

## **ABSTRACT**

The basic focus of this research is to evaluate customer satisfaction in the Hyderabad restaurant, what does customer preferred and intent, how much satisfaction restaurant provide them and what they expect and prefer that restaurant on others. Oliver defines customer satisfaction as: “the consumer's fulfillment response, the degree to which the level of fulfillment is pleasant or unpleasant”. “The customer satisfaction in restaurants shows that the restaurant meets their quality and value standards. If a restaurant provides a perfect satisfaction to fulfill customer's expectations and needs it leads towards increasing probability of return intention. The study of restaurant customer satisfaction gives a basic idea that what are opinions and attitudes of customer, what do they want, what do they expect, will they return back to the same restaurants if yes then why, if not then why. This research can performs a role in service sector particularly in restaurant industry, to identify the major factors of customer satisfaction, and to increase the rate of revenue generation and profitability to the restaurants.