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Ainaa Najwa Binti Ahmad Khir

Fatin Binti Bahrin

ABSTRACT

In Malaysia, the foodservice industry is grown in a unique way. The development has brought up different culture that can be seen in the foods and restaurant that had become one of the major revenues for the country. This study is about Indian Muslim restaurant or *Mamak* restaurant that had many influence Malaysian customer satisfaction. A set of questionnaires were distributed and collected from students of UiTM Terengganu, Kampus Dungun that had experience dining at *Mamak* restaurant. The focus of this research is based on the factors influencing customer satisfaction towards *Mamak* restaurant among the degree students of faculty hotel and tourism management. This undergraduate project aims to identify the factors that influence customer satisfaction towards *Mamak* restaurant and the most importance factor that influence customer satisfaction towards *Mamak* restaurant. The data were collected from 190 respondents that are based on student of Faculty Hotel and Tourism that consist of students from Bachelor of Science (Hons.) Hotel and Tourism (HM240) and Bachelor of Science (Hons.) Foodservice Management (HM242). The data were analyze using Statistical Package for Social Science Software (SPSS) using descriptive analysis and inferential analysis. The results showed that menu, standard hygiene, service and location and parking space are the factors that influence customer satisfaction. From the analysis also, researcher found that menu is the most influencing factor that influence customer satisfaction.

Keywords: *Mamak* restaurant/ *Indian Muslim* restaurant, customer satisfaction, menu, standard hygiene, service, location and parking space.

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