

東海大學學生報告

報告題名

台灣大學生及高中生在國際速食餐廳消費偏好及消費
行為之研究

Consumer preference and consumption for International
Fast Food Restaurants: A study on Taiwanese high school
and college students

作者：陳鈺文 Yu Wen Chen、焦恩予 En-Yu Chiao、楊名彥 MingYin Yeung

系級：外國語文學系

學號：S09120254、S09120232、S09120707

開課老師：陳玫樺

課程名稱：研究方法

開課系所：外文系

開課學年：110 學年第 2 學期

I. 中文摘要

此報告的主旨為探討台灣大學生及高中生是否偏好在國際速食餐廳消費而設計了一份問卷來調查其選擇偏好及滿意度。問卷分為三個部分，第一部分為背景資料調查、第二部分為對速食餐廳的各項偏好調查，第三部分為對於各速食餐廳的各項滿意度調查。其中在第二部分偏好調查發現有更多優惠方式、點餐設施、分店數量的速食餐廳會更受大學生及高中生歡迎。接著在第三部分，服務及環境滿意度較高的速食餐廳也較受歡迎。綜合第二部分以及第三部分的調查結果可以得知台灣大學生及高中生偏好於國際速食餐廳消費，影響消費的因素包含方便性、優惠及服務。

關鍵字：速食餐廳、台灣、大學生、高中生、消費偏好、滿意度

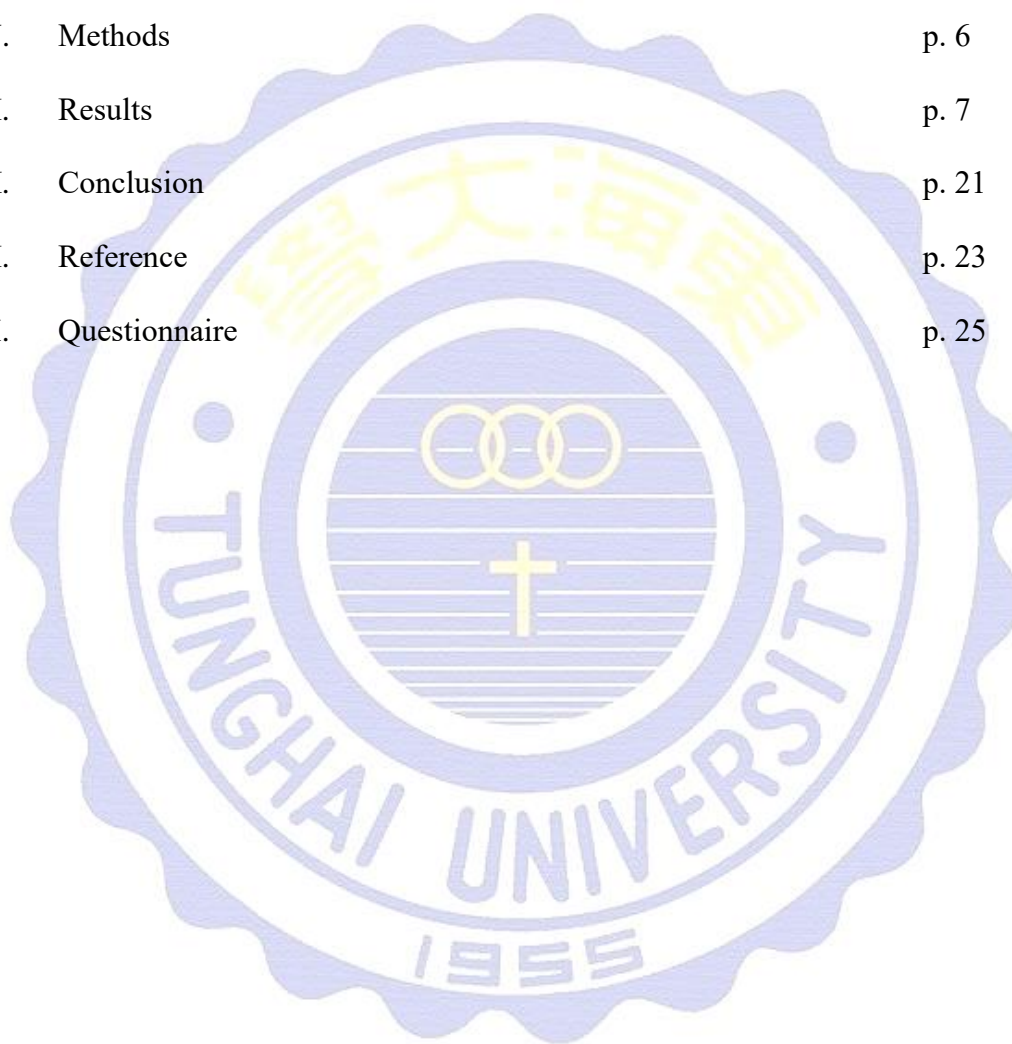
II. Abstract

This report is to investigate Taiwanese college and high school students' favor of consuming at international fast-food restaurants and local fast-food restaurants. We set up a three-part questionnaire about students' background research, students' different preferences and satisfaction with different fast-food restaurants. According to the second part of the questionnaire, more discounts, ordering facilities, and the number of branches make fast-food restaurants more attractive to Taiwanese college and high school students. In the third part, fast-food restaurants with higher satisfaction in service and environment are more popular. Based on analysis of the second and third parts of the questionnaire, Taiwanese college and high school students favor more international fast-food restaurants, because of three reasons: high accessibility, discounts, and service.

