

**INFLUENCE OF SERVICE CONVENIENCE ON CUSTOMER SATISFACTION
A CASE STUDY OF KENTUCKY FRIED CHICKEN (KFC) IN NAIROBI,
KENYA**

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**A RESEARCH PROJECT SUBMITTED TO THE SCHOOL OF HOSPITALITY AND
TOURISM IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
AWARD OF THE DEGREE OF BACHELOR OF SCIENCE IN HOSPITALITY
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DECEMBER, 2020

DECLARATION

Declaration by the Student

This research project is my original work and has not been presented for the award of a bachelor's degree or for any similar purpose in any other institution

Signature: _



Date: 12th December, 2020.

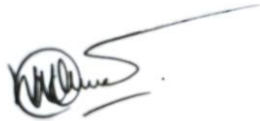
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Declaration by the Supervisor

This research project has been submitted with my approval as the University supervisor.

Signature...



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DEDICATION

I would like to dedicate this study to my parents for their undying support both mentally and financially.

ACKNOWLEDGEMENT

I would like to acknowledge a number of people who have seen me through the entire research process. My supervisor for always being available for consultation and correcting me in areas where I veered off. I pass my gratitude to my parents for funding this research. I appreciate my friends for always pushing me to do better each day and not giving up through the research process. For all these and more, I am eternally grateful.

ABSTRACT

This study sought to examine the influence of service convenience on the level of customer satisfaction in classified fast-food restaurants using a case study of Kentucky Fried Chicken (KFC). The following specific objectives will guide the research; assessing the effect of transactional convenience, access convenience, decision convenience and search convenience on customer satisfaction in classified chain restaurants in Nairobi City County. The researcher adopted a descriptive research design to explain the relationship between study variables. The target population consisted of 1500 clients. Convenience sampling was preferred where respondents were issued with questionnaires when checking out of the restaurant. The study used a closed-ended questionnaire with a Likert Scale to allow for specific data coded and analyzed quantitatively. The collected data was coded and analyzed using descriptive statistics such as mean, variance, rank and standard deviation. A correlation analysis, done using SPSS to determine the correlation between service convenience and customer satisfaction. The findings will be presented using graphs, figures, and tables. The results from the simple linear regression model indicate that service convenience has a moderate effect on customer satisfaction. From the study results, 29.95% of service customer satisfaction at the KFC is explained by service convenience. This indicates that 70.05% of customer satisfaction is caused by other factors not covered in this study. An examination of each perspective of service convenience revealed that there is a negative effect of decision convenience and search convenience on customer satisfaction as explained by a negative coefficient of R (-.0951 and 0.0338 respectively). However, access convenience and transaction convenience have a significant positive effect on customer satisfaction (60.64% and 21.52% respectively). This research would impact the service industry as a driver for competitive advantage and ultimately the need for service providers to adapt to technological changes bringing about customer satisfaction.

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CHAPTER ONE: INTRODUCTION

1.0 Introduction

This section presents the background of the research problem, identifies the problem that will be addressed by the research, and the various objectives for conducting the study. The researcher further identifies the hypothesis that was tested to establish potential relationships between the study variables. This section also identifies the various limitations that are likely to influence the study findings and suggest alleviating the deviations.

1.1 Background of the Study

In the service industry, the customer's role has been greatly emphasized in marketing literature and business operations and attracts huge attention. With the increased focus on the customer, service convenience is considered critical to the end customers. However, there still exists little consideration and discussion of this topic in research. Today, the service industry is in a tremendous state of growth characterized by high competition within the hospitality services sector (Kaura, Prasad, & Sharma, 2015). This pushes many firms to become stronger and continuously rethink their value propositions towards continuous improvement (Iqbal, Hassan & Habibah, 2018). Additionally, the business has continued to shift from production economies to market economies with new patterns over time (Neilson, Pritchard, & Yeung, 2014).

With the Hospitality industry's dynamic and competitive nature, companies are shifting to service convenience as a competitive edge against their rivals. Service convenience has been identified as a driver for differentiation to deliver operational excellence and sustainable development (Chang et al., 2010). Therefore, this topic has continued to attract huge interest from researchers and professionals who are constant sources for enhancing service quality and convenience.

Chang & Polonsky (2012) define convenience as the consumers' efforts towards saving on non-monetary like time and energy that one uses to acquire and use a service. In highly homogenous markets characterized by similar product or service offerings, Colwell et al. (2008) observe that these markets offer little differentiation, which therefore offers an opportunity to leverage on service convenience for a competitive advantage. Chang & Polonsky (2012) suggests that a link exists between service convenience, loyalty and satisfaction. Ideally, companies strive to enhance service experiences to achieve better consumer outcomes, such as satisfaction levels. In their research conducted on service convenience, Chang & Polonsky (2012) argued that benefit and post-benefit convenience are the only convenient forms that correlate with positive consumer behavior. Customer satisfaction is a mediating factor for the relationship between benefit and post-benefit convenience.

Although various studies conducted before this research have demonstrated the importance of service convenience, little consideration has been made on the multiple dimensions of service convenience and how they influence consumer satisfaction in the hospitality industry. Therefore, this study sought to fill this gap by reviewing service convenience, its various forms, and its potential impact on the level of customer satisfaction in classified restaurants in Nairobi City County.

1.2 The Hospitality Industry in Nairobi

Technology has continued to evolve in the hospitality industry, thus creating greater standards and creating new and improved services. With the rise of service standards, consumer expectations have also changed (Wanjiku, 2018). For instance, the application of technology has enabled virtual hotel booking, check-in, and payment experience. For the payment industry, greater concern has been accorded towards service stability and the ease of use by both staff and

guests. Therefore, as a result, fast food restaurants are required to examine and restructure their payment processes to remain competitive.

Ideally, Nairobi has continued to attract a blend of foreign and local customers with different tastes and consumer preferences. The industry has continued to welcome new entrants while other firms have bowed to competitive pressure and exited (Wanjiku, 2018). The fast-food restaurant industry serves thousands of customers who demand quality foods, quick services, and friendly prices. This has intensified firm rivalry for the customers; therefore, players are at risk of losing customers to competitors if they fail to raise their standards to meet customer expectations (Wanjiku, 2018). The more the number of fast-food restaurants, the better it becomes for consumers to shift options between one restaurant and another. It gives more variety and options to consumers, which commands hotel businesses to re-draft their strategies to gain a competitive advantage by creating value for customers, flexible and convenient operations, and quick with excellent customer service.

