

“A STUDY ON FACTOR CONTRIBUTE TO
CUSTOMER SATIFACTION TOWRDAS BURGER
KING RESTAURANT DAMAI PLAZA OUTLET”

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DECLARATION OF ORIGINAL WORK

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CHAPTERS

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1.9 Definitions of terms

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2.1 Data Collection Methods

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ABSTRACT

This research is a study on factor contributes to customer satisfaction towards Burger King restaurant Damai outlet. The aim of this research is to measured and find out the factor that contributes to customer satisfaction. There is four major or aspect of factor contribute to customer satisfaction are analyze. The first one is in term of service, which is divided into three categories such staff greeting, staff courtesy and staff attire. Second factor is in term of food quality which including the food quality, food taste and food presentation. The third factor is the atmosphere in term of the cleanliness, the music /television and in term of temperature inside the premises and the fourth aspect is in term of the speed of service given to the customers during transaction.

In view of the rapidly growing of fast food on the market, the competition among fast food companies are becoming more aggressively. Thus, a fast food company should know what factors affect on customers' satisfaction towards its products and services. This is important in order to develop their competitive advantages.

In this study, the customer satisfaction factor has been measured on the respondents' analysis through the questionnaires given. Then, researcher comes out with some recommendations that can be considered by the organization for their references in the future. The information obtained will be beneficial or useful to Burger King Restaurant as one of the fast food company in identifying and developing strategies, and produced high quality of products and services.