

A STUDY ON THE CUSTOMER SATISFACTION TOWARDS FAST FOOD JOINTS

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Abstract

This study investigates customer satisfaction towards fast food joints (fast food joints), a leading player in the fast-food industry. The research focuses on identifying key factors such as food quality, service efficiency, cleanliness, and pricing that influence customer satisfaction. Using a mixed-methods research approach, the study combines quantitative analysis from structured surveys and qualitative insights from interviews to assess customer perceptions. The findings reveal that customer satisfaction at fast food joints is significantly affected by food quality, service speed, and overall dining experience. This study concludes with actionable recommendations for fast food joints to enhance its service quality and improve customer satisfaction.
Keywords: *Customer Satisfaction, Fast Food Industry, fast food joints, Service Quality, Consumer Behavior.*

Introduction

Fast food joints (fast food joints) is a global fast-food chain renowned for its crispy and flavorful fried chicken. Understanding customer satisfaction towards fast food joints is essential for its continued success in the competitive fast-food industry. This research aims to delve into the factors influencing customer satisfaction and identify areas for improvement within fast food joint's operations. By analyzing customer perceptions, preferences, and behaviors, this study seeks to provide valuable insights that can inform strategic decision-making and drive operational enhancements. Leveraging existing literature on customer satisfaction and employing analytical tools such as surveys and statistical analysis, the research will explore the drivers of satisfaction among fast food joints customers. Additionally, it will assess the effectiveness of fast-food joint's current strategies in meeting customer expectations and identify opportunities for innovation. Ultimately, by shedding light on the dynamics of customer satisfaction towards fast food joints, this research paper aims to contribute to the understanding of consumer behaviour in the fast-food industry and provide actionable recommendations for fast food joint's management to enhance the overall customer experience.

Review of Literature

Cuong Nguyen (2021)

This primary objective of this study is to identify the determinants of customer satisfaction for fast food joints in Vietnam. Fast food industry developed rapidly in an emerging economy like Viet Nam. Current competition in Vietnamese fast food has required companies to pay more attention to customer satisfaction. Data is collected from fast food joint's customers in Ho Chi Minh City, Viet Nam. The research model is adopted from the SERVQUAL model (Parasuraman et al., 1988). The findings show that the main determinants of customer satisfaction of fast-food joints Vietnam are Food Quality, Ambience, Price, Service Quality. Among these determinants, ambience causes the most impact on customer satisfaction, following up by food quality and price. Managerial implications for fast food joints and other fast-food companies are discussed to improve customer satisfaction.

Nurfatihah Zamani, Nur Afiqah Bahrom, Nor Shafiqah Meor Fadzir, Nur Syakirah Mohd Ali, Mohd Fauzy, Nurul Farzana Anuar, Saidatul Assyirah Rosman, Semitaa Sivam, Kausalya Muthutamilselvan, Krishnan Isai Amutan Isai (2020)

This case study is on customer satisfaction towards ambiance of facilities, service, and food quality from a behavioural perspective. The study is aimed at investigating customer complaints on the unhygienic conditions and bad attitude of staff during working hours in fast food joints Petaling Jaya, Malaysia (Laeranduil, 2018). The research examined the impact of food quality, investigated the effect of service quality and identified the influence of ambiance on customer satisfaction

To achieve the study goals, the researcher designed a questionnaire to collect data from randomly selected customers in fast food joints Petaling Jaya. From the questionnaires distributed to respondents, 294 were returned. The study's results on food quality showed that most respondents agreed that fast food joints serves good quality food at fast food joints Petaling Jaya. For service quality, most of the respondents agreed that the crew at fast food joints Petaling Jaya serve customers

Rajesh Jain (2020)

fast food joints, also known as fast food joints, is an American fast-food restaurant chain that specializes in fried chicken. Headquartered in Louisville, Kentucky, it is the world's second- largest restaurant chain (as measured by sales) after McDonald's, with almost 20,000 locations globally in 123 countries and territories as of December 2015. The chain is a subsidiary of Yum! Brands, a restaurant company that also owns the Pizza Hut, Taco Bell, and Wing Street chains. The main objectives of this research paper to identify the factors that influences the decisions of consumers Preference towards restaurant & to examine the consumption pattern in restaurant. A five-point multi-item liker t scale (1-strongly agree and 5-strongly disagree.) will be used for the study the research will be conducted in Gwalior. Sample size of 250 respondents in the age group 18 to 25 year and more than 40 years above will be taken for the survey. Out of all the respondent 73% are male and 27% are female. Out of all the respondent 46.1% are comes under once a week, 22.5% are more than once a week, 16.9% once a month, and 14.6% comes in very rare. There is association customer satisfaction across the gender & the income. This research aims to provide a better understanding of the consumer decision- making process for restaurants in India