Keyword : Fast-Food Restaurant, Taiwan, College Students, High School Students, Consuming Habit, Consuming Satisfaction

III. 目次

I.	中文摘要	p. 1
II.	Abstract	p. 2
III.	目次	p. 3
IV.	Introduction	p. 4
V.	Methods	p. 6
VI.	Results	p. 7
VII.	Conclusion	p. 21
VIII.	Reference	p. 23
IX.	Questionnaire	p. 25



IV. Introduction

Nowadays, people tend to dine in restaurants rather than at home. Based on the Report on the Survey of Family Income and Expenditure of Directorate General of Budget, Accounting and Statistics, Executive Yuan in 2020, the average income of a person is five hundred and seventy-one thousand New Taiwanese Dollar (NTD) (DGBAS, 2020). The total percentage of expenses on food, beverages, and tobacco together with restaurants and hotels is 28.68, approximately one hundred and sixty thousand NTD (DGBAS, 2020). In addition, there are 13.27 million citizens who tend to eat out; among them, two million citizens tend to dine out every day. On average, the total dining-out expenses per household are 43,448 NTD (Tsai, Liu, Chang, Chen, Wu, 2006).

It is noteworthy to mention that fast-food is one of the popular options among those restaurants because the fast-food industry occupies 30% of the Taiwanese catering market. In Taiwan, the fast-food industry is built on both international and local fast-food businesses (Wang, Lee, Ning, Shao, 2016). International fast-food businesses include McDonald's, Kentucky Fried Chicken (KFC), Burger King, and Mos Burger. On the other hand, the local fast-food businesses are Dain-Dain Hamburger, Thefreen Burger, and T.K.K Fried Chicken. This research takes McDonald's, KFC, Burger King, and Mos Burger to represent the international fast-food businesses; and Dain-Dain Hamburger and Thefreen Burger to represent local fast-food businesses. The following table of branches and market share of the international targets is provided by the Environment & Animal Society of Taiwan (2021):

	McDonald's	Mos Burger	KFC	Burger King
--	-------------------	-------------------	------------	--------------------

Branches	398	294	177	63
Market Share	32%	23%	14%	5%

Figure 1. Table of Branches and Market Share of International Targets

The following chart of branches and market share of the local targets is made according to the official database:

