



MARA UNIVERSITY OF TECHNOLOGY

**A STUDY ON RESTAURANT McDONALD'S MALAYSIA BUKIT
BINTANG AND THEIR IMPACT CUSTOMER SATISFACTION IN
TERM OF LOCATION, PRICE AND VALUE, FOOD SAFETY,
CONVENIENCE, AND BUSINESS HOUR**

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“In The Name Of Allah The Most Gracious And The Most Merciful”

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“May Allah Azza Wajalla reward for your kindness”.

ABSTRACT

The purpose of this research is to study on quality of fast food restaurant provided by Restaurant McDonald's Bukit Bintang Kuala Lumpur and their impact on customer satisfaction. This quality of services provided include the location of the restaurant, the prices and value, the attitude and personality of the employees and the types of services provided by Restaurant McDonald's Malaysia. The study tries to determine the relationship or the factor that influence the frequency of customer visit.

The study was conducted at Restaurant McDonald's Malaysia Bukit Bintang, Kuala Lumpur. This branch covers wide areas with limited employees. Therefore, the researcher would like to determine the quality of services provided and their impact on customer satisfaction.

TITLE	PAGE
CHAPTER ONE : OVERVIEW OF STUDY	
1.0 INTRODUCTION	1
1.1 COMPANY BACKGROUND AND INFORMATION	2
Organization Chart	5
1.2 PROBLEM STATEMENT	6
1.3 OBJECTIVES OF THE STUDY	8
1.3.1 General Objective	8
1.3.2 Specific Objective	9
1.4 RESEARCH OBJECTIVE	9
1.5 SCOPE OF STUDY	10
1.6 THEORETICAL FRAMEWORK	11
1.7 DEPENDENT VARIABLE	15
1.8 HYPOTHESIS	15
1.9 SIGNIFICANT OF RESEARCH	18
1.10 LIMITATION OF THE STUDY	18
 CHAPTER TWO : LITERATURE REVIEW	
2.0 INTRODUCTION	21
2.1 SERVICE	22
2.3 QUALITY	23
2.4 CUSTOMER SATISFACTION	25
2.5 CONCLUSION	26

CHAPTER THREE : RESEARCH METHODOLOGY AND DESIGN

3.0	INTRODUCTION	27
3.1	DATA COLLECTION METHOD	27
3.2	METHODOLOGY DESIGN	29
3.3	SURVEY INSTRUMENT	31
3.4	DATA PROCESSING	32

CHAPTER FOUR : ANALYSIS AND PRESENTATION OF DATA

4.1	FREQUENCIES TABULATION	33
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CHAPTER FIVE : DISCUSSION OF STUDY

5.0	DISCUSSION OF STUDY	37
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CHAPTER SIX : CONCLUSION AND RECOMMENDATION

6.0	CONCLUSION	38
6.1	RECOMMENDATION	39

	BIBLIOGRAPHY	40
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	APPENDICES	41
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