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AN EXPLORATION STUDY ON FACTORS AFFECTING CUSTOMER SATISFACTION AT FAST FOOD RESTARANT:

A SUGGESTION OF DOMINO'S DELIVERY

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ABSTRACT

The major objective of this study is to investigate the issues of Domino's delivery toward customers satisfaction in term of price, time delivery and quality of food delivered. This research paper is conducted using the argumentative of secondary data. The researchers will use previous research study as a reference to look out more detail about the issue and they will use what the found that related with issue and compare with others. The limitation of the study is because of time constraint and the availability of the latest journal. The findings and discussion of this study is agree that the issues such as price, time and food quality must be reduce to increase the customer satisfaction. The outcome of this study perhaps will know how these issues happen and how to solve it.

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CHAPTER 1: INTRODUCTION

1.0 Overview

The food industry has the responsibility and role of prospering guest satisfaction towards its services and products. Fast food is a type of mass-produced food that is prepared and served very quickly (Afzal, Nafees, & Khan, 2014). Quick service restaurants are also known as fast food as they focus on providing food in a quick self-service atmosphere at a reasonable price (Arora, 2012). Aronica (2014) state that the fast food industry effect many aspects of our society from pop culture to politics. It also effect dietary trends and has a rich, colourful history. According to Klein (2012) Horn and Hardart were the first restaurant that serve hot and fresh meals with speediness and competence followed by White Castle, McDonald's, Burger King, or Kentucky Fried Chicken. Horn and Hardart's had grown up to become the world's largest eatery chain and formed the basis for up-to-date fast food chains.

Furthermore, as stated by Patton (2014), fast food is a mature industry with a very competitive market atmosphere within the industry. For most of its history, the quick service restaurant industry in the United States has been characterized by fast and reliable development, but, more recently, the development has decelerated and some analysts believe that the growth of the fast food industry has peaked due to market saturation. As patronage levels off, quick service restaurants must evolve to compete in a take-share market as they fight with each other for market shares ("Future of LSR: Fast-food & Fast-casual Restaurants," 2015).

Today, economic in Malaysia was blow up and styles of living in Malaysia also changed a lot because the influences of Western culture. Besides that, because of the higher living standard and eating-out habits among Malaysian, their pattern in food consumption, food habits and purchasing trend was changed (Bougoure & Neu, 2010). The higher popularity and the increase of the outlets of fast food restaurants in Malaysia also one of the reason for the changing of Malaysian living standard. In addition, fast food restaurants in Malaysia become more popular among their customers because there are a lot of international fast food players that opened their outlets and branches either independently or make collaboration with Malaysia and the

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