1.3 Statement of the Problem

The hospitality industry in Kenya provides various services to consumers, including food and beverages, accommodation, and conference facilities. The industry has continued to expand tremendously over the past decade with the growing number of new entrants. Fast food restaurants have greatly transformed the hospitality industry's dynamics due to their ability to serve many customers with various foods while providing convenience and speedy service. This has transformed the businesses' dynamics, with companies shifting to convenience as a competitive edge rather than pricing (Toma, 2012). Fast food restaurants operate in a highly competitive environment faced by price wars (Infiniti Research, 2020). As a result, these restaurants record flat sales and shrinking profit margins. Companies in the fast-

food industry operate on relatively small margins and face flat sales due to the constant price wars among the restaurateurs in the highly competitive market (Infiniti Research, 2020). Due to these market pressures, most classified fast-food restaurants have embraced technology through social media platforms and web-based applications to drive sales, save costs, grow revenues, and create the best consumer experiences through convenient and seamless payment and services (Infiniti Research, 2020). Consumers are increasingly demanding conveniences such as takeaways and quick eat-in services. Therefore, this is pushing rest food restaurants to rethink their strategies towards connecting better with their target consumers (Infiniti Research, 2020). The researcher sought to examine service convenience's effect on customer satisfaction in classified fast-food restaurants in Nairobi City County using a KFC case study.

1.4 Purpose of the Study

Therefore, the researcher sought to investigate the influence of service convenience on the level of customer satisfaction in classified restaurants located in Nairobi City County.

1.5 Conceptual Framework

This is a tool that helps the researcher to examine if relationships exist between the independent and dependent variables. Based on this study, service convenience is the independent variable, while customer satisfaction forms the depending variable.

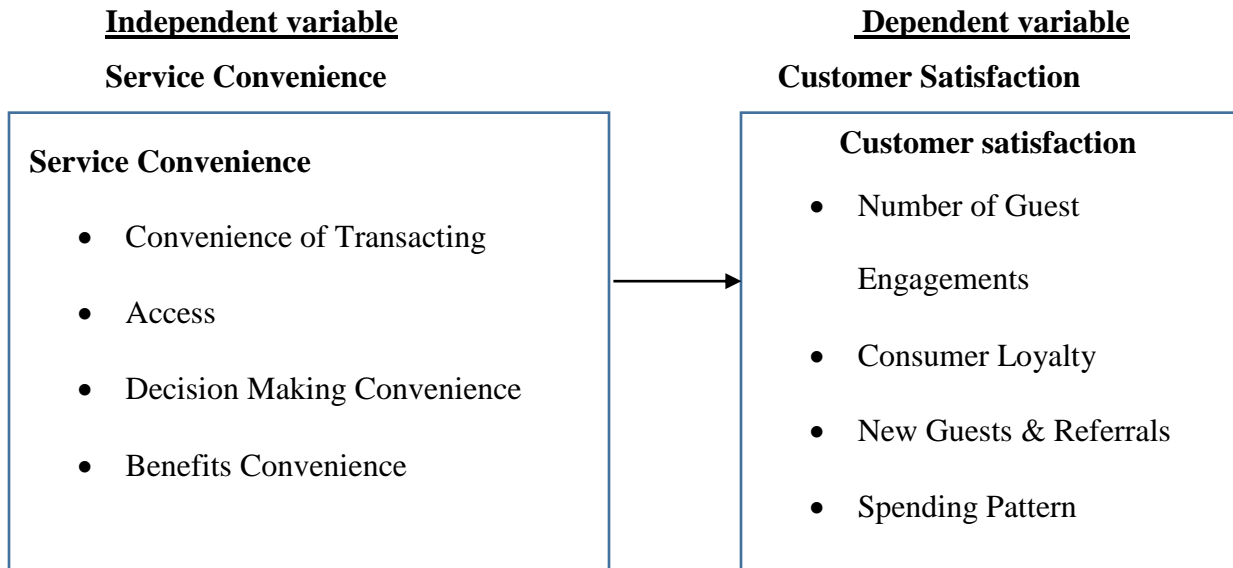


Fig 1.1. Conceptual framework

Source: Author, (2020)

1.6 Study Objectives

1.6.1 General Objective

To investigate the influence of service convenience on customer satisfaction in KFC

1.6.2 Specific Objectives

- i. To assess transactional convenience affects customer satisfaction.
- ii. To investigate the effect of access convenience customer satisfaction.
- iii. To assess how decision convenience influences customer satisfaction.
- iv. To evaluate the effect of search convenience on customer satisfaction.

1.7 Hypothesis Testing

H₀₁: There is no significant relationship between Decision convenience and consumer satisfaction.

H₀₂: There is no significant relationship between Search Convenience customer satisfaction.

H₀₃: There is no significant relationship between Access Convenience customer satisfaction.

H₀₄: There is no significant relationship between Transaction Convenience and consumer satisfaction.

1.8 Significance of the Study

1.8.1 Management of classified Chain Restaurants in Nairobi

The findings of this study will help management to evaluate the drivers to consumer satisfaction through convenience. This will help develop new strategies by simplifying processes to enhance the satisfaction of their clients.

1.8.2 Customers

Today, clients in the hospitality demand services convenient to them in various aspects such as cost, availability, and personalization of the user experience to get value for their money. Therefore, this survey results will help consumers access restaurant services conveniently and eventually, satisfaction

1.8.3 Scholars

The study will contribute to the academic literature knowledge to other researchers who will wish to conduct further studies on service convenience within the hospitality sector, its advantages, demerits, successes, and failures to guide future policymakers and researchers in expanding knowledge on the study subject.

1.9 Scope of the Study

This study examines service convenience's effect on customer satisfaction in classified chain restaurants located in Nairobi City County. Although many fast-food restaurants in Nairobi City County, only a few known classified restaurants such as Chicken Inn and KFC operate within the city. Therefore, the research focuses on classified fast-food restaurants in Nairobi City using a case study of KFC.

1.10 Limitations of the Study

First, the researcher sought to examine service convenience's impact on customer satisfaction in fast-food restaurants. Therefore, the study population was limited to classified fast food restaurants located in the city. This thus does not account for other chain restaurants outside Nairobi County. This establishes a niche and is, therefore, left open for further research. The questionnaire was also designed to collect only data on service convenience based on the four categories of service convenience. This thus ignores other forms of convenience that influence the level of consumer satisfaction. Thirdly, the study adopted a quantitative analysis to test hypotheses and potential relationships between the independent and the dependent variables. However, this failed to identify and explain the cause and effect relationship between the variables that was evaluated. Furthermore, the study was limited to respondents' confidentiality since they may fail to disclose all relevant information. However, the researcher shall keep the respondents anonymous and will protect the confidentiality of the respondents.

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction

This section embodies the review of literature theories, empirical review, and research gaps.

Theoretical literature relies on written theories from different reading sources, while the empirical review will try to examine past studies by other researchers related to mobile payment application to help identify gaps, dig deeper and draw meaningful conclusions and recommendations from the study.

