A STUDY ON SERVICE QUALITY AND CUSTOMER SATISFACTION ON CHINESE FAST FOOD SECTOR-CHENNAI

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ABSTRACT

This study investigates the customers’ satisfaction towards Chinese food varieties. The main objectives of the study are the customer satisfaction towards the Chinese food restaurants and to find out the relationship between demographic variables and factors of customer satisfaction towards Chinese Food restaurants. The main findings of the study are the respondents are more satisfied towards Appetizers and soup varieties with the mean value above 4.0 and there is no association between the gender and overall satisfaction level towards Chinese Food Varieties.

KEY WORDS: Chinese restaurants, Customer satisfaction, Fast food restaurant, Service quality.

REFERENCES