

Abstract

Fast food business in Thailand is quite interesting not only because the market value is high, but the competition in the fast food business is also intensifying as a result of an increase in consumption. Consequently, fast food operators are forced by both direct and indirect competitors to employ strategic on adjustment for survival amid tough competition and conform to the changing behavior of consumers. In the fast food business, to consider only price, product and number of outlets is not enough. Attention to “service quality” can help an organization to differentiate itself from other organizations and through it gain a lasting competitive advantage.

This study was designed by using SERVPERF instrument to measure the service quality of KFC restaurants in Bangkok. SERVPERF instrument introduced by Cronin and Taylor, 1992 is a service quality measurement technique that can examine the service quality by considering the perceptions of the service users. The purpose of this research was 1) to study the relationship between perceived service quality and overall customer satisfaction with KFC restaurants and 2) to measure the level of perceived service quality of KFC restaurants in Bangkok in terms of tangibles, reliability, responsiveness, assurance, and empathy segmented by demographic factors.

A questionnaire was used to collect data from 400 customers at selected KFC Restaurants. The data were analyzed by using descriptive statistics: Mann-Whitney U Test, Kruskal-Wallis H Test, and Spearman Rank-Order Correlation Coefficient were employed. The hypotheses were analyzed by using SPSS program.

The findings showed that a strong positive linear relationship between perceived service quality and customer satisfaction. In addition, the customers were almost satisfied with the service provided by KFC restaurants.

Furthermore, the results showed that customers passing different demographic factors perceived difference in service quality dimensions as follows: the customers of different gender have perceived differences in tangibles, customers in different age levels have perceived differences in almost all of the service quality dimensions, except empathy, customers in different education levels have perceived differences in tangibles, assurance, and empathy, customers in different occupations have perceived differences in responsiveness and empathy, and the customers in different income levels have perceived differences in empathy dimension of KFC restaurants. The study concluded with recommendations based on the findings.

