



## RESEARCH METHODOLOGY

ADS501

Customer Satisfaction towards Workers Service Delivery  
Performance: A Study Case on Disable Workers at KFC  
Tg. Aru, Kota Kinabalu

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## **DECLARATION**

I hereby declare that the work contained in this research proposal is my own except those which have been duly identified and acknowledge.

Signed

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***LIST OF ABBREVIATION***

KFC.....Kentucky Fried Chicken

## **EXECUTIVE SUMMARY**

Disable workers can satisfied customers during performing service delivery. By using five dimension of service quality, it increases the customers' satisfaction. The purpose of this paper is to see whether the five service delivery dimensions contribute to customer satisfaction on service delivery performed by disabled employee, to see whether there has correlation among variables and to suggest disable workers in KFC of Tanjung Aru to increase their service delivery performance. This survey was conducted on 100 of respondent from Tanjung Aru, Kota Kinabalu, Kepayan, Petagas and from other place were selected by using stratified sampling technique. At the end of the research, the result shows that the five dimension of service delivery have contributes to customers' satisfaction, there were correlation among the five dimensions, and several recommendation were given to KFC Tanjung Aru.