



## **A Case Study of Consumer Satisfaction of Kentucky Fried Chicken**

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### **ABSTRACT**

The purpose of this study is to examine consumer satisfaction towards Kentucky Fried Chicken Corporation (KFC). This paper is presenting what are the factors influencing consumer satisfaction. KFC is known as one of the most popular fast-food chains around the world. The findings indicate that the services and products of KFC give a big impact on consumer satisfaction and thus most of the consumers are satisfied with the current services and KFC products.

**Keywords:** Consumer Satisfaction, Fast food, KFC

### **INTRODUCTION**

Products and services play a vital role in all businesses. The quality of the services provided by each KFC branch is one of the main factors for KFC to increase their customer satisfaction over years, as its actual product not only consists of quality chicken but also a satisfactory service to its target customers. In general, a product is defined as the manufacture of a product or service sold on the market by a company (Asman et al., 2020). As we know nowadays the market is highly competitive and important for fast-food restaurants such as KFC to improve their food and service quality to compete and survive in this industry (Namin, 2017).

The duties of the KFC Customer Service Team include taking orders, greeting customers, and completing customer purchases in cash. To maintain satisfactory customer services of KFC, they provide some beneficial training and development for their workers (Puleka & Kakade, 2018). The company has provided its workers with a full training program to train them for providing a quick and efficient service to the customers who are queuing to take their orders either at the restaurant or at the drive-thru service. For instance, the workers of KFC only take 10 - 15 minutes to serve and take orders from each customer who is going to dine-in, take away, or by drive-thru system. Drive-thru service is provided in some of the KFC branches only, to make their customer easy and comfortable by the way to save their time too. The drive-thru system is suitable for customers who are rushing to deal with their situation. Apart from providing



a quick and efficient service, KFC also trains their staff to provide friendly customer service, in which the workers must be kind to serve their customers and show a positive attitude in interacting with them while ordering the foods at the counter (Yan, Ngana & Voon, 2016).

Besides the aforementioned services, the KFC Food Service Team Members are proud to serve wholesome and hot meals to the customers where they have to prepare fresh and high-quality food products and beverage products in the kitchens that create irresistible tastes for their customers. A very high temperature has been used to cook all these freshly chickens. The temperature that they used meets the minimum set by the World Health Organization (WHO). It is to ensure that all of this food served is in fresh and healthy condition. The workers who are in charge in the kitchen use 100% sans cholesterol non-hydrogenated palm oil to fry and cook all the products such as Boneless Chicken Strips.

KFC first defines customers' likes and dislikes and also the culture of each race before the launch of a new product. For example, in the view of religious perspective, Malaysia and Indonesia KFC are introducing Muslim Halal Food while vegetable burgers are available in India KFC, only beef is not served to Indian customers as their culture and beliefs are different. Therefore, customer loyalty will be achieved when the products or services provided by Kentucky Fried Chicken (KFC) can fulfill the needs of the customer. It also leads to an increase in customer satisfaction of KFC at the same time the sales growth of the company will also increase automatically as customer satisfaction increases (Hilman, Ghani, & Hanaysha, 2015). KFC's target customers are meat and chicken lovers and the right target segment leads to the main success factor of KFC. It is a big franchise business model and at the same time, KFC has many similar competitors such as McDonalds, Burger King, Pizza Hut, and Domino.

SWOT analysis of KFC includes four aspects which are strengths, weaknesses, opportunities, and threats. The strengths and weaknesses are related to internal organizational factors meanwhile the opportunities and threats are external elements that could influence the success of an organization (Omer, 2018). First and foremost, its strengths are that KFC acts as a strong worldwide presence. In 2015, KFC had more than 15,000 restaurants in the world and successfully established the brand. Besides that, KFC has a very fast growth in Asia and the center of its Asian expansion story is China. Almost half of KFC's revenue comes from KFC in China because it operates more than 5,000 outlets in 1,100 cities in China. Other than that, KFC offers many different varieties on the menu such as veg and non-veg food to serve customers. For instance, KFC offers veg food in India only. On the other hand, KFC weakness is the food quality challenge that is related to unhealthy food. Most of the food that is produced by KFC contains high calories, salts, and fats. However, customers always seek a healthier choice and they prefer the chicken cooked in hygienic oils without any trans-fats. Otherwise, there will continue to be trouble for KFC (Jurevicius, 2013). Also, KFC should reverse their weakness into opportunity by exploring new products including low fats and calories. By introducing healthier food in their menu, customer satisfaction will increase as now they have more choices. Finally, the threat of KFC is the high costs of raw materials and labor. The raw materials used to produce the food such as chickens, bread, and wedges are highly fluctuating in costs. Apart from high cost, KFC not just faces global competition but also domestic competition as well. To maintain the market share



in the fast-food industry and local customer base, KFC has innovated its menu by introducing new food items that represent the local tastes (Pratap, 2019).