2.1 Empirical Review of Literature

The service industry is rapidly experiencing a rapid growth characterized by dynamic competition among service providers within the hospitality industry, pushing companies to continuously improve their processes and operations for efficiency and competitive performance (Wihuda, 2017). Due to intense competition in the hospitality industry, companies move from production-focused economies to market economies with new diversified business patterns (Neilson, Pritchard, & Yeung, 2014). The hospitality sector globally faces serious challenges that need to be globally competitive, rapidly changing technologies, and greater consumer demand for the best quality products and services (Wang & Jing, 2009). According to Berry, Seiders, & Grewal (2002), companies are increasingly developing interest in service convenience because it enhances corporate profitability and sustainability

2.2 Service Convenience

A review of existing literature demonstrates that service convenience is an important aspect of the hospitality sector. Service convenience has been defined as the perception of the time, and effort consumers have in purchasing a product or a service (Berry, Seiders, & Grewal, 2002). Therefore, consumers significantly view it since it provides accessibility and alleviates time

constraints for a consumer of a product or a service. In their study, Pruyn & Smidts (1998) proposed that consumers evaluate their service experience based on the time and effort they have spent to acquire a product or a service. Therefore, a consumer's perception of service convenience depends on how effective the service provider is with time. For instance, if a significant time cost is spent acquiring the service, the consumer will hold a low perception of the service provider's level of convenience. Hornik (1993) suggested two perceptions of a consumer on convenience relating to time spent in the acquisition. These include the objective and subjective view of convenience. Objectivity details the consumer's perception of convenience based on the opportunity cost that he achieves when performing other similar activities (Hornik, 1993). However, subjective perception stems from the consumer's thoughts and reaction when the consumer waits longer to receive a service, thus creating uncomfortable situations like stress and frustration (Hornik, 1993).

2.3 Conceptualization of Service Convenience

A study by Seiders et al. (2005) conceptualized service convenience into five distinct dimensions encompassing transactional, search, decision, access and benefits, and after-sales convenience.

2.3.1 Decision Convenience

According to Seiders et al. (2007), customers evaluate a service based on the efforts and time consumed in acquiring the service and choose whether to use the service or not based on competing priorities. This forms the basis of decision convenience as it allows the consumer easier effort and minimal time to acquire and use the service. In instances where alternatives limit customers, the perception of decision convenience is at the highest (Benoit, Klose & Ettinger, 2017). The researcher sought to examine the extent to which decision convenience

influences customer satisfaction at KFC. In H1, the study presumes that there is a null hypothesis between decision convenience and customer satisfaction.

2.3.2 Access Convenience

Access relates to the location and other physical aspects of convenience. This thus pertains to the efforts and time that a consumer needs to access a store to acquire the service. Thus, access convenience relates to the availability of parking, working hours, and the physical location. Furthermore, Dabholkar (2015) service convenience details the time and effort that it takes the client takes to identify and access the service. Previous studies have demonstrated that access convenience affects the level of customer satisfaction and client-company relationships. Thus, the study sought to examine this association and presumes in H3 a null hypothesis between access convenience and customer satisfaction in classified fast-food restaurants.

2.3.3 Transactional Convenience

Transactional convenience is achieved when a consumer utilizes minimal time and effort to pay for a product or service after purchase and includes aspects like speed and ease (Dabholkar, 2015). Transaction convenience is also evaluated based on the payment or check-out options available for the customer, such as cash payment, swipe machines, mobile payment, and bank transfers. Some customers also perceive the level of transaction convenience based on their interaction with friendly and well-trained clerks. In testing for hypothesis H4, the study presumes a null hypothesis between transaction convenience and customer satisfaction.

2.3.4 Search Convenience

Customers expect to spend the shortest time possible with minimal effort to identify a product or a purchase service. Therefore Dabholkar (2015) measures search convenience based on the time and effort required to identify and decide on a product or service to purchase. It thus

encompasses critical searching aspects such as arrangement and orientation of the store, location of products where they are easily accessible, and the ease of choosing between available options (Benoit, Klose & Ettinger, 2017). The researcher tried to examine the extent to which search convenience influences the level of customer satisfaction in fast-food restaurants. The researcher sought to test the hypothesis. H2- There is no significance between search convenience and consumer satisfaction in fast food restaurants.

2.4 Customer Satisfaction

According to Oliver, (1997) a customer achieves satisfaction if the level of product or service quality offered meets or exceeds his expectations. Many previous studies have observed that customer satisfaction has become a center of focus. Its conceptualization demonstrates that it creates a competitive edge for organizations operating in highly competitive markets (Clemes et al., 2008). Other previous conceptualizations recognize that satisfaction is a cognitive process that compares the service offered to consumers against the effort and time spent on the acquisition and use of the service. Therefore, satisfaction is a state of the mind or emotions that a consumer holds after purchasing and using a product or service. Businesses fail mostly due to their customers' low satisfaction, who tend to opt for better services to satisfy their needs (Oliver, 2010). In the hospitality industry, therefore, customer satisfaction is measured through overall satisfaction towards services. Different hotels within the hospitality industry in Kenya adopt other mechanisms to measure customer satisfaction. As a measure of customer satisfaction, it helps in restructuring processes to achieve higher service levels. It also leads to the retention of customers leading to eventual business growth.

2.4.1 The relationships between service convenience and Customer satisfaction

Service convenience is achieved with minimal energy, time and efforts towards acquiring and using a service (Farquhar & Rowley, 2009). Therefore, service convenience relates to maximizing the intrinsic value through minimal efforts and time spent by customers in purchasing and using the product or service. (Teo et al., 2015). In literature, service convenience has been linked with the creation of long-term relationships with clients. Kaura et al. (2015) argued that consumers who experience relevant and convenient service experiences achieve higher satisfaction levels. Provision of convenience to consumers adds value to consumers and builds stronger consumer relationships through the creation of positive perception about the service offered. This thus assures maximum satisfaction towards the organization, its products, and services. Several studies have examined the relationship that exists between service convenience and customer satisfaction (Mehmood & Najmi, 2017) and (Lloyd et al., 2014). These studies have demonstrated that consumers with a high perceived service convenience achieve higher levels of satisfaction. However, service convenience on customer satisfaction in the context of fast-food restaurants has not been fully defined. Based on this, a hypothesis has been developed. H1. There is no significance between service convenience and customer satisfaction in the classified fast-food restaurants.

2.5 Moderating Factors

The researcher examined other moderating factors that would explain the association between service convenience and customer satisfaction. The study thus assessed the moderating effect of customers' psychographics and sociodemographic characteristics basing on factors such as income levels, time pressure, household size, occupation, and educational levels.

