

## The Abstract

Nowadays, the fast food industry has become highly competitive, therefore customer satisfaction plays a major role in such competitive environment. The purpose of this research was (1) to measure the level of customer satisfaction of the 3 largest KFC Restaurants in Bangkok by comparing customer's expectation and perception, (2) to measure the level of customer satisfaction with KFC Restaurants in Bangkok in terms of cleanliness, hospitality, accuracy, maintenance, product, and speed of service, and (3) to determine the level of customer expectation and perception in relation to the customer's demographic factors.

This study had applied "Customer Satisfaction Processes and Disconfirmation of Expectation Model" developed by Patterson (1993) to measure the customer satisfaction toward KFC Restaurants. This research focused on six categories, which are cleanliness, hospitality, accuracy, maintenance, product, and speed of service.

The questionnaire composed of two parts: demographic and customer satisfaction measurement were used to collect data from 425 customers at selected KFC Restaurants. The data were analyzed by using descriptive statistic: the paired sample t-test, independent t-test, and the analysis of variance (ANOVA).

The results of this study indicated that there is a significant difference between customer expectation and perception toward KFC Restaurants as well as when segmented by cleanliness, hospitality, accuracy, product, and speed of service. Maintenance is the only factor that indicates no difference between customer expectation and perception.

Moreover, the results showed that customers having different age category, gender, educational level, occupation, and income level differ in their expectation toward KFC Restaurants. The research also found that there is a significant difference

in customer perception when segmented by gender. In contrast, the research indicates that the customers' perception when segmented by age level, educational level, occupation, and income level are similar.

