



Satisfaction residents Kota Samarahan
Toward Kentucky Fried Chicken at
Samarahan

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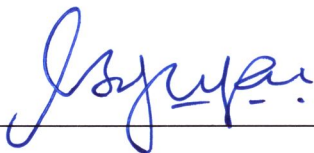
TABLE OF CONTENTS	PAGE
CONFIDENTIALITY	ii
LETTER OF TRANSMITTAL	iii-iv
ACKNOWLEDGEMENTS	v
TABLE OF CONTENTS	vi-vii
ORIGINAL LITERATURE WORK DECLARATION	viii
ABSTRACT	ix
CHAPTERS	
1.0 INTRODUCTION	
1.1 Introduction	1-2
1.2 Background of Study	2-4
1.3 Problem Statement	4-5
1.4 Research Objectives	5-6
1.5 Research Question	6-7
1.6 Significance of Study	7
1.7 Scope of Study	7-8
1.8 Limitation of Study	8-9
1.9 Definitions of terms	9-11
2.0 LITERATURE REVIEW	
2.1 Introduction	12
2.2 Core Quality	12-14
2.3 Relational Quality	14-15
2.4 Perceived Value	16
2.4.1 Theoretical Framework	16-18

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ORIGINAL LITERATURE WORK DECLARATION

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Field of Study : Marketing

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ABSTRACT

The level of competitiveness that have in the global market may cause every company to achieve the level of satisfaction that every consumers want. It is included in the fast foods industry. So the great level of performance are required for every one to compete. Including at the KFC outlet at Samarahan, the residents of Kota Samarahan that include as the highest number of consumers that will came to the outlet.

Specifically, this study focuses on the satisfaction residents Kota Samarahan towards Kentucky Fried Chicken (KFC) outlet at Samarahan. The purpose of this study is to know what are the factor that can lead us for satisfying the residents at Kota Samarahan either from the factor perceived value, core quality and relational quality and how to improve their performance that are required by the customers. Primary data for the study was collected by means of self-administrated questionnaire and supported by sufficient number of secondary data from previous thesis, journal and books. For the purpose of this study, self-administrated questionnaire were collected from 384 consumers at Kota Samarahan.

CHAPTER 1

I NTRODUCTION

1.1 INTRODUCTION

Kentucky Fried Chicken (KFC) is a well re known one of the largest fast food company that have in the global market. There also many of other company that sells other type of fast foods such as McDonald, Pizza Hut and much more that have become high level competition fast foods restaurants towards KFC restaurants. Kuester (2012) defines consumer behavior as the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. So in order to compete with the other fast food restaurants the satisfaction of the customers towards the KFC restaurants is very important and necessary for the company to attract much more customers to come to KFC restaurants and promote the restaurants to the other people to come to the restaurants. Although KFC a well renown fast food restaurant, the customers there will always have many of perception and needs that are required from the customers. To success in the every different countries fast food providers must adapt themselves to the local perceptions (Qin et al, 2010). Beside that customers will bring a large impact on every performance and perceptions other peoples that may become one of the may become one of the customers for the Kentucky Fired Chicken (KFC) at Kota Samarahan in the future, so the consumers become one of the important factor for the restaurant to improve and reach the level of expectation that consumers want from the KFC outlet at Kota Samarahan. According to Sakpichaisakul, 2012 consumers also are the most important factor for business continuation, the understanding of consumer behavior is one