

UNIVERSITI TEKNOLOGI MARA

**SATISFACTION TOWARDS FAST
FOOD RESTAURANT SERVICES: A
CASE STUDY OF KFC IN BANDAR
HILIR**

**ASNIDA BINTI MOHD ZAKARIA
NORFATIRA BINTI KUDUS
NURUL FISHA BINTI MUSA**

Thesis submitted in partial fulfillment of the other
requirements for the degree of **Bachelor of Science
(Hons) (Tourism Management)**

Faculty of Hotel and Tourism Management

June 2015

ABSTRACT

Customer satisfaction has become an important issues for fast food restaurants. The purpose of this research is to study the customer's satisfaction towards the food quality, service quality, perceived value and customer satisfaction towards Kentucky Fried Chicken (KFC) in Bandar Hilir, Melaka. The research methodology used in this study was convenient sampling technique where 370 respondents were where chosen to answer the questionnaire. Besides on findings and data analysis, most of the customers are satisfied with the service quality at the KFC in Bandar Hilir, Melaka, these have been concluded in a DINESERV. The factors that influence customer satisfaction are tangibles, assurance, reliability, responsiveness and empathy. After that, the second most of the customers are satisfied with the perceived value or the price of the KFC itself. This has been found in data analysis. Other than that, the researcher is also able to give some recommendations and suggestions on how to improve and increase customer satisfaction of the customer after the analysis, findings and interpretation. This study will identify their weaknesses in order to achieve customer's satisfaction. The researcher hopes that this study could help this organization to overcome their problem so that they can maintain their established named as the one of the well – known fast food in Bandar Hilir, Melaka also in Malaysia.

ACKNOWLEDGEMENT

In the name of Allah s.w.t. the Most Gracious, the Most Merciful. Alhamdulillah, all thanks and praises are due to Allah s.w.t for making things possible, for giving us the strength, spiritual and healthy physical also inspiration to complete this project paper accordingly.

First of all, we would like to place our sense of gratitude to our advisor, Madam Mashita binti Abd Jabar for her valuable guidance, continuous support and encouragement provided to us throughout the completion of this project paper. May Allah s.w.t bless her and her entire family.

It is our pleasure to acknowledge and thanked to all staff at the fast food restaurants for their great cooperation and great service during our interview session at their fast food restaurants. This research is absolutely beneficial for us. All the supports and cooperation are much remembered and appreciated.

We would like to dedicate our deepest, greatest to our beloved parents and family for their blessing, understanding, unconditional love , trust, and support morally or financially. May Allah bless our family.

To all our friends and colleagues who have endures with us directly or indirectly the pressure and strin of completing this research, we bid you our utmost appreciation. Our special regards to Norlis binti Sarmani, Siti Noor Hamimah binti Malik and Nurul Nasihah binti Bahari for the information sharing and supporting at our back.

May Allah great all of you with greatest blessing. Ameen.

TABLE OF CONTENTS

	Page
AUTHOR'S DECLARATION	i
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vii
LIST OF FIGURES	viii
LIST OF SYMBOLS	ix
CHAPTER ONE: INTRODUCTION	1
1.1 Introduction	1
1.2 Background of Study	1
1.3 Significant of Study	3
1.4 Operatioanal Definition	4
1.5 Research Scope	5
1.6 Problem Statement	6
1.7 Research Objectives	8
1.8 Research Questions	9

CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

Fast food nowadays are being more well-known to the world. The service that provide make the users feel satisfied with the services that given by this fast food company. The fast food owner should take advantage on this opportunity by providing a package that suitable for tourists. They also can provide a tourist with such as those served ala carte in the cafeteria or in snack bars, and in vending.

As satisfaction is one of the central ingredients to prepare sure that the fast food restaurants can achieve a high measure of service experience for their customer, it is significant for the director or the owner of fast food restaurant to hit the books and increase the tone rendered to the clients.

Satisfaction can be defined as a comparison between the “expectation” and performance (Oliver, 2010). In previous research, Choi and Chu, 2001; Tam, 2000 has proved that satisfaction has been an excellent predictor of repurchase intentions. Through this, it can be concluded that, customer satisfaction is important to a fast food restaurant as it will help them to be in the food industry in the long-term of period.

1.2 BACKGROUND OF STUDY

The beginning of fast food was in 1912 in American with the opening of fast food restaurant called the Automat in New York. The owner, Joseph Horn and Frank