

ABSTRACT

The study is background to a researcher's interest in the quality of breakfast products at the rancabango hotel & resort restaurant. The purpose of this study is to find out how the customer perceptions of the quality of the product offered by the rancabango hotel & resort restaurants to its customers. The study USES a quantitative descriptive data analysis technique by using validation, realification and data collection techniques with questionnaires and interviews conducted by the respondents as guests at the rancabango hotels and resort restaurants.

Keywords: Breakfast , Restaurant, Customer Perception, Quality Product