



**A STUDY OF CUSTOMER SATISFACTION TOWARDS
DRIVE THRU SERVICES AT KENTUCKY FRIED CHICKEN,
SEBERANG JAYA OUTLET**

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DECLARATION OF ORIGINAL WORK

**BACHELOR OF BUSINESS ADMINISTRATION
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ABSTRACT

The fast food industry is on in an upward trend. The demand for fast food product is now growing as it is convenience which suits the lifestyle of customers. With the changing lifestyle of Malaysian consumers, more educated people and affluent people tend to eating-out especially in fast food restaurants.

Along with the heavily promote through media and information technology exposure, customers has variety choice of drive thru service for their preferred fast food restaurants.

The purpose of this study is to investigate factors that influenced the customer satisfaction towards drive-thru service at Kentucky Fried Chicken, Seberang Jaya outlet. The identified factors are quality of services, quality of product (food quality), promotion and physical environment.

The findings of this study indicated that quality of services, quality of product (food quality), promotion and physical environment are the dominant variable that drives the customer satisfaction towards drive-thru service at Kentucky Fried Chicken, Seberang Jaya outlet.