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IMPROVING CUSTOMER SATISFACTION THROUGH SUPPLY CHAIN MANAGEMENT BEST PRACTICES IN A FAST FOOD RESTAURANT

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Abstract: The completion of business environment in food services industry, specifically fast food restaurant is increasing. Thus, it is crucial to focus the level of customer satisfaction on every transaction. Hence, the fast food restaurant is required to redesign and improve supply chain management practices, in order to achieve higher customer satisfaction. This study aimed to investigate the effect of supply chain management best practices on customer satisfaction and to propose the supply chain management best practices in a fast food restaurant. This study employed qualitative research method, which is a case study on the fast food restaurant. The result of the interview indicated that cycle time, information sharing, human resource management, facility layout design and speed of responsiveness had significant effect on customer satisfaction. The study further concluded that supply chain management practices can improve customer satisfaction in the fast food restaurant. This study recommended the company to set up a department to control the supply chain practices.

Keywords: Supply chain management; best practices; customer satisfaction; fast food restaurant

4.1 INTRODUCTION

4.1.1 Background of study

Ying (2016) noted that fast food has become one of the major food choices for most of the citizen in Malaysia, or in other word called choice of “the daily main course”. Fast food consumption has become part of the lifestyle of people in many countries. Therefore, there are some elements that have been focused on, related to fast food restaurant. Regarding those women that come from dual income family, especially those in married status; with the full employment opportunities environment and dual-income households, women had spent