MODE B

FOREIGN CUSTOMER SATISFACTION LEVEL TOWARDS KFC HOLDINGS (MALAYSIA) BERHAD

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APRIL 2011

DECLARATION OF ORIGINAL WORK

BACHELOR OF BUSINESS ADMINISTRATION (HONS)
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"DECLARATION OF ORIGINAL WORK"

I, Nor Atikah Bt Kamarun Saman, (I/C Number: 870115-23-5352)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees

- This project paper is the result of my independent work and investigation, except where otherwise stated

- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____   Date: _____

LETTER OF SUBMISSION

11th May 2011

The Head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
University Teknologi MARA
Kampus Bandaraya Melaka
110 off Jalan Hang Tuah
73500 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **"FOREIGN CUSTOMER SATISFACTION LEVEL TOWARDS KFC HOLDINGS (MALAYSIA) BERHAD"** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank you

Yours sincerely

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ABSTRACT

To be successful, organizations must look into the needs and wants of their customers. That is the reason why many researchers and academicians have continuously emphasized on the importance of customer satisfaction. Customer satisfaction means the intention to make future purchases, it is assumed that high levels of attitudinal loyalty are an outcome of high levels of satisfaction. Satisfaction is defined as an emotional post-consumption response that may occur the result of comparing expected and actual performance or it can be an outcome that occurs without comparing expectations. Satisfaction also leads to attitudinal loyalty. In this research, product, services, price and customer service are the elements that can influence foreign customer satisfaction level towards KFC also to be their chosen fast food restaurant.

The survey conducted at the KFC restaurants. The sample size for this study is 50 respondents who are all foreigners. Data obtain using two methods that are primary and secondary data. Respondents are required to answer the questionnaire that includes the statement regarding relationship between elements and the level of foreign customer satisfaction towards KFCH. Once the necessary data has been collected, the data will be analyzed and summarize in a readable and easily interpretable form. The Statistical Package for the Social Science (SPSS) version 14.0 has been used to summarize the data. The results are in the form of reliability testing, frequency and cross tabulation analysis.