KFC is an American fast-food chain that operates all over the world. The operation and management of KFC may be affected by the policy of the government to manage the fast-food industry. This is because public health is extremely important to the government. Thus, food and health legislation are the main political factors that majorly affect KFC and with a vision of providing high-quality products. The company is keen to observe this legislation hence it cannot be negatively affected by political factors. If anything happens to the consumer, it will be a big issue for the company since the political environment of a country affects its business environment and organization. The changing of government rules and regulations may have an impact on the business and the Sarbanes-Oxley compliance rules of 2002 were adopted by the United States government. This was a reaction to the political climate that called for such a move to make public corporations more responsible. If a firm operates internationally, then the activities of the firm will be influenced due to the absence of political stability in any country. For example, an antagonistic takeover could bring down the government and this may cause bad consequences such as environmental rioting, looting, and general chaos. Thus, this system allows everything to be documented and strict rules and regulations are feasible for running the business (Husna et al., 2020). These disrupt a company's business (Asdullah, Rehman, & Ahmad, 2015).

KFC will always make sure and maintain a good relationship with the government to avoid any trouble. Additionally, health-conscious individuals and campaigns targeting many fast-food chains and restaurants have gradually emerged to promote obesity and unhealthy lifestyles. Hence, KFC will only be selling fresh and preservative-free food to consumers and always makes sure that their restaurant and kitchen are always clean and free of mice and insects. By selling fresh and preservative-free food to consumers, their satisfaction with the products will increase showing consumer acceptance.

Laws, agencies, and associations that control and limit entities are political influences. The policy of the government to international markets, a nation's stability, and its monetary policies and government bureaucracy are being measured. As covering the multiple areas of business strategy, political and legal powers are particularly relevant. The strategy of the government affects industry through several regulatory bodies such as The Environment Department and the Trade and Industry Department. Those bodies develop policies on trade, standards, and limitations. The policies produce will influence corporations in different ways such as how the company goods are made, marketed, and sold (Vrontis & Pavlou, 2008).

Furthermore, KFC is neglecting to produce sustainable profits due to most of the food's unhealthy diet which is fried chicken. The economic factor, such as consumption behavior, also plays an important role in influencing the customers' satisfaction with the pricing of KFC products. This is because it deals with the purchasing power of customers. The price of the product may reflect the quality of service, change the consumer's purchasing behavior, and also affect the customer's view of each restaurant's quality. The KFC menu is sold at reasonable prices and inventive strategies have been implemented to succeed in the competitive marketplace. The most important of reasonable prices offered by KFC is to make a profit for the company and also fulfill the



needs of customers. For instance, in the entire KFC branches restaurant, they used both an optional pricing strategy and a mixed pricing strategy. Based on the preference of customers, they can purchase any dishes from the basic menu in which is an optional pricing strategy, and there are combos set available also where combinations of products sold together, which is a mix pricing strategy (Kumar, 2012). An optional pricing strategy carried out by companies is to maximize the number of customers spent when they start to drop orders. As a result, this strategy will increase customer satisfaction by offering a variety of food options while increasing the company's sales growth. Maintaining a healthy KFC economy by practicing smart pricing, the business of KFC is running well. While KFC faced a lot of rivals, it remains the top fast-food brand in the world and gains a good reputation among people. Therefore, economic factor affects the consumer purchasing power as well as their spending pattern (Samnani, 2014).

Food quality involves few aspects such as taste, variety of food menu, freshness, and healthiness. The higher the level of food quality, the more satisfied the consumer is (Zhong & Moon, 2020). It shows a positive relationship between food quality and consumer satisfaction (Phan & Nguyen, 2016). Moreover, KFC is one of the restaurants that display the Halal logo on all the packaging which represents the practice of humans' healthy lifestyles. This leads them to better growth of human development (Md. Sawari, Ghazal, Ibrahim, & Mustapha, 2015). Consumption of Halal food also brings many benefits to humans in terms of physical and mental health (Md. Sawari, Mustapha, & Ghazali, 2014). As of now, many customers are concerned about healthier and less calory food. Thus, KFC always ensures that the food quality it provides to customers is adequately high.

