RELATIONSHIP BETWEEN CUSTOMER SATISFACTION TOWARDS HOTEL RESTAURANT MENU, FOOD QUALITY, PRICE AND THEIR REPEAT INTENTION: A CASE OF TWO HOTELS IN DUNGUN, TERENGGANU

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DECLARATION

I hereby declare that the work contained in this research was carried out in accordance with the regulations of Universiti Teknologi MARA and is our own except those which have been identified and acknowledged. If we are later, found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us in accordance with UiTM's rules and academic regulations.

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Abstract

This study aims to examine the relationship between customer satisfaction towards hotel restaurant menu and food quality which might influence their repeat patronisation intention. Descriptive research design using quantitative method through self-administrated questionnaire was employed for the purpose of this investigation. 180 questionnaires to hotel guest (i.e., 90 from Hotel UiTM and 90 from Ulek Beach Resort) were successfully distributed, however; only 89 percent or 160 can be used for analysis. All data were keyed-in into SPSS Version 22.0 and analysed using suitable statistical analyses to respond this study's research objectives; i) the relationship between menu, food quality, price and customers' satisfaction at the hotel restaurants (RO1), and ii) the association between customers' satisfaction on the menu, food quality and their intention to come back dining at the hotel restaurants in the future (RO2). Results revealed that there is significant relationship between customer satisfaction, hotel restaurant menu, food quality and price. Further analysis has showed that customer satisfaction, hotel restaurant menu, food quality and price also significantly influence customer intention to return dining at the hotel restaurant in the future. This study found that regardless how fancy the menu card is designed and how much money hotel customers have to pay, the food quality remains the most significant factor in determining their level of satisfaction and return intention. It denotes the important of preparing and serving the food at acceptable quality. Therefore, this study, based on two hotels in Dungun, suggests any hotel restaurants could consider on constantly serving a good quality of food and ensure to maintain such service from time-to-time.

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