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**CUSTOMER SATISFACTION TOWARDS SERVICE QUALITY
IN FAST FOOD RESTAURANTS**

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ABSTRACT

This undergraduate project is about customer satisfaction towards service quality in fast food restaurant. Fast food restaurant has become a highly revenue generated industry and rapidly growth in all over the world. Quality of service plays a vital role to make the customers happy and insists them to revisit the restaurant. This research was carried out to discuss factors that influence customer satisfaction in fast food restaurant and also determine the most factors that more significant to influence customer satisfaction in fast food restaurant. From this research, the fast food restaurant may know how to enhance customer's satisfaction and make them loyal and also how to increase their revenue by improving service quality.

Keywords: Service Quality, Customer Satisfaction, Fast Food Restaurant

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