



**FACTORS AFFECTING CUSTOMER SATISFACTION
AND REPEAT INTENTION TOWARDS
STREET FOOD.**

**NUR ERICA ELLIYANA BINTI ZULKIFLI
2016630578**

**BACHELOR OF SCIENCE (HONS)
FOODSERVICE MANAGEMENT**

**FACULTY OF HOTEL & TOURISM MANAMGEMENT
UNIVERSITI TEKNOLOGI MARA (TERENGGANU)**

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ABSTRACT

This undergraduate project aims to study the factors that affecting the customer satisfaction and their repeat intention towards street food. Street food that are slowly shows a positive changes by the increasing the number of street food that had been opened due to the changes of lifestyle of human kind which is too busy with their work and decide to dine out rather than cook at home which is takes time. As what every single business in this world aims in their business are the satisfaction of their customers. The satisfaction of their customer toward the product of services that been provided will determined the potential for the customer either to have repeat intention of not towards it. It same goes to street foods which is the sellers have to upgrade and maintain their business by provide a good food quality, effective service quality, affordable price and create a clean environment and hygiene of their business area in order to achieve customer satisfaction among their customer then decide to repurchase in future. This study is an argumentative research which is there will no data analysis be held and researcher just have to collect data that related with this study at previous research and then argue them by stating the supporting evidence t strengthen the statements. After data collection been made, researcher found out that there is relationship exists between factors that affecting which is food quality, service quality, price, environment and hygiene and customer satisfaction at street food. And researcher also agree the factors that affect the customer satisfaction influence the customers to come again dine in at street food in future.

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