	Dain-Dain Hamburger	Thefreen Burger
Branches	40	12
Market Share	3%	1%

Figure 2. Table of Branches and Market Share of Local Targets

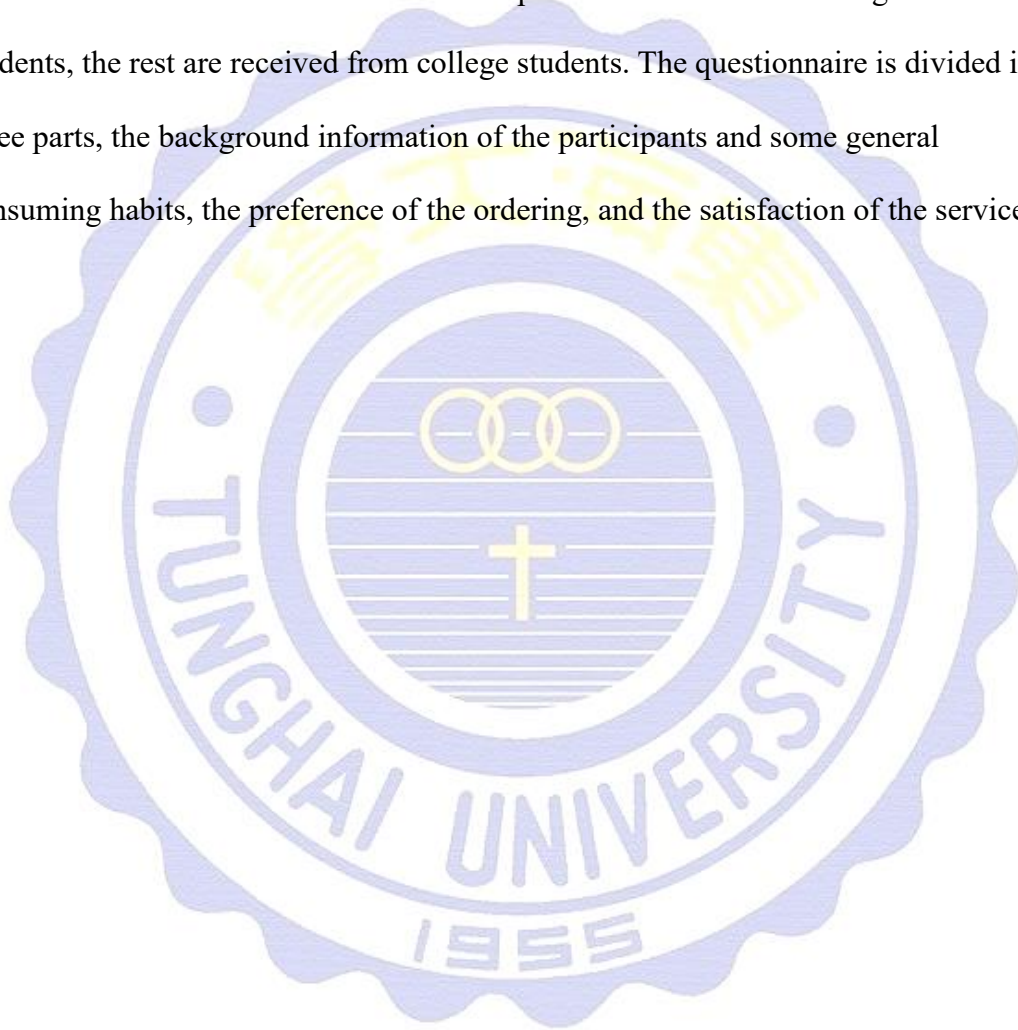
Li (2012) mentions in his master thesis that many aspects can be considered essential for the fast-food restaurants, for example, the convenience and facilities, meal quality, environmental sanitation, and service, etc. Based on Li's research, this report is going to analyze and test three aspects: convenience, discounts, and service. This report aims to see whether the assumption that the above aspects are the main causes that affect the consumption of Taiwanese college and high school students can be fulfilled by the results of the designed questionnaire.

This research's participants are college and high school students only because of two reasons. First, the participants have similar ages to the authors'; therefore, they are more accessible for the authors to complete the questionnaire. Second, the authors desire to figure out the fast-food dining preference of the participants.

All in all, this research is going to use questionnaires to collect Taiwanese college and high school students' opinions to testify to the authors' hypothesis.

V. Method

This research is conducted through a quantitative method. Two hundred and twenty-six responses were received. The questionnaire has been filled out by college and high school students from all parts of Taiwan, including 145 students from central Taiwan; 46 students from northern Taiwan; 32 from southern Taiwan; and 3 students from the eastern Taiwan. Besides the 16 responses are received from high school students, the rest are received from college students. The questionnaire is divided into three parts, the background information of the participants and some general consuming habits, the preference of the ordering, and the satisfaction of the service.



VI. Results

Background Information

There are 226 participants responding to this questionnaire. Figure 3 shows 46 students (20.4%) come from northern Taiwan; 145 students (64.2%) come from central Taiwan; 32 students (14.2%) come from southern Taiwan; and 3 students (1.3%) come from eastern Taiwan. For gender, there are 178 females (78.8%), 46 males (20.4%), and 2 others (0.9%). For the grades, there are 6 high school sophomores (2.7%); 4 high school juniors (1.8%); 6 high school seniors (2.7%); 47 college freshmen (20.8%); 63 college sophomores (27.9%); 58 college juniors (25.7%); 40 college seniors (17.7%); and 2 others (0.9%). More than one half of the participants are from central Taiwan. And, more than one third of participants are female. More than 90% of the participants are college students.