2.6 Theoretical Review

2.6.1 Disconfirmation Paradigm of Customer Satisfaction

This customer service theory states that consumers or clients tend to evaluate a service experienced based on the standard internally developed. According to this theory, a customer purchases a product or service with prior expectations (Kamruzzaman, 2020). The expectations thereafter form the basis for evaluating the service experience. Once client experiences are different from the expectations, the disconfirmation situation occurs (Kamruzzaman, 2020). Once a service offered meets or exceeds the customer's prior expectations, it leads to positive disconfirmation (Yüksel & Yüksel, 2001). It, therefore, holds the premise that customers buy a product or a service basing on their expectations, beliefs, attitudes towards the service. This theory guided the researcher in understanding the expectations of consumers and staff with respect to service convenience to determine the extent to which customers are satisfied in classified chain restaurants in Nairobi.

2.6.2 Expectancy-value theory

Based on this theory, a customer will always judge a product or service, benefits, and outcomes associated with using the product or service (Wigfield & Eccles, 2000). The theory asserts that a person learns to perform a behaviour that he expects to bring positive outcomes (Wigfield, 1994). The study sought to uncover the benefits consumers reap from service convenience in classified fast-food chain restaurants.

2.7 Research Gaps

Several studies have examined the aspects of service convenience and how it influences different organizational perspectives. Seo & Kim (2013) examined service convenience's influence on customer satisfaction by passengers who are Korail App users. The study established a positive

correlation between service convenience and customer satisfaction and that the relationship was insignificant with loyalty and reuse of the app. However, this study failed to examine the various perspectives of service convenience by focusing on the benefits and usage of the app. This study could also not be generalized to the hospitality industry due to the differences in the dimension of service use. Benoit, Klose & Ettinger (2017) also examined the potential link between service convenience and various dimensions of customer satisfaction. The study adopted a multidimensional approach to service convenience, focusing on the five dimensions of service convenience. The results indicated a strong impact in a transaction and access convenience on the level of customer satisfaction but lacked a basis for defining how these perspectives define the level of customer satisfaction within the hospitality sector. While several studies have been carried out, the study has identified two research gaps that was filled with this research. First, the dimensions of service convenience have been examined in nearly all studies. However, these studies failed to demonstrate how each of the dimensions is significant in determining the customer's perception of service convenience.

CHAPTER THREE: RESEARCH METHODOLOGY

3.0 Introduction

This section explains the various methodologies and techniques to be used in the study. It encompasses the population of the study, study design, sampling technique, data collection techniques, Data Analysis, and Presentation.

3.1 Research Design

The researcher sought to examine how service convenience affects customer satisfaction in classified fast food restaurants. A descriptive research design was thus selected for conducting this study to try to understand and describe the relationships between service convenience and customer satisfaction. This answers the questions of who, what, how, when, and where.

3.2 Study Area

The study examined the effect of service convenience on customer satisfaction in classified fast-food restaurants. There are few classified fast-food chain restaurants located in Nairobi City County. These include Kentucky Fried Chicken, Big Square, Debonaires that is responsible for Creamy Inn, Chicken Inn, Pizza inn, and Galitos, among others. To avoid bias, the researcher used the pick and drop method to arrive at KFC as a case study for the research. The collected data from all KFC branches located in Nairobi City Centre.

3.3 Target Population

The study targeted a population of 1500 customers. Out of this population, a sample size of 122 was selected. KFC operates 32 branches in East Africa, out of which 19 are operational in Kenya. However, the study focused on KFC branches, three main branches located in Nairobi CBD; City Centre, Kimathi street and Mama Ngina Street. Fourty one questionnaires will be were distributed to clients in each branch after receiving the service.

3.4 Sampling Techniques.

Etikan, Musa & Alkassim, (2016) define convenience sampling as a non-probabilistic method of sampling where a sample is selected from within a population that is easily accessible. Convenience sampling was deemed effective for the study since it saves time for collecting data, provides readily available data, and provides a wealth of qualitative information on a research phenomenon.

3.5 Sample size

The researcher determined the sample size using Yamane formulae ($n = \frac{N}{1 + Ne^2}$) where n is the corrected sample size, N is the population size, and e (0.05) is the margin of error. The study targets a population of 176 customers in a day, and therefore, the sample size of (122) was given by the formulae

$$n = \frac{176}{1 + 176(0.05)^2}$$

$$n = \frac{176}{1 + 1500(0.0025)}$$

$$n = \frac{176}{1 + 0.44}$$

$$\frac{176}{1.44} = 122.22$$

The sample size was distributed equally among the 5 restaurants giving us 25 samples in each restaurant.

3.6 Measurement of variables

The researcher will use a nominal scale to measure the variables where the assigned numbers carry no additional meaning. The researcher will do this by using the Likert scale of 1-5.

3.7 Research instruments

The researcher adopted a closed-ended questionnaire in data collection. The closed-ended questionnaire is effective since it would make it easier for respondents to answer, as it limits

irrelevant responses. Also, it allows for the collection of data that is easy to code and analyze statistically.

3.8 Validity and Reliability of Research Instruments

The questionnaires and responses will be tested for reliability and internal consistency using Cronbach's Alpha Coefficient. The researcher will also seek guidance from the supervisor to get clarity on the same. This will help the researcher to test the validity of the research objectives.

Table 1: Cronbach's Alpha Coefficient Interpretation

Cronbach's Alpha Coefficient (α)	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

3.8 Data Collection

The study adopted primary approach to data collection, and in this case, the researcher will use the quantitative method. The study will use questionnaires. The questionnaires will use Likert scales with a rating of 1-5. The questionnaires will be closed-ended to allow for the capture of specific data that can be coded and analyzed quantitatively. The questionnaires were administered in person

3.9 Data Analysis

Data analysis relates to how the data is gathered, modelled and transformed to help the researcher identify important information to making meaningful conclusions and suggestions based on the findings (Cooper & Schindler, 2006). General data collected will be analyzed using descriptive statistics through MS Excel to generate mean and standard deviations. The SPSS will

perform a linear regression and correlation analysis to determine the relationship between service convenience and customer satisfaction.

3.10 Logistical and Ethical Considerations

The researcher will comply with the ethical requirements in conducting the study. A letter of introduction from the University was issued to the restaurants for permission from management.

The researcher shall also obtain consent from the respondents and ensure that the information obtained will remain confidential. The study will collect data from respondents after acquiring the services. Therefore, the study respondents will not be subjected to any movements that may warrant consent and logistical arrangements.

