



**THE RELATIONSHIP BETWEEN SERVICE QUALITY AND  
CUSTOMER SATISFACTION TOWARDS FAST FOOD  
RESTAURANT**

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## **ABSTRACT**

### **THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION TOWARDS FAST FOOD RESTAURANTS**

**By**

**Nurul Hafizah Binti Abdul Aziz**

Generally, this study aims to perform the assessment of the customer satisfaction towards the service quality provided by the fast food restaurants. In this study, five dimensions in SERVQUAL were applied as the indicators of the customer satisfaction. In brief, this study was conducted using survey method in which questionnaires were used as the instrument to collect the data. There were 201 sets of questionnaires had been distributed to the respondents and the response rate is 90 percent. Data collected in this study were analyzed using the descriptive statistic and the inferential statistic which consist of Pearson correlation and multiple linear regression. The findings of this study showed that majority of the respondents were having the moderate or even high level of satisfaction level towards the services offered by the fast food restaurants. Meanwhile, there was a positive relationship between the five SERVQUAL dimensions studied and customer satisfaction. In addition, the findings also found out that service responsiveness is the most dominant dimension in enhancing the customer satisfaction.