1. 我現在居住在台灣的?
226 則回應

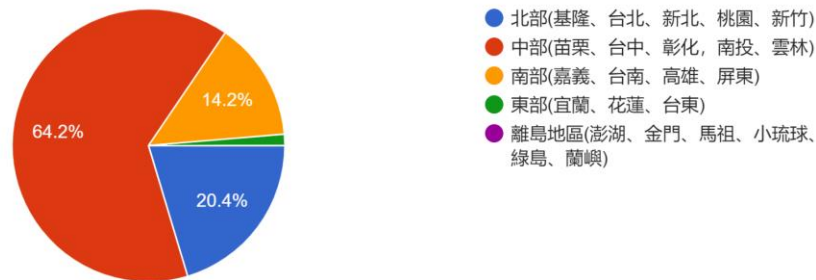


Figure 3. Where Do participants Live in Taiwan

2. 我的性別為?
226 則回應

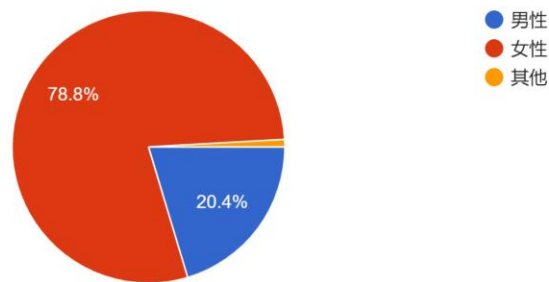


Figure 4. Participants' Gender

3. 我現在就讀?
226 則回應

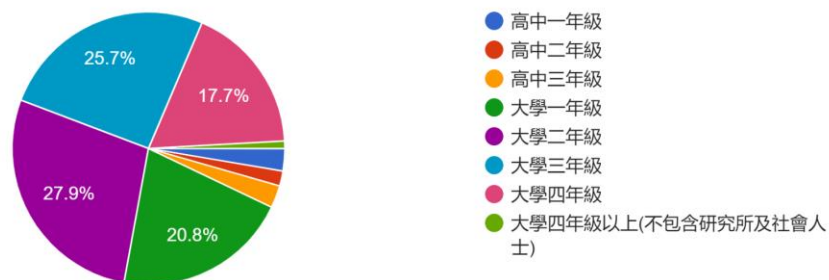


Figure 5. Participants' Grade

Consuming Habit

Figures 6, 7, 8, and 9 show the participants' consuming habits. 154 participants (68.2%) like fast food. And, 163 participants (72.1%) having fast food at least once a week; 55 participants (24.3%) having fast food two to three times a week.

Furthermore, participants are most likely to eat fast food at noon and night. Moreover, participants tend to have meal take-out (84.5%).

4. 我喜歡速食嗎?

226 則回應

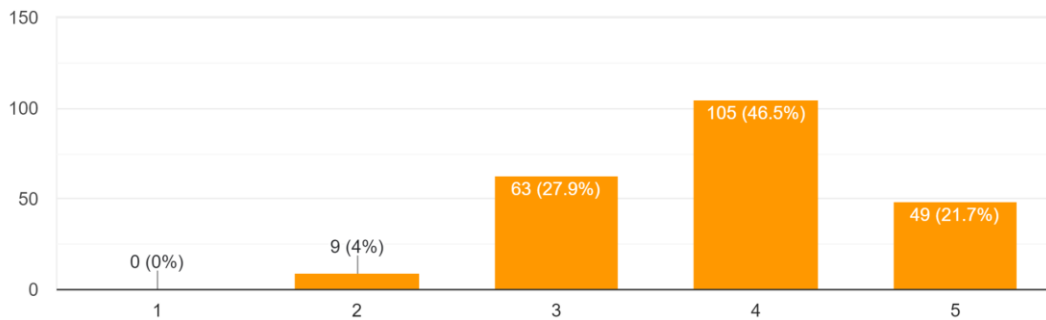


Figure 6. The Degree of the Participants' Favor in Fast Food

5. 我一週吃速食的頻率?

226 則回應

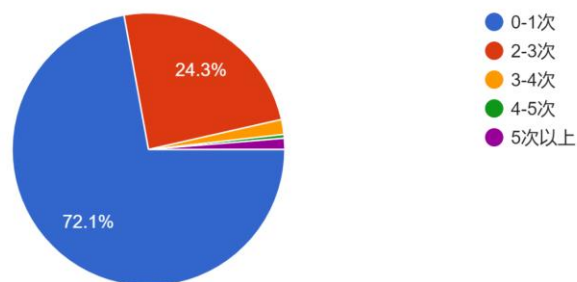


Figure 7. How Frequent do The Participants Eat Fast Food

	<2,000	2,001~4000	4,001~6,000	6,001~8,000	8,001~10,000	>10000	Percentage
0-1	12	16	27	33	41	34	72.1%
2-3	3	3	8	12	19	10	24.3%
3-4	0	0	1	0	1	2	1.8%
4-5	0	0	0	1	0	0	0.4%
>5	0	0	1	1	0	2	1.3%
Percentage	6.6%	8.4%	16.4%	20.4%	27%	21.2%	

Figure 8. Analysis on Figure 7 and Figure 12

6. 我會去吃速食的時段?

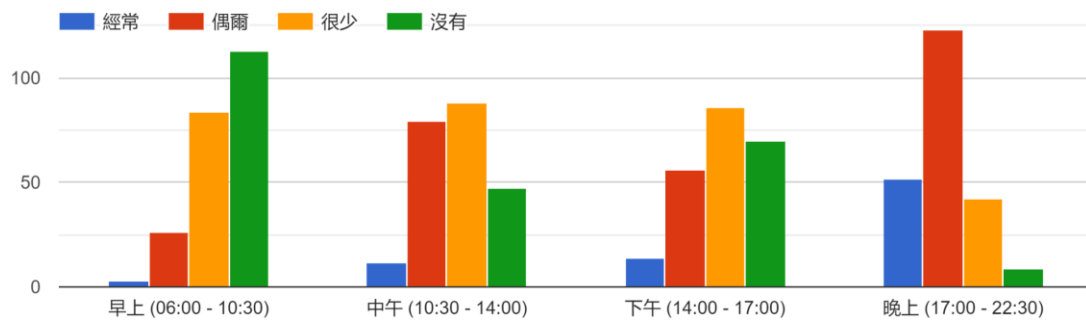


Figure 9. The Time Section Participants Eat Fast Food

7. 我吃速食會內用或外帶?

