

ABSTRACT

This research aims to study the perception of customers towards Service Quality of McDonald's after "I'm loving it" campaign. The main objectives of this study are to analyse the relationship between primary dimensions (Personal Interaction, Physical Aspect and Service Outcome) and Perceived Service Quality of McDonald's customers and to examine how demographic characteristics of customers affect the Perceived Service Quality

A sample of 384 customers is drawn from various locations in Bangkok metropolitan area. The survey data are analyzed by Multiple Regression Analysis, Independent Samples "t" test and One-way ANOVA (Analysis of Variance). The most respondents are single females who aged between 21-30 years old and private employees with bachelor degree and earn monthly income between Bt5,000 and Bt15,000.

The results of the hypothesis testings show that all three sub-dimensions (Service Outcome, then Personal Interaction and Physical Aspects) are positively related to Perceived Service Quality of McDonald's. Furthermore, it is revealed that the most dominant dimension is Service Outcome, to determine Perceived Service Quality. It is also found that there are no differences in Perceived Service Quality by gender, marital status and educational attainments. On the other hand, the data analysis concludes that there are differences in Perceived Service Quality by age groups, occupations and income levels, but these differences are not very significant. The findings also specify that low perception of high income earners (above Bt35,000) towards service quality of McDonald's. Therefore, McDonald's should set

up a different program for this group by providing high quality of food and better service with a high price.

It is expected that these research findings would be beneficial for McDonald's management to promote its sales and service quality. In addition, it is suggested to conduct a comparative study of McDonald's and other fast-food chains (eg. KFC, Chester Grills, or Oishi) applying.