Besides, the service quality in all KFC outlets is another significant element that influences consumer satisfaction. It makes a comparison between the desire or expectation of consumers and the actual outcome from consumers' (Phan & Nguyen, 2016). A high level of service quality tends to guarantee high customer satisfaction. However, if the service performance fails to achieve the expectation of the consumer, it leads to consumer dissatisfaction (Zhong & Moon, 2020). Service quality also includes five main aspects of responsiveness, tangibles, reliability, assurance, and empathy (Shaed, Zulkefli, Ngali & Rahmat, 2017). Therefore, service quality can significantly impact the consumer's satisfaction at all which the service is aligned with consumer expectation (Jaini, Ahmad & Zaib, 2015).

To give the best experience for the consumer, KFC has shifted its focus to training employees. People have greatly changed the way of teaching and learning due to information technology (Leonard & Delacey, 2002). Therefore, consistent development becomes highly significant, not exclusively will help an organization expand potential benefits and become a market leader, but it will also prevent obsolescence shortly (Chan, Kee, Chong, Hak, & Yeong, 2020). The customer experience can never surpass the employee experience. KFC is truly committed to creating digital solutions that make employees' lives easier and more meaningful (Whitehead, 2018). For example, the company in the United States uses Amazon Echo which is a type of voice training for the employees. Through interactive videos, employees are allowed to ask questions, the device will answer with audio, and intuitively display the solution. While in Australia, employees use Yammer to promote the exchange of ideas. By organizing quizzes and





contests, they can bring some fun (Roy, 2018). Yammer also allows real-time communication between stores to obtain insights and suggestions on new products.

With the advancement and development of technology, KFC has also launched a delivery application for consumers to place orders anytime and anywhere. Gupta (2019) stated that the demand for online ordering is real. Restaurants with online delivery services will indirectly inform customers that these restaurants are under development, which is challenging for others that want to be a convenient and accessible restaurant for all customers who order frequently. To facilitate payment, the delivery application also allows customers to pay for their meals with multiple payment methods, including cash, credit card payment, and online banking. Once KFC receives the order, they will start to prepare the meal and deliver it to customers as soon as possible. However, depending on the time of day, the delivery time will be between 60 minutes. Besides, the application has a self-collect option for customers to place an order and pick up the meal at the closest KFC restaurant within a preferred time. Customers can order food before reaching the restaurant and make the whole process faster because customers can save some time to queue up and pick up the order from the counter pick-up directly. Through the delivery applications, customers can enjoy a satisfactory ordering experience including ordering and payment in just a few simple steps, reducing waiting time and queuing in the store, receiving payment details, and saving KFC as a favorite restaurant or favorite orders, enabling orders can be placed faster (Borison, 2017). Database systems with the "data mining" function can make the available company information useful for marketing, production, promotion, and innovation (Hemmatfar, Salehi, & Bayat, 2010). The application allows KFC restaurants to collect customer data for improvements, while also managing services from time to time and updating meal availability at specific restaurants.

This study analyses the issue of how the consumers of KFC are satisfied with their service and food. This research aims to suggest feedback to implement for better consumer satisfaction. Therefore, we are conducting this survey via Google Form to figure out how consumers are satisfied with KFC's brand and understand the current market situation. Beginning with the current situation and analyzing the market of KFC, we analyzed that KFC is facing a lack of satisfaction in terms of products and services, competition to their consumers. We provided our insights as to why we saw a specific problem and finding out the reason and ways to improve it. In this research, we focused on the consumer's health perceptions, products and services of KFC, and their competition.

## RESEARCH METHOD

This research was conducted in India and Malaysia. A total of 115 informants were collected through the Google Form in the following criteria that they are living in both countries, come from different gender, age group, and nationality, heard about KFC, and bought their food before. Lastly, they provided their opinion to increase satisfaction in Section B of the Google Form.

### Primary Data and Secondary Data

We decided to use both primary and secondary data to collect the data and information. The primary data were collected from an online questionnaire to gather valid, dependable, and unbiased data from a representative sample of respondents. The online



questionnaire is rendered in Google Form and we shared the form through a social media platform such as WhatsApp, where the link was given to each respondent. The questionnaire consisted of 12 questions that would help in knowing how much the consumers are satisfied with KFC's products and services. The questionnaire instrument is self-developed. This form is divided into two parts, namely Section A and Section B. All the data were displayed in frequency and percentage and tabulated to simplify the analysis process.