CHAPTER FOUR: FINDINGS AND DISCUSSION

4.1 Introduction

The study sought to examine the influence of service convenience on customer satisfaction in the context of classified chain fast-food restaurants in Nairobi City County. Kentucky Fried Chicken (KFC) was selected as the case study. The data was collected from KFC City Square, KFC Kimathi street and Mama Ngina Street in Nairobi Central business district. Clients were approached as they checked out from the restaurant to respond to the questionnaire. The questionnaire was classified into three sections; General information, dimensions of service convenience, and finally customer satisfaction. The study results were combined and coded for data analysis. This section presents the study findings and includes the response rate, general information, service convenience perspectives, and customer satisfaction. It further dives into a linear regression model to test for the hypothesis.

4.2 Response Rate

Table 2 Response Rate

Parameters	Frequency	Percent (%)
Response	96	78.05
Non-responses	27	21.95
Total	123	100

The researcher distributed 123 questionnaires to the target respondents as they walked out of the KFC restaurants to purchase service. However, 96 questionnaires were filled and returned. This represents a response rate of 78.05%. This was considered sufficient and representative of the target population. Therefore, this sample was deemed to be sufficient based on Kothari (2004), who stipulated that a response rate of 51% was considered sufficient for an open study

4.3 Reliability and Validity of the Data Collection Instrument

Table 3: Reliability and Validity

Variable	Alpha Value	Internal Consistency
Decision Convenience	0.92	Excellent
Access Convenience	0.78	Good
Transactional Convenience	0.84	Good
Search convenience	0.80	Good
Customer Satisfaction	0.92	Excellent

Reliability analysis was done based on the findings recorded during data collection to test the questionnaire's internal consistency. The Validity and reliability were done on ten questionnaires. This examined all the perspectives of service convenience covered in this study as well as customer satisfaction. All variables produced a Cronbach's Alpha value above 0.70, as presented in the table. The research thus considered that the questionnaire was internally consistent and reliable

4.4 General information

4.4.1 Gender of Respondents

Table 4: Gender of Respondents

Gender	Frequency	Percentage
Male	64	66.67%
Female	32	33.33%
Total	96	100

The researcher sought to examine how demand for service convenience is influenced by gender and how it ultimately affects customer satisfaction. The findings revealed that 66.67% of the respondents are female, while 33.33% were male. This indicates that the majority of KFC's customers are females, as indicated in table.

4.4.2 Age Distribution

Table 5: Age of the Respondents

Age Bracket	Frequency	Percentage (%)
Below 20 Years	8	8.33

21- 30 Years	28	29.17
31-40 Years	36	37.50
Over 40 Years	24	25.00
Total	96	100

The study sought to examine the respondents' distribution of age to understand the extent to which service convenience influenced customer satisfaction and how it differs based on age differences. From the study results in table 5 , the majority (37.5%) of the KFC's clients are aged between 31 and 40 years which is followed by 29.17% pf the respondnets that are aged between 21 and 30 years.

4.4.3 Occupation of the Respondents

Table 6:Occupation

Occupation	Frequency	Percentage (%)
Employed	48	50.00
Unemployed	14	14.58
Self-Employment	34	35.42
Totals	96	100

The research aimed to understand the occupation of the respondents in understanding the differences in occupations. Findings in Table 6 revealed that 50% of the KFC clients participating in the survey were in employment while 35.42% are self-employed.

4.4.4 Level of Income

Table 7:Level of income

Level of Income	Frequency	Percentage (%)
Less than 25, 000	24	25.00
25,000- 50, 000	42	43.75
50,000- 75,000	18	18.75
75,000-100, 000	10	10.42
Above 100,000	2	2.08
Totals	96	100

The level of income was identified as a moderating factor of service convenience and customer satisfaction. From the results presented in the table below, the majority of the clients (43.75% and 25%) are low to middle-income earners earning between Kshs. 20,000 to 50,000.

4.5 Service Convenience

In this section, the study examined the various perspectives of service convenience to determine the extent to which KFC has put measures to achieve convenience in the provision of their services. The findings from the study are presented as follows;

4.5.1 Decision Convenience

Table 8: Decision Convenience

Parameter	Mean	Standard Deviation	Rank
It takes the shortest time for one to access information and to order a meal at KFC.	4.7	0.4583	3
It was very easy for me to make up my mind on the menu to order at the KFC store.	4.9	0.3000	1
KFC offers sufficient information for a client to select and make a decision on a service to use.	4.65	0.4770	4
The information provided for products and services is clear and easy to understand in making a purchasing decision.	4.75	0.4330	2
Information provided on the cost of services and menus was accurate and reliable.	4.5	0.5000	5
Grand Mean	4.7		

Decision convenience relates to how easy it is for you to make a buying decision for a product or service at KFC. Several prompts were raised to assess the level of decision convenience provided by KFC to its clients. The respondents provided their feedback on a scale of 1 to 5 where 1 indicates strongly disagree while 5 denotes that they strongly agree and support the assertions.

Kindly indicate to what extent you agree or disagree with the following statements relating to KFC's decision convenience. Use a scale of 1 to 5 where 1 denotes strongly disagree while 5 indicates you strongly agree.

4.5.2 Access Convenience

Table 9: Access Convenience

Parameter	Mean	Standard Deviation	Rank
It was easy and took a short time to locate and access the KFC restaurant.	4.9	0.3069	1
It is easy to contact KFC to place an order for a meal, both physically, on the telephone, or through online ordering.	4.5	0.4993	3
Customers can order meals at KFC both physically in the restaurant or through online ordering and delivery.	4.35	0.6531	5
The operating hours of KFC business are convenient for clients.	4.8	0.5210	4
KFC services are always available when you need to order something from them with minimal stock-outs	4.8	0.4077	2
Grand Mean	4.67		

Access convenience relates to how easy it was for you to access the KFC store and other support infrastructures like the availability of packing and other physical amenities. The researcher raised five prompts to assess the extent of access convenience that KFC offers for its clients. Respondents were asked to present their feedback regarding these parameters on a scale of 1-5 where 1 denotes that the respondent disagreed strongly with the assertion while 5 indicated that the respondent strongly agreed with the statements.

4.5.3 Transaction Convenience

Table 10: Transaction Convenience

Parameter	Mean	Standard Deviation	Rank
It was easy for me to check out and complete my payment after receiving service at KFC.	4.9	0.3000	1
The transaction I made was quickly processed and completed by KFC before or after receding the service.	4.8	0.4000	3
KFC provided several payment options, which allowed me to select the most convenient mode of paying for the service offered to me.	4.95	0.2179	5
It took minimal effort for me to pay and for the service received at KF.	4.8	0.4000	4
The cashiers and payment processors were patient and treated clients with respect and friendliness.	4.85	0.3571	2
Grand Mean	4.86		

Transaction convenience evaluates how easy it is for one to and pay for services rendered by a service provider. The researcher sought to examine the various payment and transaction options and how they influence customer satisfaction. Questions and assertions were made where the respondents gave their feedback on a scale of 1-5. 1 indicates that respondents strongly disagree while 5 denotes a strong agreement over the assertions or prompts raised.

