



UNIVERSITI TEKNOLOGI MARA

THE CUSTOMER SATISFACTION TOWARD THE FAST FOOD RESTAURANT IN KUCHING

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TABLE OF CONTENT

Table of chart

Abstract

Acknowledgement

Chapter 1: Research Introduction

1.1 Introduction	1-2
1.2 Problem Statement	3-5
1.3 Objectives of Study	6
1.4 Scope of Study	7
1.5 Hypothesis	8
1.6 Assumptions	9
1.7 Significance of Study	10
1.8 Limitation of Study	11

Chapter 2: Literature Review

2.1 Introduction	12-13
2.2 History of the pioneer of fast food restaurant (KFC)	14-15
2.3 Features of a good fast food restaurant	16-18
2.4 Barriers of fast food restaurant	19-21
2.5 Steps to overcome the barriers	22-23
2.6 Example of fast food restaurant at Kuching Sarawak	24

Chapter 3: Research Methodology

3.1 Introduction	25
3.2 Survey Methodology	26-27

ABSTRACT

Fast food restaurant is a self-service restaurant, which prepare the foods immediately to the customers. Usually the foods that we can get from the fast food restaurant are originated from Western countries, such like, burgers, fried chicken, french fries and others. The examples of well-known fast food restaurant are KFC, Mc Donald, Pizza Hut, Kenny Rogers and Sugarbun. From time to time, the amount of fast food restaurant increasing due to the good response from the customers. Which mean, the satisfaction of the customers towards the fast food restaurant is very important and the successful of fast food restaurant is depending on it. The lack of quality or the arising of weaknesses may lead to the dissatisfaction among the customers it show the bad imej of the fast food restaurant. There might be some defect that can be hindrance for them to satisfy the customers for example the workers take very long time to take order and to prepare the meal. This kind of situation may decrease the level of satisfaction among the customers. We can say that the customer's satisfaction is very important to enable the fast food restaurant to stay exist in the market. In order to avoid the defects and plus to satisfied the customers as fast food restaurant are very much depending on the level of customer's situation, they must try to increase their capability to upgrade the standard of services, variety of foods and to make more interesting promotion. These three aspects are the most important thing and need to be taken into consideration by the fast food restaurant to attract more customers and to satisfy them.

CHAPTER 1

RESEARCH INTRODUCTION

1.1 INTRODUCTION

In recent year, most of the people are influenced to eat out especially at the fast food restaurant. Fast food restaurant can be defined, as a restaurant that provides the meal within only few minutes and it is self-service oriented restaurant. Besides, it mostly provides simple and western type of meal such like burger, fried chicken and fries.

At the Kuching area, there are many fast food restaurant opened based on the growing interest of the people who prefer to eat at the fast food restaurant. As a result of the increasing number of the people who prefer to have their meal at fast food restaurant, we would like to conduct a research on the satisfaction toward the fast food restaurant among the customer in Kuching.

In order to do this research, we collect all the data by preparing and distributing the questionnaires. The questionnaires are prepared to get or to know the feedback from the people regarding the satisfaction toward the services given to the customers. And the method we use is simple random sampling method. The respondent for our research will be the customers who come to eat at the fast food restaurant in the Kuching area only.

As a conclusion, in order to last longer in the market, the fast food restaurants have to maintain their quality of their services so that the customer will be satisfied. From this research, we can determine how far the satisfaction

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

Every business or organization should have a good communication or link with the important party for him or her who is customer. No matter what kind of business they done, the satisfaction among the customer should be place on the top of the list. Without customer satisfaction, it will be hard for the business to stand longer in the market since it is the most important element for them to be succeeding. Our research is focus on the satisfaction among the customers toward the fast food restaurant. Here, there are the main different terms that have to be understood first before we can go further.

First, we will take what is really meant by fast food restaurant. Fast food restaurant can be defined as a restaurant that provides usually western meals such like burger, fried chicken, fries and others. And the meals will be provided within a few minutes and it is a self-service oriented. There are the differentiations between the fast food restaurant and other ordinary restaurant. Besides that, the tax is also imposing for every meal in fast food restaurant. So, the price will be quite expensive compare to the other restaurant Even though the price sometimes quite expensive, but still it will become one of the most favorable spot of food among the people nowadays especially in city. This is maybe because of certain factors that lead to a good response among the customers toward the fast food restaurant. One of the important element changes in socio-economic. Nowadays, people are become busier with own work