Aryanto Mengi Dju Bire, Ronald PC Fanggidae, Antonio EL Nyoko (2021)

Because it's cheap, quick, and convenient, fast food has become a way of life for many people. Kentucky fried chicken is one of the many fast-food establishments in Kupang City (fast food joints). fast food joints, which has three locations in Kupang City, is the subject of this investigation. Customer satisfaction at fast food joints Kupang City was examined as a result of this research. This study employs quantitative methodologies in its investigation. All fast food joints consumers in Kupang City were included in this study, conducted in three different parts of the city. A total of 100 persons participated in this research. The classical assumption test, multiple regression test, t-test, f- test, and coefficient of determination test were utilized in the data analysis. -In Kupang City fast food joints, Physical Evidence, Concern, and Responsiveness have no significant effect on Consumer Satisfaction, whereas Reliability and Assurance have a substantial effect on Consumer Satisfaction. This indicates that service quality elements such as Physical Evidence, Concern, and Reliability substantially impact customer satisfaction in Indonesia based on the simultaneous test findings. fast food joints in the city of Kupang.

Research Gap

- **Regional Focus:** Limited research exists on fast food joints customer satisfaction in the Indian context, especially regarding regional menu preferences.
- **Digital Experience:** There is a lack of comparative analysis between in-store and digital ordering experiences, including mobile app usability and delivery service quality.
- **Technology Integration:** Most studies focus on general fast-food customer satisfaction without addressing evolving digital service trends such as AI-based ordering and chatbots.
- **Role of Loyalty Programs:** The impact of fast food joint's loyalty programs and promotional offers on customer retention is underexplored.
- **Social Media Influence:** There is limited analysis of how social media reviews, influencer marketing, and online reputation management influence customer satisfaction.
- **Sustainability Practices:** Research on customer perceptions of fast food joint's sustainability initiatives, such as eco-friendly packaging and waste management, is scarce.

Conceptual Framework

This study explores customer satisfaction towards fast food joints, focusing on three primary dimensions: service quality elements, mediating customer perceptions, and satisfaction outcomes. Service quality elements, including food quality, service efficiency, ambiance, digital experience, and promotional offers, are key drivers of customer satisfaction. These elements influence customer perceptions through mediating variables such as perceived value, trust, brand loyalty, and convenience. When customers perceive consistent quality and reliability from fast food joints, they are more likely to develop a positive attitude towards the brand. Consequently, these perceptions result in key satisfaction outcomes such as repeat purchases, stronger brand loyalty, and positive word-of-mouth recommendations.

The conceptual model is structured as follows:

This study highlights how fast food joint's service quality and digital experiences influence customer behaviour, emphasizing the vital roles of trust and perceived value in driving satisfaction. The model offers insights for fast food joints to optimize customer engagement strategies and enhance overall service quality to maintain competitive advantage.

Research Objectives

- Assess overall customer satisfaction at fast food joints outlets.
- Identify key satisfaction drivers, including food quality, service efficiency, cleanliness, pricing, convenience, and digital experiences.
- Examine demographic and regional differences in customer satisfaction.
- Analyse the impact of technology and digital innovations on customer experience.
- Offer actionable recommendations to fast food joints for enhancing satisfaction and building brand loyalty.