4.5.4 Search Convenience

Table 11: Search Convenience

Parameter	Mean	Standard Deviation	Rank
KFC offered different modes to access its products and services.	4.35	0.8529	1
I was able to identify all menus and services offered in the different restaurants before visiting.	4.05	1.0235	3
KFC offered various menus and services, which gives clients the variety and options to choose from.	4.85	0.3571	5
The service attendants have adequate knowledge of menus sold and guided buyers accurately and quickly when asked for assistance and clarifications.	4.75	0.4330	4
The menus and service lists are conspicuously communicated to allow clients to make the selection with ease.	4.1	0.8307	2
Grand Mean	4.42		

Search convenience relates to the ease of identifying and selecting the required product or service to meet the consumer's need. The researcher sought to examine the level of search convenience offered by KFC to her end consumers. Five questions were posed to the respondents who shared their feedback on a Likert scale of 1-5 where 1 indicates strongly disagree while 5 denotes strongly disagree.

4.6 Service Convenience And Customer Satisfaction

Table 12: Customer Satisfaction

Parameter	Mean	Standard Deviation	Rank
I was satisfied with the quality of meals and service quality that I received at KFC.	4.85	0.8529	1
I am enthusiastic about being served the same meal again at KFC in another visit.	4.8	1.0235	3
I am satisfied that I made the right choice for the meal I ordered at KFC.	4.75	0.3571	5
I am satisfied with the time it took to order and be served with a meal at KFC.	4.65	0.4330	4
I am satisfied with my interaction with KFC and the services offered.	4.7	0.8307	2
Grand Mean	4.42		

Customer satisfaction is a measure of how a customer is happy with the level of service quality offered to a client. Clients, therefore, evaluate the benefits of purchasing a product or service against the cost involved. A happy customer is a satisfied one. The study thus sought to examine the extent to which service convenience influenced customer satisfaction at KFC. Several statements were posed to the respondents to measure the extent of their satisfaction. The respondents provided their feedback on a scale of 1-5 where 1 denotes strongly disagree while 5 indicates strongly agree.

4.7 Regression Analysis

A simple linear regression was done to assess the relationship between the dependent and independent variables. The results in table 13 above indicate that customer satisfaction at KFC is

explained by 29.95% (R Sq. 0.2995) of service convenience. Therefore, 70.05% of customer satisfaction at KFC is explained by other variables that have been examined in this study.

4.7.1 Analysis of Variance

Table 13: ANOVA

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	4	0.23664	0.0591599	1.603653	0.224793
Residual	15	0.55336	0.0368907		
Total	19	0.79			

Analysis of Variance (ANOVA) was performed to determine if the difference between group means is statistically significant. From the findings in the table 14 above, the p-value is equivalent to 0.2248, which is statistically non-significant ($p > 0.05$). Therefore, there is no statistical difference in the various dimensions of service convenience and customer satisfaction.

4.7.2 Regression Coefficients

Table 14: Coefficients

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Y	1.39405	1.60066	0.870925	0.39752	-2.0177	4.80578	-2.0177	4.80578
Intercept								
X1	-0.0951	0.23468	-0.40528	0.69099	-0.5953	0.40509	-0.5953	0.40509
X2	0.21519	0.23673	0.908995	0.37773	-0.2894	0.71977	-0.2894	0.71977
X3	0.60643	0.26035	2.32928	0.03423	0.05151	1.16136	0.05151	1.16136
X4	-0.0338	0.18256	-0.18494	0.85575	-0.4229	0.35535	-0.4229	0.35535

X1= Decision Convenience

X2= Access Convenience

X3=Transaction Convenience

X4= Search Convenience

Y= Customer Satisfaction

The regression coefficients in the table above demonstrate how a unit change in in each predictor variable of service convenience affects the independent variable. The coefficients also attempt to show the changes in p values, and they are statistically significant from zero. The regression findings above indicate that 29.95 of customer satisfaction is explained by service convenience. More specifically, there is a negative correlation between decision convenience and search convenience (Coefficients of -.0951 and 0.0338), respectively. A unit change in customer satisfaction is explained by 60.64% of access convenience (R= 0.6064). A change in customer satisfaction is explained by 21.52% of transaction convenience (R= 0.2152).

The researcher thus established the following simple linear equation;

$$Y=1.39405+-0.09X1+0.22X2+0.61X3+-0.03X4+U_i$$

Whereby;

X1= Decision Convenience

X2=Acces Convenience

X3= Transaction Convenience

X4= Search Convenience

U_i= Disturbance Error Term.

Y=Customer Satisfcation

CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This section presents a discussion based on this research's findings to help the reader understand and interpret the study results. It encompasses the interpretations of all aspects of service convenience covered in this study. The study further presents the summary of findings, results of the hypothesis test and makes conclusions based on the study findings. Further, it highlights the managerial implications of this study as well as limitations encountered and the suggestions for future studies.

5.2 Influence of Service Convenience On Customer Satisfaction

This subsection details the findings and interpretation of every aspect of service convenience covered in the research.

5.2.1 Decision Convenience

Decision convenience relates to the extent to which it is easier for a client to acquire and use a service. Decision convenience has a moderate effect on the level of customer satisfaction (Grand mean of 4.7). This was through making it easier for clients to order a menu (Mean =4.9), providing adequate and accurate information (4.75), reducing the time to access and use the service (4.7), and providing sufficient and accurate information about the cost and pricing. However, decision convenience had no statistical significance (p-value =0.69099).

5.2.2 Access Convenience

Access convenience relates to the extent to which KFC makes it easier for clients to access, order, and use the services. The study examined various aspects of access that offer convenience to consumers. There was a positive correlation between access convenience and customer satisfaction. According to the findings, a change in customer satisfaction is explained by 21.51% of access convenience ($R= 0.21519$). Access convenience was achieved through the ease of locating the services from the menu (4.9), making it easy to contact KFC (4.5), providing both

physical and online ordering systems for clients , flexible and friendly working hours (4.8), and ensuring that the meals and services are available as and when the clients need them. The regression model shows that the relationship between access convenience and customer satisfaction is not statistically significant ($p=0.37773$).

5.2.3 Transaction Convenience

Transaction convenience was the most significant factor influencing customer satisfaction at KFC. Transaction improved customer satisfaction through the provision of different check out options (Mean=4.95), enhancing the ease of paying for the bill (4.9), friendly and professional cashiers (4.85), quick transaction processing (4.8), and minimal effort in paying for the bill (4.8). The regression findings established a statistically significant association between transaction convenience and customer satisfaction ($p<0.05= 0.03423$).

