

# **Factors Affecting Customer Satisfaction with Special Reference to Fast Food Restaurants in Sri Lanka**

**G.S. Shashikala**

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka*

**D.W. Kumara**

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka*

This study is focused on factors affecting customer satisfaction in fast food restaurant industry in Sri Lanka, where today various food companies offers many solutions to satisfy customer requirements, but yet no one was spoken and understood the affecting factors of those companies in connecting to the customer needs and wants.. The ultimate purpose of the marketer is to establish customer satisfaction within the fast food outlet through attracting them. Marketers use various tools to attract and satisfy customers. This study aims to identify major factors that customers are attracting and satisfying with fast food restaurants.

The study uses quantitative research design method and analysis was done using 100 fast food outlet customers as a sample. The data was collected with standard questionnaire and customers were selected within the food outlets. Data analysis was done using descriptive statistics such as central tendency and dispersion. Correlation and regression analysis was used as inferential statistical techniques.

From the analysis it was found that all four factors , namely product quality, service quality, physical design are influencing customer satisfaction of the fast food restaurants and out of four factors product quality is the most influencing factor.

**Key words:** *Satisfaction, Service quality, Product quality, Physical design, Price.*