Impact of Service Quality on CRM Tools in Malaysia's Fast Food Businesses

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ABSTRACT

Fast Food businesses are one of the most competitive industries in the world especially in developing countries like Malaysia. Therefore, one of the main aspects in order for fast food businesses is their service quality through well applications of CRM tools. The aim of this research is to investigate the impact of service quality on CRM tools in Malaysia's fast food businesses. The researcher uses primary data collection which is the quantitative approach by distributing questionnaires to fast food restaurants customers in the Kuala Lumpur area. This distribution successfully collected 150 respondents which are customers to several fast food chains such as McDonalds, KFC, Burger King, Pizza Hut, Dominos Pizza, Marry Brown, etc. This research is covered in the Malaysia context and Kuala Lumpur is the heart of Malaysia which is particularly able to represent the whole country to some extent.

Keywords: CRM tools, Responsiveness, Customer satisfaction