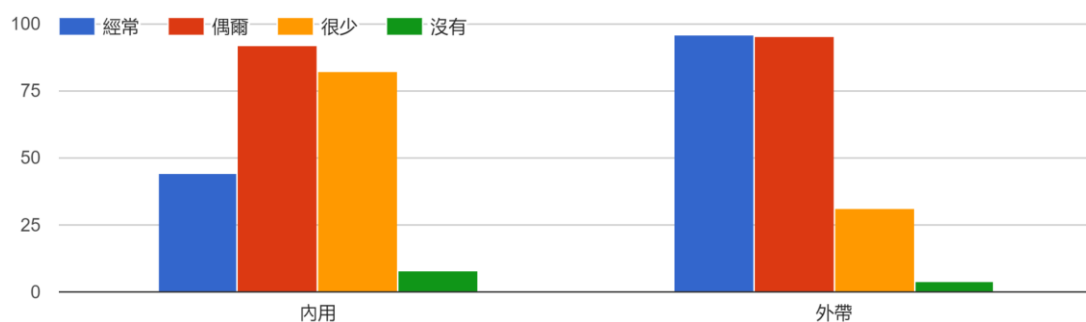


Figure 10. Dine in or Take out

Living Expense and Cost on Fast Food

Figure 11 shows 48 students' (21.2%) living expenses are higher than 10,000 (NTD) per month; 61 students' (27%) between 8,001 and 10,000 NTD; 46 students' (20.4%) between 6,001 and 8,000 NTD; 37 students' (16.4%) between 4,001 and 6,000 NTD; 19 students' (8.4%) between 2,001 and 4,001 NTD; and 15 students' (6.6%) under 2,000 NTD. From figure 12, it shows 2 students (0.9%) spend over 300 NTD per meal; 13 students (5.8%) spend between 200 and 300 NTD; 67 students (29.6%) spend between 150 and 200 NTD; 122 students (54%) spend between 100

and 150 NTD; 21 students (9.3%) spend between 50 and 100 NTD; and 1 student (0.4%) spends under 50 NTD. From figure 13, the analysis shows that participants, no matter in which category in figure 11, they all usually spend between 100 and 150 NTD on one meal. And, interestingly, it can be told that participants with higher living expenses are more willing to spend more money on one meal. From the analysis, it is very possible that other people with high living expenses would also cost more on fast food meals.

8. 我一個月的生活費約為?

226 則回應

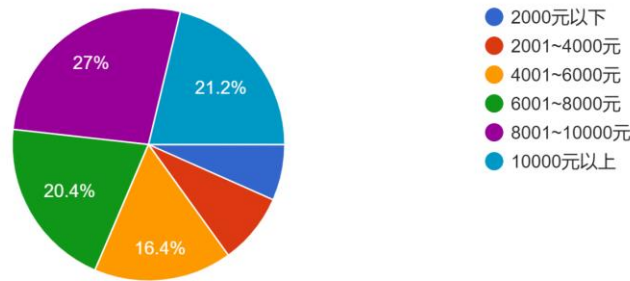


Figure 11. Participants' Living Expenses

9. 我通常自己在速食店花多少錢吃一餐?

226 則回應

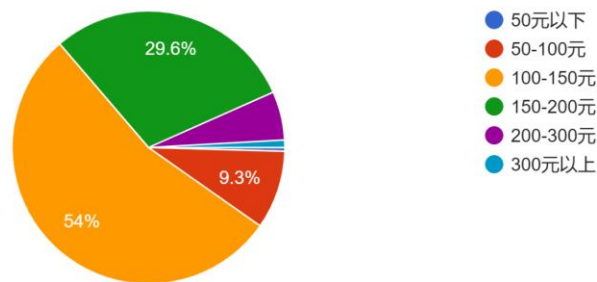


Figure 12. The Amount Participants Spend on One Fast-Food meal

	<2,000	2,001~4000	4,001~6,000	6,001~8,000	8,001~10,000	>10000	Percentage

< 50	0	0	1	0	0	0	0.4%
50~100	4	4	4	5	4	0	9.3%
100~150	8	10	28	26	33	18	54%
150~200	2	5	4	19	18	25	29.6%
200~300	1	0	0	2	6	4	5.8%
>300	0	0	0	1	0	1	0.9%
Percentage	6.6%	8.4%	16.4%	20.4%	27%	21.2%	

Figure 13. Analysis on Figure 11 and Figure 12

Knowing and Popularity

Figure 14 and 15 show what brands the participants know, and how popular the fast-food restaurants are to the participants. Both results show that the popularity ranking of the fast-food restaurants is as follows: McDonald's > KFC > Mos Burger > Burger King > Dain-Dain Ham-burger > Thefreen Burger. The top three popular fast-food restaurants would be the representatives of the following study.

