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FACULTY OF HOTEL & TOURISM MANAGEMENT

**CUSTOMER SATISFACTION TOWARD
SERVICE QUALITY OF KFC
FAST FOOD RESTAURANT IN DUNGUN**

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ABSTRACT

In fast food industry it plays a crucial role in providing the service to the shoppers. Fast food is one in every of the franchise businesses trends that square measure quite in style lately. With the present of the many nutriment edifice operators that the competition during this business have become larger than ever. Todays so as for the fast food business to remain competitive within the market they to produce quality of service so as to retain client and making retention behaviour among the shoppers. For this study KFC in Dungun was chosen for gathering the knowledge on however service quality influences the client satisfaction.

The aim of this paper is to get a more understanding on the subject study that is to research the customers' satisfaction toward service quality of KFC fast food restaurant in Dungun. Through this study the man of science aims to see the result of Service Quality Dimension consisting of five dimensions, specifically Tangible, Responsibility, Responsiveness, Assurance, and Empathy towards customer satisfaction at the KFC in Dungun. To search out however the influence of those independent variables (quality of service) on the variable quantity (customer satisfaction).

In this analysis paper, quantitative ways that were used. The knowledge was collected through type that contained five dimensions, notably tangible, responsibility, responsiveness, assurance, and empathy. This study confirms direct relationship between Service Quality and shopper satisfaction. Service quality could be a important key admit the unbowed of delivering the quality of service to the consumer thus therefore as for alimentation building KFC to deliver superb quality of service they have to apprehend what is the factors and what is their customers' needs and wants.

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