



**DETERMINANT OF UiTM STUDENT SATISFACTION
ON FAST-CASUAL RESTAURANT
IN KOTA KINABALU**

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ABSTRACT

Abstract of a dissertation submitted in partial fulfillment of the requirement for the Bachelor of Business Administration in Marketing, Faculty of Business Management. Determinant of UiTM Student Satisfaction on Fast-Casual Restaurant in Kota Kinabalu

Fast-Casual Restaurant is very potential market in Food industry, this type of restaurant predicted of increasing in number. Fast-casual restaurant is one of the competitive types of restaurant in the restaurant industry. This type of restaurant was standardized with the good quality in service.

This situation also can be seen in Malaysia scene as Fast-casual restaurant expanding and blooming. With that, this study examines the determinant of UiTM student satisfaction on fast-casual restaurant in Kota Kinabalu. The respondent of this study were among the final year of UiTM Kota Kinabalu student which from bachelor of business administration Hons. (Marketing).

Final year student especially student who currently doing their practical, they are usually taking their lunch outside of the campus and have intention to dine in at different types of restaurant. Result showed that among for determinant, food taste was recorded the most valuable variable that effect UiTM student satisfaction on Fast-casual Restaurant.

The findings of this study would contribute to the marketing objective by providing empirical evidence in UiTM student satisfaction on fast-casual restaurant. This study also will show on how can the Fast-Casual restaurateurs strengthening the determinant to aim their objective to achieve highest UiTM student satisfaction.