10. 我知道的速食餐廳有?

226 則回應

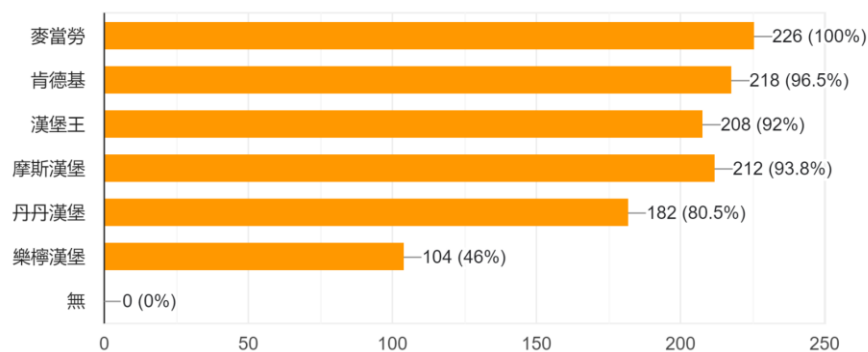


Figure 14. What Restaurant the Participants Know

11. 我認為以下速食餐廳很知名？

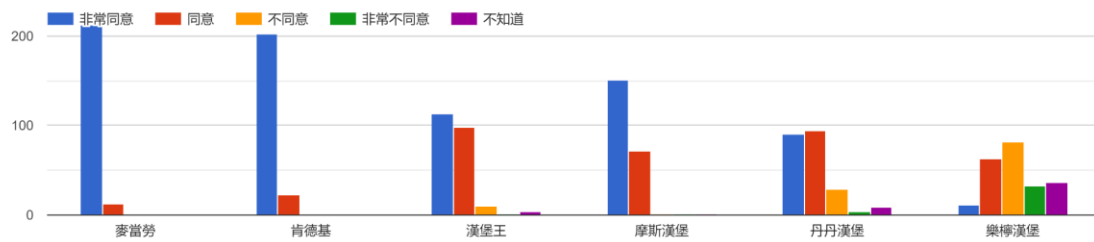


Figure 15. Fast Food Brand Reputation to the Participants

Discount

From figure 16, it shows the top three percentages of discount type the participants use in McDonald's are physical and electronic coupons (50%), App membership (42%), and special offer (31%); in KFC are App membership (20%), physical and electronic coupons (32%), special offer (20%); in Burger King are physical and electronic coupons (23%), special offer (11%), and App membership (4%); in Mos Burger are App membership (13%), physical and electronic coupons (13%), and special offer (11%); in Dain-Dain Hamburger are special offer (7%), physical and electronic coupons (4%), App membership (1%); and in Thefreen Burger are special offer (5%), physical and electronic coupons (3%), App membership (1%).

In figure 17, talking about the groups in every fast-food restaurant that save the most for one meal, in McDonald's it would be, 29% of the participants save more than 21 NTD per meal; in KFC, 18% of the participants save more than 21 NTD; in Burger King, 8% of the participants save between 0 and 5 NTD; in Mos Burger, 10% of the participants save between 0 and 5 NTD; in Dain-Dain Hamburger, 11% of the participants save between 0 and 5 NTD; and in Thefreen Burger, 11% of the participants save between 0 and 5 NTD. From figure 16, it can be said that many participants can use different discounts in McDonald's, and the percentage can be as

high as 50%. Combining figure 17's response which 29% of the participants save more than 21 NTD, discounts McDonald's offers may be a big attraction for these participants to purchase. The same phenomenon can also be observed in the responses for KFC, more offers provided, and customers save more, and that can be one of the possible causes of why people love going to McDonald's and KFC rather than the rest fast-food restaurants.

13. 我在速食餐廳使用的優惠偏好?

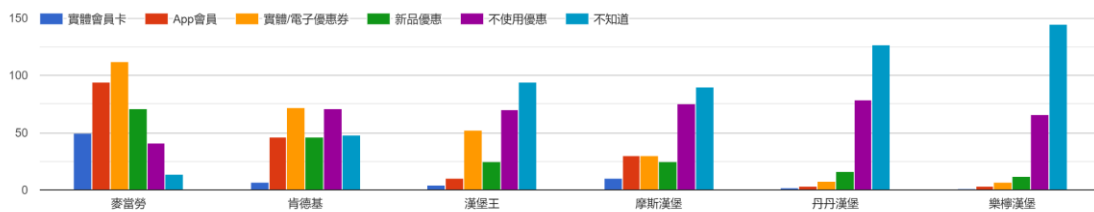


Figure 16. Discount Preference

14. 我在速食餐廳使用優惠平均一次消費可以省下多少錢?

