

**RELATIONSHIP BETWEEN CUSTOMER
SATISFACTION TOWARDS RESORT RESTAURANT
MENU CHOICES, FOOD QUALITY, PRICE AND THEIR
REPEAT INTENTION OF THE KASTURI RESORT IN
CHERATING, PAHANG.**

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ABSTRACT

This study investigates about the relationship between customer satisfaction towards resort restaurant menu and food quality which is might can give effect to their go back for repeat again at the resort restaurant and as one of motive customer came again for dining at resort restaurant. For descriptive research design apply quantitative technique via self-administrated questionnaire was using to achieve of this research. 351 questionnaires for guest of The-Kasturi Resort. The data of collection run to keyed-in into SPSS Version 21.0 and the interpret of data applied with suitable statistical analyses for react to this investigate research goal; i) to identify the satisfaction level of customer towards the menu choices, food quality and price of the resort restaurants (RO1), and ii) To examine the relationship between the customers' satisfaction (i.e. on the menu, food quality and price) and repeat intention to dine at the resort restaurant. (RO2). The consequence of release that have the outstanding of links between guests' pleasure, resort restaurant menu, food quality and the price. Next, the survey had presented about the guest satisfaction, resort restaurant menu, food quality and price are very important in effect the guest intention to come back again dining at resort restaurant for a later time. For this research, had seen the in any case how the deluxe of menu list is created and how much of values resort restaurant have to pay, the food quality residue the important element in determining their score of satisfaction and the repeat intention. It indicates the main of preparing and serving the food at adequate quality. Besides, this research looks in only one resort at Cherating, Pahang, opinion any resort restaurant should judge on round the clock serving a better standard of food and guarantee to still such service from the period to period.

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