

A Study on Consumer Satisfaction in “Fast-Food Service” with special reference to McDonalds in Mumbai

Rahul Parchure and Shairaz Shaikh

Bunts Sangha’s Ramanath Payyade College of Hospitality Management Studies, Mumbai, India

Abstract: *In today’s world of fierce competition, it is very essential to not only exist but also to excel in the market. Today’s market is enormously more complex. Henceforth, to survive in the market, the company not only needs to increase its profit but also needs to satisfy its customers and should try to build upon from there. The research paper is the analysis of the customer satisfaction in fast-food and service quality level provided by the fast food joint Mc Donald’s, Nirula’s and Pizza Hut..*

Keywords: fierce competition , customer satisfaction , service quality