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FACULTY OF HOTEL & TOURISM MANAGEMENT

CUSTOMER SATISFACTION ON MALAY FOOD  
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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

Restaurant not only seen as one of important entity in Malaysian service sector but it also as part of national economic booster in recent year. This undergraduate project aim to determine the factors that contribute to customer satisfaction in Malay food restaurants and determine the most influential factor among three factors that contribute to customer satisfaction. In this paper, researcher will implemented a argumentative research design as a guide in the process of collecting data. The finding of the study show that price, service quality, and environment has positive effect in customer satisfaction. Price are the most influential factor that contribute to customer satisfaction.

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