5.2.4 Search Convenience

This relates to the ease of identifying and using a service. The findings from descriptive statistics showed that search convenience had an insignificant impact on customer satisfaction, as explained by the grand mean of 4.42. The search convenience was influenced by several factors such as knowledgeable and skilled sales and customer service attendants (4.75), provision of a variety of dishes to maximize the ease of selecting a menu (4.85), use of conspicuous and easily accessible information on menus (4.1) and providing both physical and online inquiry, response and access to the KFC services. Based on the results, search convenience was the least factor in explaining customer satisfaction at KFC ($p=0.85575$).

5.2 Summary of Study Findings & Analysis

The study aimed to examine service convenience's influence on customer satisfaction and focused specifically on KFC. The study tested for hypothesis between service convenience and

customer satisfaction using Microsoft Excel 2016. The study performed a linear regression model to test for the relationship between the independent and predictor variables. The results of the linear regression are presented in table 15. Based on the findings, there was no statistical significance between decision convenience and customer satisfaction ($p=0.069099$), search convenience ($p=0.85575$), and access convenience ($p=0.37773$) as their p values were greater than the alpha value of 0.05. However, the relationship between transaction convenience and customer satisfaction was statistically significant ($p=0.0342$). Overall, service convenience accounted for 29.95% of a unit change in customer satisfaction.

The coefficients indicated that transactional convenience and access convenience have a positive association with customer satisfaction from the regression model. It also demonstrates that all the variables examined influenced the level of customer satisfaction at KFC, although transaction convenience was the most significant ($p<0.05$). However, access convenience, search convenience, and decision convenience have a small or negligible relationship with customer satisfaction and are thus not statistically significant.

5.3 Hypothesis Results

A Pearson's correlation was computed to determine the correlation between the various dimensions of service convenience and customer satisfaction. This was computed using the Pearson's coefficient indicated by

$$r = \frac{SP}{\sqrt{SS_x SS_y}}$$

Where SP is the product of the deviations from the group means

SS_x represents the product of squared deviation of X_1

SS_y represents the product of squared deviation of the dependent variable (customer satisfaction)

This formula was expanded as follows

$$r = \frac{\sum(X - \bar{X})(Y - \bar{Y})}{\sqrt{\sum(X - \bar{X})^2 \sum(Y - \bar{Y})^2}}$$

Ho₁: There is no significant relationship between Decision convenience and consumer satisfaction.

The researcher sought to examine the level of statistical significance between decision convenience and customer satisfaction.

r	-0.24062			$r = \frac{SP}{\sqrt{SS_X SS_Y}}$

The findings in the table above indicate that there was a negative correlation between decision convenience and customer satisfaction (r=-24.062). Therefore, accept the null hypothesis since there is a significant difference between decision convenience and customer satisfaction. Therefore, a significant difference exists.

Ho₂: There is no significant relationship between Search Convenience and customer satisfaction

The research also sought to determine the level of correlation between search convenience and customer satisfaction. The study results revealed that there was a negative correlation between service convenience and customer satisfaction (r=-0.0964). This indicates that there was no statistical significance between the search convenience and customer satisfaction and thus a negative or insignificant correlation. Therefore, accept the null hypothesis.

Ho₃: There is no significant relationship between Access Convenience customer satisfaction.

The study sought to examine the level of correlation between access convenience and customer satisfaction. The study however established a moderate significance between service convenience and customer satisfaction ($r=0.42634$) which demonstrates a moderate positive statistical significance between the access convenience and customer satisfaction. Therefore, reject the null hypothesis.

Ho₅: There is no significant relationship between Transaction Convenience and consumer satisfaction.

The study sought to examine the level of correlation between transaction convenience and customer satisfaction. The study results indicated that there was a significant positive correlation between transaction convenience and customer satisfaction ($r=0.7450$). Therefore, reject the null hypothesis.

5.4 Conclusions

The research sought to examine service convenience's influence on the level of customer satisfaction in classified food restaurants in Nairobi City County. The Kentucky Fried Chicken KFC was used as the case study for this research. The findings from the data analysis indicate that there is a moderate correlation between service convenience and customer satisfaction. A unit change in customer satisfaction is explained by 29.95% of service convenience (E Square= 0.2995). The study thus concludes as follows;

First, there is a moderate correlation between service convenience and customer satisfaction. On all the service convenience perspectives examined, the study deduced that transactional convenience is the most significant factor influencing the level of customer satisfaction at KFC followed. Transaction convenience in fast food restaurants is achieved by providing a wide range

of payment options, creating seamless means for paying for the bills, faster transaction processing when checking out the bills, and availability of friendly cashiers.

Access convenience was the second most significant factor affecting customer satisfaction in classified fast-food restaurants. Provision of convenient access is achieved by operating on flexible and friendly working hours, minimizing out-of-stock incidences for client orders for meals, and providing a brick and mortar facility that allows customers to access and order restaurants' services virtually or by visiting the restaurant. However, the study established a negative relationship between decision convenience and search convenience, as explained by the negative coefficient factors. The researcher concludes that there is no statistical significance between search convenience and decision convenience with customer satisfaction at KFC

5.5 Recommendations

The need for service convenience within the services industry is an important driver of competitiveness (Ostrom et al., 2015). This enhances the perception and customer experiences that ultimately shape customer satisfaction. From the study conducted, service convenience influences customer satisfaction on a moderate level. This is achieved by providing transactional convenience, providing access to services and making, enhancing the ease in decision-making, and searching for services. The study thus recommends as follows;

First, management in fast food restaurants should implement and diversify multiple payment channels to allow consumers the convenience of selecting and using a payment option that is efficient for them. Also, efforts should be drawn towards employing highly trained and friendly cashiers to interact peacefully with clients as they check out their bills. The speed of transaction processing and order clearance should be improved to save time for consumers. For businesses to

achieve maximum productivity and growth in sales, services should be positioned to be easily accessible to clients.

As technology and the world are becoming dynamic, consumers are shifting to more convenient access and acquiring services such as online ordering and delivery system. Therefore, fast food restaurants should improve access by placing services at the proximity of consumers, providing adequate information that is accessible and reliable, improving operational hours, and ensuring that consumer demands are always met by providing variety at all times. This will help to maximize sales while creating thrilling and fulfilling customer experiences that will ultimately improve customer satisfaction levels.

