

ABSTRACT

Hygiene and sanitation are essential aspects of the hospitality industry, particularly in restaurant areas, as they directly affect the quality of food and services provide to customers. This study aims to analyze efforts to improve hygiene and sanitation in the Terrace Restaurant of Dorsett Grand Subang Hotel, Malaysia. The research employs a qualitative method through direct observation of hygiene and sanitation conditions in various areas, including tableware, kitchen, food ingredients, buffet stations, and staff cleanliness. The results indicate that the implementation of hygiene standards by staff, improvements in restaurant cleanliness, regular supervision by hygiene and sanitation management, and managerial concern significantly contribute to enhancing hygiene and sanitation standards. This study concludes that improved hygiene and sanitation practices can support the hotel's reputation and increase customer loyalty.

Keywords: hygiene, sanitation, restaurant, cleanliness, customer loyalty.