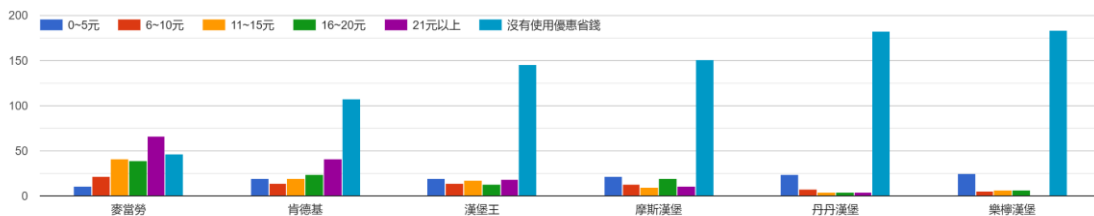


Figure 17. How much the participants can save for one consumption

Ordering Preference

In figure 18, the data shows the preferences of the participants' ordering in different fast-food restaurants. The participants' top three fast-food restaurants' ordering preferences are as follows, For McDonald's, the popular fast food are French fries (187 people, 82.7%) and hamburgers (151 people, 66.8%). And, for KFC, the popular fast food are fried chicken (149 people, 65.9%) and snacks (114 people,

50.4%). For Mos Burger, the popular fast food are hamburger (148 people, 65.4%) and beverage (89 people, 39.3%).

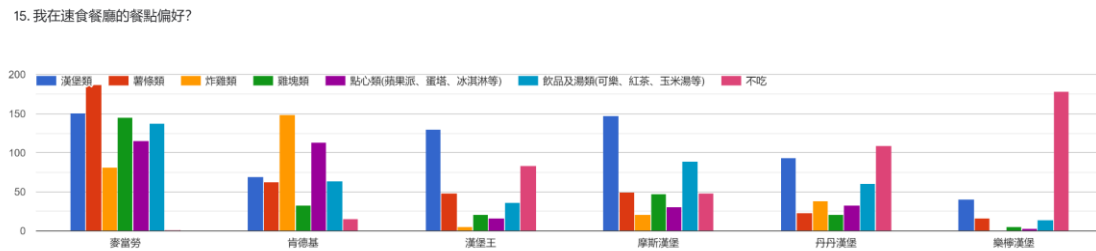


Figure 18. The Preferences of the Participants for Ordering Meals

Attraction Factors

From figures 19 and 20, it shows two aspects of factors that why participants choose to go to the specific branches of the fast-food restaurants. The first aspect is internal, which the branches can control. That is, the branches' facilities; the data shows that McDonald's' most attractive factors are self-service ordering machines (155 people, 68.5%) and drive-throughs (113 people, 50%) for the participants. KFC's most attractive factors are online pre-order (101 people, 44.6%) and self-service ordering machines (89 people, 39.3%). Mos Burger's most attractive factors are online pre-order (71 people, 31.4%) and self-service ordering machine (68 people, 30%). Nevertheless, there are 104 people (46%) do not think Mos Burger has any attractive factor. Because the self-service ordering machine and online pre-order are time-saving, the participants rate them as the top two facilities that attract them to consume in the branches. Therefore, it shows that the participants' biggest concern is time-saving, in other word, convenience.

The second aspect is the external factors, which the restaurants cannot control. Such as, the distances of the branches, parking lot, the branches that the customer is familiar with, etc. The data shows that most of the participants consider that the distance of the branches is the top factor of their choices. McDonald's (217 people,

96%), KFC (184 people, 81.4%), Mos Burger (162 people, 71.6%). Because people tend to go to the nearest branch, international fast-food restaurants can gain more customers since their branch numbers are five times or even ten times compared to local fast-food restaurants. This may suggest that convenience affects customers' choices while looking for a fast-food restaurant to go.

19. 有哪些設施的速食餐廳會更吸引我消費?

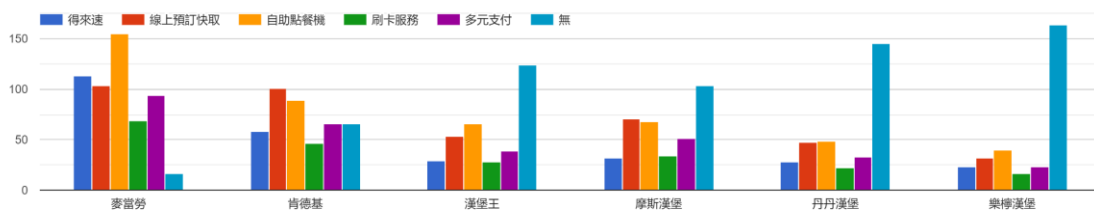


Figure 19. Facilities That Attract Participants to Consume in the Fast-Food Restaurants

20. 我選擇去哪間速食餐廳分店消費的依據?

