Title : A Comparative Study of Customer Satisfaction and Consumption Behavior on Fast Food between Brand K and Brand M

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ABSTRACT

This study aimed to examine consumers' fast-food consumption behavior, compare the level of satisfaction toward Brand K and Brand M, and investigate personal factors affecting consumers' satisfaction levels. The data was collected in April to June 2025 using questionaire with n = 269 sample size. The variables of interest included satisfaction levels, gender, age group, region, and frequency of fast-food consumption. Descriptive statistics were used to describe the general characteristics of the sample. The Wilcoxon Signed Rank Test was used to compare satisfaction levels between the two brands. The Chi-Square Test was used to analyze the relationships between personal factors and satisfaction level. The results revealed no statistically significant difference in consumer satisfaction between Brand K and Brand M. In addition, gender, age group, and region were not statistically significant factors influencing the overall satisfaction level toward both brands.