Section A collected the demographic profiles of the respondents. We included four questions of gender, age range, race, and nationality. Section B provided eight questions, which were then analyzed with the 5-point Likert Scale.

As for the secondary data to support and reinforce the evidence obtained from the respondents, we used authorized internet resources, the company's website, articles, journals, and related research papers to collect some additional information. Through this secondary source method, we obtained significant information.

## RESULTS AND DISCUSSION

Our set of questionnaires aims to examine consumer satisfaction toward KFC and was distributed to 115 respondents by using an online Google Form. Most of the information was collected from females between 20-29 years old. They heard about KFC from social media and it always does a promotion. The deliciousness is the main factor that attracts everyone to buy the KFC product. Their preference to buy the product is once a month and rarely and many of them are satisfied with the KFC product (see Table 1).

**Table 1. Summary of Respondents' Demographics (N=115)**

<b>Response</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Gender</b>		
Male	35	30.4
Female	80	69.6
<b>Age</b>		
Below 20 years old	18	15.7
20-29 years old	84	73.0
30-39 years old	7	6.1
40-49 years old	2	1.7
50 years old and above	4	3.5
<b>Race</b>		
Malay	25	21.7
Chinese	71	61.7
Indian	18	15.7
Other:		
Siamese	1	0.9
<b>Nationality</b>		
Malaysian	98	85.2



Indian

17

14.8

The demographic profiles of the respondents are shown in Table 1. We collected 115 responses from the survey. Table 1 shows that the majority of the respondents were Chinese females (69.6%) from Malaysians in the age group of 20 to 29 years old. The difference between the percentage of females and males was 39.2%. According to the age range of respondents, more than half of respondents (73.0%) were between the ages of 20-29 years old, it also considers as the highest-ranking among other respondents' age group. Besides, by race, the majority were Chinese (61.7%), followed by Malay (21.7%). By nationality, the majority (85.2%) were Malaysian.

**Table 2. Survey on Consumer Satisfaction of Kentucky Fried Chicken (KFC)**

Response	Frequency	Percentage (%)
<b>Have you ever heard about Kentucky Fried Chicken (KFC)?</b>		
Yes	115	100.0
No	0	0.0
<b>What do you usually make an order in KFC restaurant?</b>		
Fried Chicken	32	27.8
Cheesy Wedges	13	11.3
Zinger Burger	11	9.6
Snack Plate	10	8.7
Dinner Plate	8	7.0
Loaded Potato Bowl	9	7.8
Signature Box	6	5.2
Snacked Box	7	6.1
Zinger Cheesy	2	1.7
Chicken Wrap	2	1.7
Others	15	13.0
<b>How did you know about KFC?</b>		
Flyer	11	9.6
Social Media	87	75.7
Newspaper/Magazine	3	2.6
Other:		
Family and relatives	3	2.6
Recommendation from friends and family	1	0.9
The brand	1	0.9
Their branch	2	1.7
Advertisement	1	0.9
Self-discovery	3	2.6
Known since childhood	3	2.6
<b>KFC always does the promotions?</b>		
Yes	86	74.8
No	29	25.2


**What's the main factor that attracts you to buy KFC's product?**

Healthy	0	0.0
Delicious	70	60.9
Convenient products for conscious	10	8.7
Time-constrained lifestyles	7	6.1
More new product	2	1.7
Good environment	2	1.7
Good service	3	2.6
Reasonable price	11	9.6
All above	10	8.7

**How often do you buy the KFC's product?**

Once a week	7	6.1
2-3 times a week	1	0.9
Once a month	40	34.8
2-3 times a month	24	20.9
Rarely	40	34.8
Never	3	2.6

**Please rate your satisfaction with the tastes of KFC products**

Strongly dissatisfied	2	1.7
Dissatisfied	2	1.7
Neutral	8	7.0
Satisfied	72	62.6
Strongly satisfied	31	27.0

**Please rate your satisfaction with the service attitude of KFC employees**

Strongly dissatisfied	1	0.9
Dissatisfied	6	5.2
Neutral	45	39.1
Satisfied	49	42.6
Strongly satisfied	14	12.2

**Please rate your satisfaction with the delivery service of KFC restaurant**

Strongly dissatisfied	1	0.9
Dissatisfied	5	4.3
Neutral	53	46.1
Satisfied	42	36.5
Strongly satisfied	14	12.2

