restaurant in Malaysia to be of a high quality. Their eatertainment restaurant choices were strongly influenced by the restaurants cleanliness, consistency of menu items and location. Marketers need to identify the factors that local customers consider more important when making a decision on the selection of a eatertainment restaurant and their marketing strategies should