

ABSTARCT

Food offered to customers is important in hospitality industry as it could influence the satisfaction of the customers towards the provider. It is essential for the food provider to produced high quality food products as it could reflect providers' performance based on the end of the products. There are a few factors that could influence customer's satisfaction towards their chosen hospitality such as the quality of food and services as well as the hygiene and it cleanliness. To strengthen these factors as the factors that influence customer satisfaction, a self-administrated questionnaire have been distributed to 150 customers who came to Hotel Perdana, KB during breakfast time. Based on the result gained form this questionnaire, only 63 are valid to be used since the rest are incomplete answered by the customers and it is not suitable to be used for this study. Descriptive and inferential analysis have been used to analyze the data. The result from the analysis shown factors of food, services and hygiene are the main factors that influence customer satisfaction in Hotel Perdana, Kota Bharu.

Key words: Customers satisfaction, quality of food, quality of service, hygiene and cleanliness

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