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Abstract

The service quality is a critical success factor of the halal food restaurant. The manager of the halal food restaurant needs to measure and improves on their service quality continuously. For this research, the knowledge on measurement of the service quality of the halal food restaurant is needed in Kota Kinabalu Sabah. Furthermore, the way of the customer perceiving the service quality depends on the type of service given where the service is provided in the restaurant. Thus, this paper aims to propose a service quality dimension that are suitable designed for measuring perceived services quality of halal food restaurant in Kota Kinabalu Sabah.