

Title of Thesis	The Study of the Consumer Behaviour of Fast Food Chain in Miri
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ABSTRACT

The purpose of this study is to analyse the consumer behaviour of Fast Food Chain in Miri. It is based on the satisfaction, expectation of consumer. The research is focus on the consumer behaviour of Fast Food Chain in Miri. The research is using questionnaire method and gathers information from 50 respondents. Researcher focuses on consumers that are below 40 years old. The data are collected and analyse using simple statistic method.

The research result indicated 4 major finding. The first finding is the respondents prefer to have fried chicken in McDonald's. Second finding shows that the importance factors for customer satisfaction for most of the respondents are to have clean atmosphere in the Fast Food Chain. Next, the third finding is that the respondents are willing to spend for RM10-RM20 to get a free gift. Lastly, the finding is the respondent like to have more new product and also the updated menu of the Fast Food Chain because majority of the people are like novelty in one way or another.

From the result, the researcher identifies the cause of the reason and also suggests several recommendations for implemented. One of the recommendation the consumer to purchase set meal as it is cheaper than purchasing the food of a la carte. Furthermore, researcher also suggest that Fast Food Chain to be clean, Fast Food Chain should put the certificate from medical & sanitary inspection service for the current year. Also, the employees need to look neat and clean and maintain the cleanliness all the time.

As the recommendation, Fast Food Chain should occupy facilities for the consumer which can dine in when they visit the Fast Food Chain. Moreover, the new product of Fast Food Chain should focus more on the target market and the price that consume must be reasonable.

Finally, this research created several areas that could be carrying out for future in-depth research. Part of the future research can look into the area of employers, entrepreneur and

young adults as respondents. Other than that, the products of the Fast Food Chain can be discovered as well as how they can improve on it.