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## ABSTRACT

This research is a study on the customer satisfaction towards the product and service offered by KFC Restaurant (Inanam). This research is conducted primarily with the aim to determine the level of customer satisfaction towards the product and service as well as to get feedback and suggestions from customers on the ways to improve the satisfaction level towards the product and service in KFC Restaurant, Inanam.

Basically, what has been achieved in this research shows that most of the walk-in customers in KFC Restaurant, Inanam are satisfied with the product as well as the service offered by the restaurant. The researcher has also obtained some feedback and suggestions from the customers on the ways of improvement for the product as well as the service. Without a doubt, these suggestions are useful for both, the company and the researcher as these kinds of feedback help to understand the expectation, needs and wants of the customers on the product and service offered by KFC Restaurant, Inanam.