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Factors of Consumers Preferences in Choosing Dining
Establishment in Klang Valley

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ii) Abstract

Food and beverage business has been one of the crucial businesses which have contributed more to the economic. As we can see nowadays, there are so many food and beverage establishments that have been operated all over the place in our country. There are also from our own family who also has run the food and beverage business. However, sometimes we did not realize that there are some factors that we as the food and beverage service provider need to seek for.

Thus, because of that matter this research is conducted. The reason is because it is important for us to know what the preferences that are looking by the consumer in order to find the place for them to dine in. Customers' preferences are the key for a restaurant to keep shining from another restaurant. When there are retention of the consumers to the restaurant, it means that the restaurant have fulfilled the consumers' preference in choosing the dining establishments.

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