

**THE CUSTOMER SATISFACTION TOWARDS
MCDONALD'S
(AYER KEROH, MELAKA)**

BY

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ABSTRACT

Much research, both theoretical and empirical, has examined how customer satisfaction may be related to organizational goals and business performance. This study described attempts to address the 5 key issue in customer satisfaction, namely, the product, service quality, environment, employees, and promotions towards McDonald's, one of the world most leading fast food restaurant chain. In this study, it narrows down to one of the busiest McDonalds in Melaka, which situated in Ayer Keroh. Chapter One sets the direction for the study by introducing the issues, research problems, and others. Chapter Two was critically review the published work in the area of the study. Chapter Three described in sufficient detail how the study had be carried out in order to collect the data to test the hypotheses or to answer the research questions. Sufficient survey and interview was conducted to construct models that describe the factors that influence customer-satisfaction. This study will be ended by the next part of this project paper where the results, findings and conclusion can be made.

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CHAPTER 1

INTRODUCTION

1.1 Background Of Study

Companies and organizations in virtually every industry employ customer-satisfaction measures for the straightforward reason that satisfied customers are essential for a successful business. Despite what seems like agreement on the importance of customer satisfaction, however, there is little consensus on the details of what constitutes satisfaction or even how to quantify the difference customer satisfaction makes. Also in debate is how customer satisfaction should be measured, with what frequency, and at what level of aggregation, as well as how such measures are or should be linked with a company's performance.

This study described attempts to address the 5 key issues in customer satisfaction, namely, the product, service quality, environment, employees, and promotions towards McDonald's, one of the world most leading fast food restaurant chain. Much research, both theoretical and empirical, has examined how customer satisfaction may be related to organizational goals and business performance. In this study, it narrows down to one of the busiest McDonald's in Melaka, which is situated in Ayer Keroh. Sufficient survey and interview will be conducted to construct models that describe the factors that influence customer-satisfaction.