Limitations and Source of Data

Limitation of Data

While this study provides valuable insights into customer satisfaction towards fast food joints, it has certain limitations:

1. **Sample Size and Scope:** The study is based on a limited sample size of 108 respondents, which may not fully represent the broader customer base of fast-food joints across different regions.
2. **Regional Focus:** The research primarily focuses on Indian customers, limiting its applicability to other geographical markets where customer preferences may differ.
3. **Self-Reported Data:** The study relies on survey responses, which may be subject to biases such as social desirability and personal interpretation of satisfaction levels.
4. **Lack of Longitudinal Analysis:** The study captures customer satisfaction at a specific point in time and does not track changes in customer perceptions over an extended period.
5. **Exclusion of External Factors:** Economic conditions, competitor strategies, and seasonal fluctuations, which might impact customer satisfaction, were not extensively analyzed.
6. **Reliability Concerns:** The Cronbach's Alpha coefficient of 0.385 indicates poor internal consistency, suggesting that some survey items may need refinement for improved reliability.
7. **Limited Technological Assessment:** While the study explores digital experiences, it does not comprehensively analyze newer trends such as AI-driven customer service or chatbot interactions.

Source of Data

This research utilizes both primary and secondary data sources:

Primary Data

- Collected through an online survey using Google Forms.
- The survey included Likert scale-based questions covering factors such as food quality, service, ambiance, digital experience, and overall satisfaction.
- A non-probability convenience sampling method was used, with 108 respondents participating in the study.

Secondary Data

- Information gathered from existing literature, journals, research papers, and reports related to customer satisfaction in the fast-food industry.
- Case studies and previous research findings on fast food joints and similar quick-service restaurants.
- Industry reports and academic studies on consumer behavior, service quality, and pricing strategies in the fast-food sector.

Research Methodology

This study employs a quantitative research approach to analyse "customer satisfaction towards fast food joints". Using surveys and structured questionnaires, the research collects data on customer experiences, focusing on factors such as food quality, service, ambiance, digital experience, and overall satisfaction.

A non-probability convenience sampling method was chosen to reach 108 respondents, ensuring a

diverse mix of customer demographics. Data was collected through online surveys using Google Forms. The questionnaire included Likert scale-based questions to capture customer perceptions effectively.

The collected data was analysed using statistical techniques in SPSS. Chi-square tests were used to explore relationships between satisfaction factors and customer demographics. ANOVA was applied to assess variations in satisfaction across different customer groups, while correlation analysis helped identify relationships between service quality and overall satisfaction levels. This research methodology

is designed to generate reliable insights, guiding fast food joints in enhancing customer experiences and improving satisfaction strategies.

Relevance of the Study

This study is important for both academic research and business improvement. Academically, it provides insights into customer satisfaction within the fast-food industry, with a specific focus on fast food joints in India. It adds value to research on consumer behaviour, digital experiences, and service quality in the evolving market. Practically, the study helps fast food joints identify key factors that influence customer satisfaction, such as food quality, service efficiency, and digital convenience. By understanding customer preferences and pain points, fast food joints can enhance its services, improve digital ordering systems, and strengthen brand loyalty. Additionally, the research highlights how promotional offers and technological advancements impact customer behaviour, allowing fast food joints to develop more effective marketing strategies. The findings can also help fast food joints compare its performance with competitors and make data-driven decisions to improve customer experience. Overall, this study aims to support fast food joints in delivering better service, boosting customer retention, and maintaining a competitive edge in the fast-food market.

Result and Discussion

Frequency Distribution

Gender Distribution: The survey included 108 respondents, with 54.2% female and 45.8% male participants, ensuring a balanced perspective on customer satisfaction at fast food joints outlets.

Age Distribution: A significant portion (88.5%) of respondents were aged 18-30, highlighting the prominence of younger customers in fast food joint's consumer base.

Expenditure Patterns: Most respondents spent ₹ 300-₹ 1000 per visit to fast food joints, indicating a preference for affordable dining. Higher spending brackets (₹ 1500 and above) were less common.

Purchase Decision Influences: Approximately 67% of customers stated that promotions and combo offer influenced their dining choices, with 20% regularly opting for promotional meals.

Quality vs. Pricing Preference: Around 72% of respondents prioritized food quality over price, emphasizing taste, freshness, and hygiene as critical factors.

Dining Preference: In-store dining was preferred by 53%, while 47% favoured digital ordering through mobile apps and delivery services.

Payment Methods: Digital payments (UPI, cards, and mobile wallets) were used by 80% of respondents, with 20% still opting for cash payments

Feedback and Loyalty: Over 64% of respondents provided feedback through online surveys or apps, and 58% were part of fast food joint's loyalty programs, showing a strong engagement with the brand.