**Please rate your satisfaction with the KFC application app**

Strongly dissatisfied	2	1.7
Dissatisfied	5	4.3
Neutral	63	54.8
Satisfied	33	28.7
Strongly satisfied	12	10.4

**Please rate your satisfaction with the product and service quality**





Strongly dissatisfied	1	0.9
Dissatisfied	4	3.5
Neutral	29	25.2
Satisfied	60	52.2
Strongly satisfied	21	18.3
<b>Please rate your satisfaction with the service speed of KFC employees</b>		
Strongly dissatisfied	0	0.0
Dissatisfied	9	7.8
Neutral	32	27.8
Satisfied	58	50.4
Strongly satisfied	16	13.9
<b>Please rate your satisfaction with the cleanliness of the KFC restaurant</b>		
Strongly dissatisfied	0	0.0
Dissatisfied	5	4.3
Neutral	21	18.3
Satisfied	64	55.7
Strongly satisfied	25	21.7
<b>Please rate your satisfaction with the food price on the KFC menu</b>		
Strongly dissatisfied	1	0.9
Dissatisfied	11	9.6
Neutral	35	30.4
Satisfied	53	46.1
Strongly satisfied	15	13.0
<b>Please rate your satisfaction with the overall about KFC</b>		
Strongly dissatisfied	2	1.7
Dissatisfied	1	0.9
Neutral	25	21.7
Satisfied	70	60.9
Strongly satisfied	17	14.8
<b>What would you recommend improving the customer satisfaction of KFC?</b>		
Improvement on Food services and Food quality	36	31.3
Improvement on Promotion	11	9.6
Improvement on Menu	11	9.6
Improvement on Food Delivery Service	8	7.0
Improvement on Employee and Crew	8	7.0
Improvement on Food Prices	8	7.0
No recommendation	26	22.6
Others Improvement	7	6.1

Table 2 demonstrates the consumer satisfaction of KFC. The above result shows that all respondents (100.0%) have previously heard about KFC because it is a well-known brand with a wide variety of outlets around the world. Other than that, KFC advertisements also always appear on billboards, it makes many people have previously



heard of KFC. Besides, more than half of respondents (74.8%) responded agreed that KFC often carries out sales promotion activities in a year. The reason is that these respondents may frequently enjoy KFC sales promotions. The purpose of KFC carrying out sales promotion is to increase sales of each outlet and also compete with its rival, such as McDonald's. Customers not only enjoy the value set meals but also enjoy the environment. Goyal and Singh (2007) culminated in teenager consumers visiting a fast food restaurant for gathering and fun.

Table 2 indicates that the majority of respondents usually drop Fried Chicken, Cheesy Wedges, and Zinger Burger as orders at KFC restaurant. One of the reasons they usually purchase KFC Fried Chicken is due to its crispiness. Its fried chicken tastes good, and it is one of the factors that attract more customers to purchase it. From this survey, these KFC products are usually ordered by some parts of the respondents. They are Snack Plate, Dinner Plate, and Loaded Potato Bowl. These products are served with an appropriate portion size that fully fills their stomachs and reasonable prices.

Our questionnaire shows 75.7% of the respondents know about KFC brand name via social media platforms such as Facebook, Twitter, Instagram, and YouTube. KFC always uses social media to spread or announce the latest information and to keep customers updated in real-time. Social networking and internet technologies help the brand to interact with its consumers (Ahmed & Zahid, 2014). Followed by 12.10% who know about the KFC brand name from the other group, such as from families, relatives, and friends, advertisements on billboards, and known since childhood. The respondents trust the recommendation of their closest person, and they are the first people who will bring them to taste KFC products.

Many factors attracted the respondents to buy KFC's products. More than half of the respondents (60.9%) claimed that they bought KFC's product due to its delicious taste. However, none of the respondents select healthiness as the main factor. Thus, KFC should introduce all kinds of healthy food on the menu with low calories as people are concerned about their health and prefer to purchase healthier food (Lim, Kee, Teoh, Low & Ong, 2019).

Our survey recorded 40 respondents (34.8%) visited KFC once a month and a similar condition goes to the respondents who rarely visited KFC, followed by 24 respondents (20.9%) who bought KFC's product 2 to 3 times in a month. This shows that KFC is known as one of the famous fast-food restaurants in Malaysia and India.