5.6 Managerial Implications of the Study

This research's findings are significant in the management and operations of fast-food restaurants and the services industry in general. First, management must understand and enhance their service convenience mechanisms towards improving customer satisfaction a robust performance (Cooil et al., 2007). This study is unique since it allows the management of service industry organizations to rank different service convenience. This will help in prioritization and resource allocation towards improving service convenience. By understanding the moderating factors for service convenience, the management in fast food restaurants will learn and understand the new details that are likely to explain the difference in service convenience and customer satisfaction across different groups to enhance target consumer initiatives. Through this survey, the need for the provision of transactional and access convenience has been cemented. Therefore, management was better placed to develop new strategies for training and check-out cashiers, introducing new payment methods, and minimizing the time spent in checking out and paying for the bills by the customers before or after ordering the service. To enhance the access and

search convenience in finding and ordering for a product or service, service providers will improve access to their products and visibility to the target audience through the use of websites, adverts, catalogs, and hotlines to support the ease for consumers to make decisions and selecting the services to order.

5.7 Limitations And Further Research

The study findings that customer satisfaction is moderately explained by 29.95% of service convenience. This demonstrates that there is 70.05% of customer satisfaction that is not explained by service convenience. Therefore, future studies To extend our study, additional research efforts should focus on other factors, like price sensitivity, level of income, quality of services offered, and competition level. For instance, price-sensitive consumers can travel long distances to locate the lowest priced service or commodity (Marmorstein & Grewal, 1992). However, other consumers spend more effort and time to acquire and use the service. Although there is a moderately lower correlation between service convenience and customer satisfaction, a review of existing literature suggests that service convenience also leads to improved customer loyalty that affects their willingness to pay for a product or a service. Future studies should, therefore, try to examine the relationship between service convenience and customer satisfaction.

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APPENDICES

APPENDIX I: QUESTIONNAIRE

The researcher aims to examine the influence of service convenience on customer satisfaction in classified fast-food restaurants using a case study of KFC. You are requested to participate in this study to help the researcher to achieve his objectives. This questionnaire is designed to collect data strictly for academic aim.

SECTION A: GENERAL INFORMATION

i.. What is your age in years? (Tick Appropriately)

Less than 18 Years []

18- 25 Years []

26- 30 Years []

31-39 Years []

Over 40 Years []

ii.. What is your occupation? (Please tick where appropriate)

Employed []

Unemployed []

Self-Employment []

iii. Kindly include your level of income per month in Kshs.

Less than 25, 000

25,000- 50, 000 []

50,000- 75,000 []

75,000-100, 000 []

Above 100,000 []

iv. What is your marital status?

Married []

Single []

Divorced/ Widowed []

v. Size of the household

1-2 people []

3-5 []

Over 6 people []

SECTION B: SERVICE CONVENIENCE

This section examines the various dimensions of service convenience offered at the Kentucky Fried Chicken (KFC). These include decision convenience, access convenience, search convenience, and transaction convenience.

a) Decision Convenience

Decision convenience relates to how easy it is for you to make a buying decision for a product or service at KFC. Kindly indicate to what extent you agree or disagree with the following statements relating to decision convenience offered at KFC. Use a scale of 1 to 5 where 1 denotes strongly disagree while 5 indicates you strongly agree.

	1	2	3	4	5
It takes the shortest time for one to access information and to order a meal at KFC.					
It was very easy for me to make up my mind on the menu to order at the KFC store.					
KFC offers sufficient information for a client to select and make a decision on a service to use.					
The information provided for products and services is clear and easy to understand in making a purchasing decision.					
Information provided on the cost of services and menus was accurate and reliable.					

b) ACCESS CONVENIENCE

Access convenience relates to how easy it was for you to access the KFC store and other support infrastructures like the availability of parking and other physical amenities. Please indicate to what extent you agree or disagree with the following statements relating to access convenience offered at KFC. Use a scale of 1 to 5 where 1 denotes strongly disagree while 5 indicates you strongly agree.

	1	2	3	4	5
It was easy and took a short time to locate and access the KFC store.					

It is easy to contact KFC to place an order for a meal, both physically, on the telephone, or through online ordering.					
KFC products and services are available through various platforms such as physical stores and online stores					
The operating hours of KFC business are convenient for clients					
KFC is always available when you need to order something from them.					

c) TRANSACTION CONVENIENCE

Transaction convenience evaluates how easy it is for one to and pay for services rendered by a service provider. For this section, kindly the extent to which you agree or disagree with the following parameters relating to transaction convenience offered at KFC. Use a scale of 1 to 5 where 1 denotes strongly disagree while 5 indicates you strongly agree.

	1	2	3	4	5
It was easy for me to check out and complete my payment after receiving service at KFC.					
The transaction I made was quickly processed and completed by KFC before or after receding the service.					
KFC provided several payment options, which allowed me to select the most convenient mode of paying for the service offered to me.					
It took minimal effort for me to pay and for the service received at KF.					
The cashiers and payment processors were patient and treated clients with respect and friendliness.					

d) SEARCH CONVENIENCE

Search convenience relates to the ease of identifying and selecting the required product or service to meet the need of the consumer. Kindly indicate to what extent you agree or disagree with the following statements relating to search convenience offered at KFC. Use a scale of 1 to 5 where 1 denotes strongly disagree while 5 indicates you strongly agree.

	1	2	3	4	5
KFC offered different modes to access its products and services.					
I was able to identify all menus and services offered in different KFC stores before visiting.					
KFC offered a variety of menus and services, which gives clients the variety and options to choose from.					
The service attendants have adequate knowledge of menus sold and guided buyers accurately and quickly when asked for assistance and clarifications.					
The menus and service lists are conspicuously communicated to allow clients to make the selection with ease.					

SECTION C. SERVICE CONVENIENCE AND CUSTOMER SATISFACTION

Customer satisfaction is a measure of the extent to which a customer is happy with the level of service quality offered to a client. Clients, therefore, evaluate the benefits of purchasing a product or service against the cost involved. A happy customer is a satisfied one. In this section, please indicate to what extent you agree or disagree with the following statements relating to the impact of service convenience offered at KFC on customer satisfaction. Use a scale of 1 to 5 where 1 denotes strongly disagree while 5 indicates you strongly agree.

	1	2	3	4	5
I overall, I was satisfied with the quality of meals and service quality that I received at KFC.					
I am enthusiastic about being served the same meal again at KFC in another visit.					
I am satisfied that I made the right choice for the service I ordered at KFC.					
I was happy to be served at KFC again in the future.					
I am satisfied with my interaction with KFC and the services offered.					

APPENDIX II: WORK PLAN

Activity	MARCH	APRIL	MAY	JUNE
Project defense	XX			
Data collection		XX	XX	
Project writing			XX	
Project presentation				XX
Compiling final report and hand over				XX

APPENDIX III: BUDGET

ITEM	COST(KSH)
Stationery	200
Transport	800
Internet	2000
Printing and Binding	2500
Miscellaneous	1000
TOTAL	6500