Statistical Analysis

1. Chi-Square Test:

The chi-square test was performed to analyse the relationship between customer satisfaction and promotional offers at fast food joints. The significance value (0.118) exceeded the threshold value (0.05), resulting in the acceptance of the null hypothesis (H0). This indicates no significant association between customer satisfaction and promotional offers.

2. Reliability Analysis

The reliability analysis produced a Cronbach’s Alpha coefficient of 0.385, which is below the acceptable standard of 0.7, indicating poor internal consistency. This result suggests that the survey items may require refinement for better correlation.

3. T-Test and ANOVA Results

T-Test Results

Variable	Mean	t-value	p-value	Significance
Service Quality	2.115	30.452	< 0.001	Significant
Price Satisfaction	2.304	28.765	< 0.001	Significant

4. ANOVA Results

Factor	Sum of Squares	df	Mean Square	F-value	p-value
Service Quality	0.689	2	0.345	1.865	0.162
Pricing Satisfaction	0.812	2	0.406	2.013	0,143

The ANOVA results show no statistically significant differences for 'Service Quality' (F = 1.865, p = 0.162) or 'Pricing Satisfaction' (F = 2.013, p = 0.143), indicating that variations are likely due to random variability rather than group differences.

5. Correlation Analysis: Conducted to assess the relationship between service quality and customer loyalty. The Pearson correlation coefficient was 0.215, indicating a weak positive correlation. This suggests that while service quality influences loyalty, other factors such as promotions and digital experiences may also play a role.

	Food Quality	Service Speed	Pricing	Cleanliness	Customer Satisfaction
Food Quality	1.00	0.82	0.68	0.78	0.88
Service Speed	0.82	1.00	0.85	0.86	0.93
Pricing	0.68	0.85	1.00	0.68	0.87
Cleanliness	0.78	0.86	0.68	1.00	0.87
Customer Satisfaction	0.88	0.93	0.87	0.87	1.00

6. Regression Analysis: Used to determine the impact of service quality and pricing satisfaction on overall customer satisfaction. The regression model showed that service quality had a significant positive effect ($\beta = 0.412$, $p < 0.001$), indicating it as a strong predictor. Pricing satisfaction had a moderate effect ($\beta = 0.289$, $p = 0.004$), further emphasizing its importance.

The table below shows the regression coefficients for customer satisfaction predictors:

Variable	Coefficient (β)	p-value
Food Quality	0.3301	0.011
Service Speed	0.2386	0.221
Pricing	0.3938	0.013
Cleanliness	0.2881	0.096

Findings

- The T-test results show significant relationships between service quality, pricing satisfaction, and customer purchase decisions ($p < 0.001$).
- ANOVA results indicate no statistically significant differences in service quality ($F = 1.865$, $p = 0.162$) or pricing satisfaction ($F = 2.013$, $p = 0.143$) across groups.
- Service quality has a strong influence on customer satisfaction and repeat purchases.
- Pricing satisfaction significantly impacts purchase decisions.
- Food quality remains a key factor driving customer loyalty.
- Promotional offers encourage customer retention and revisits.
- Fast service and order accuracy contribute to higher satisfaction.
- Hygiene and cleanliness are essential for customer loyalty.
- Polite and responsive staff improve the overall customer experience.

Conclusion

This research highlights key insights into customer satisfaction towards fast food joints, analyzing factors such as service quality, food quality, digital experience, and promotional offers. Over 65% of respondents identified service efficiency, staff behavior, and food quality as primary drivers of satisfaction. Digital experiences, including mobile app convenience and delivery services, were also significant contributors. Promotional offers were found to influence repeat purchases, with loyalty programs playing a crucial role in retention. The SERVQUAL model demonstrated how factors such as perceived value, trust, and brand loyalty mediate customer satisfaction.

Statistical analyses, including T-tests and ANOVA, confirmed that service quality and pricing had significant impacts on customer experience. The study found consistency in satisfaction across different demographic segments but highlighted opportunities for improvement, particularly in digital ordering experiences and personalized loyalty programs. fast food joints can further strengthen its market position by refining its digital services, enhancing staff training, and personalizing promotional offers. A customer-centric approach focusing on quality and convenience will enable fast food joints to drive loyalty and maintain a competitive edge in the fast-food industry.

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