

**Factors Affecting Customer Satisfaction in Restaurants Industry in  
Batticaloa Region**

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The purpose this study is to investigate, compare and evaluate the determinants of the customers' satisfaction in fast food industry. Quality service, price, environment are used as an independent variables and customers satisfaction use as dependent variable. The research is quantitative in nature and random sampling technique has been used for data collection through a questionnaire survey and the sample size for this study was 100. Data have been analyzed through correlation and, multiple regressions.

***Keywords:** Customers Satisfaction, Service Quality, Price*