Several aspects contributed towards consumer satisfaction such as the taste, service attitude, delivery service, KFC application app, product and service quality, service speed, cleanliness, and food price. Our questionnaire found 103 respondents (89.6%) feel satisfied with the taste of KFC products. The result reflects that the various tastes of food attract them to buy the food to gain a high level of satisfaction (Haider, Ali, Farooq, & Faheem, 2012). In the aspect of service attitude, we discovered that there are 63 respondents (54.8%) who have satisfied the service attitude of KFC employees and 45 respondents (39.1%) felt that they may or may not satisfy the service attitude. Thus, the management team of KFC should identify the attitude of each employee and develop an action plan immediately by dealing and speaking to the bad attitude employee since their



performance directly affects the company. It highlights how the service attitude of employees can influence consumer satisfaction (Basnayake & Hassan, 2015).

Furthermore, 56 respondents (48.7%) believed that the delivery service of KFC restaurants satisfies them. Therefore, KFC needs to maintain the effectiveness and efficiency of its delivery services to satisfy its consumers. However, 63 respondents (54.8%) feel unsure about their satisfaction with the KFC application app. Hence, KFC should always keep on updating the application app to increase their satisfaction. On the product and service quality, there are 81 respondents (70.5%) stated that they are very satisfied. KFC can provide training to train their employees and use a rewards system for the ones who achieve the target of the company. This is because improved service quality affects the performance of KFC (Uddin, 2020). Besides that, we found 74 respondents (64.3%) were satisfied with the service speed of KFC as it is fast and saves some waiting time for the ordered food. It leads to good consumer satisfaction (Polas, Rahman, Miah, & Hayash, 2018). One of the best things is that none of the respondents choose the strongly dissatisfied option. This also goes to the cleanliness of KFC as 89 respondents (77.4%) were satisfied.

However, none of them voted for strongly dissatisfied. This result shows that they are satisfied with the cleanliness as consumers always expect the environment, dishes prepared and culinary are clean and safe (Yan et al., 2016). Moreover, 68 respondents (59.1%) claimed that they are satisfied with the food price of the menu. Therefore, KFC always ensures that the food price is reasonable and sets the price at a medium level. Consumers can afford the price within their economic scope (Sheraj, 2017). Table 2 shows that 87 respondents (75.7%) have good impressions and are satisfied. Hence, KFC should continue to serve Finger Lickin' Good food and increase consumer satisfaction as well.

On the other hand, the majority of the respondents gave their opinion to improve consumer satisfaction. However, some respondents had no opinion to improve consumer satisfaction as KFC could be doing well from their view. The findings highlight that most of the respondents emphasized the improvement in food services and quality. The customers would prefer bigger size chickens or drumsticks and larger portions of food. With the money that customers paid, KFC Company should give the best quality. The respondents also suggested employees' attitudes towards customers to be more polite with smiling faces in addition to more promotions and sales, such as giving vouchers or gifts once they purchase above RM100 and promotion code on delivery apps. Besides, some respondents suggested introducing more variety of food on the menu with new flavors. The consumers are expecting KFC to introduce a new delicious menu and remove the weird combination of food. For example, more cheese flavor products and proper side dishes should be added to the menu before promoting the new products constantly or monthly. Moreover, the price of food should be more affordable below RM5 and more. Apart from lowering the food price, KFC apps can be improved by making them more convenient and easier to use. It also should expand the area of food delivery to those who might not be able to order and deliver the food by using the apps. Also, providing a good environment such as an updated internet speed and touchscreen service for ordering food will increase consumer satisfaction. Lastly, KFC should also reduce the usage of plastic as it is aimed to raise the public's awareness to reduce plastic pollution currently happening around the world.



## CONCLUSIONS

In conclusion, the services and products of Kentucky Fried Chicken (KFC) give a big impact on consumer satisfaction. Our findings show that most of the consumers are satisfied with the current services and KFC products. Also, most of the consumers knew KFC from social media. This underlines the power of the internet and social to let people easily know new things faster. Mostly, the customers are more likely to order KFC's fried chicken than KFC's burger mostly because the customers prefer its delicious taste with spicy and original flavor. However, the problem that occurs in KFC is all the foods are mainly high-calorie and none of the customers believed that the food is healthy. They will only buy KFC's product once a month or rarely buy the product. On the rating of satisfaction section, mostly the customers are satisfied with KFC services and products and fewer of them are unsatisfied. Thus, they recommended KFC improve its services and food quality to maintain the good quality and high satisfaction of the restaurant.

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