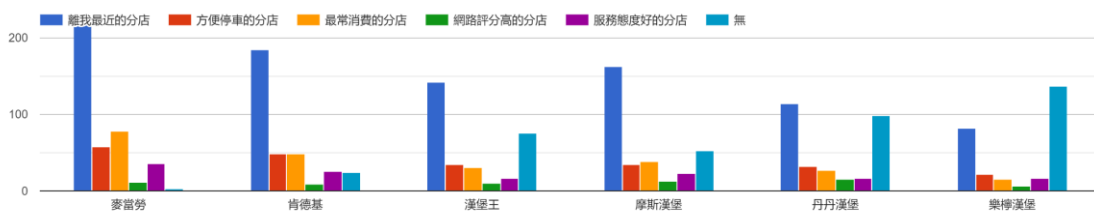


Figure 20. The Factor That Affects Participants Choose to Consume in The Fast-Food Restaurants

Service Satisfaction

For figure 21, 22, 23, 24, 25, and 26, the simplest conclusion is that for every question asked in the questionnaire, the service satisfaction can be sort from highest to lowest in the following order: McDonald's > KFC > Mos Burger > Burger King > Dain-Dain Hamburger > Thefreem Burger. The results have no exception. Li (2012) researches on the following aspects of services, and the questions score 4.00, 3.50,

3.74, N/A, and 3.62 out of the five-point scale. And, Li's participants score their future wills to return to the fast-food restaurants as high as 4.43 out of 5.00. It can be said that good services bring customers back. If Li's theory is applied to this research, then it means the many participants who are so satisfied with McDonald's are very likely to return to McDonald's for another service. This possibility may be one of the reasons why everyone knows and likes McDonald's so much.

21. 我對出餐速度的滿意度?

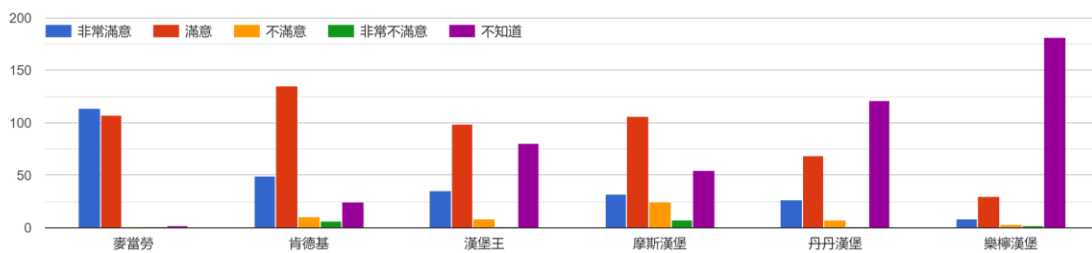


Figure 21. Satisfaction to Efficiency the Food is Served

22. 我對餐點的滿意度?

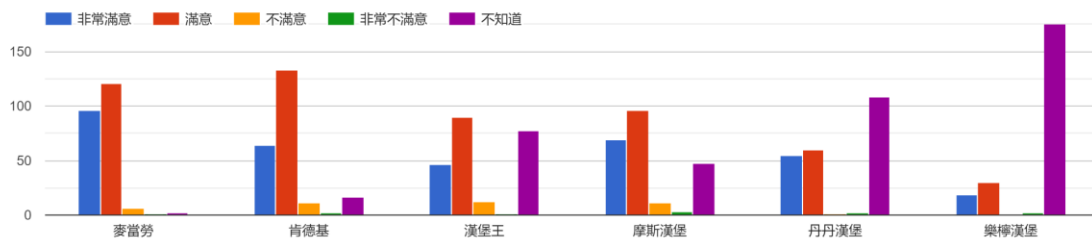


Figure 22 Satisfaction to the meal

23. 我對店員服務態度的滿意度?

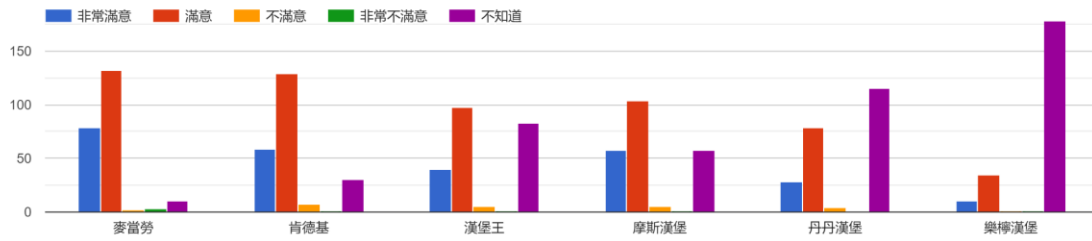


Figure 23. Satisfaction to the Waiter's attitude

24. 我對外送服務的滿意度?

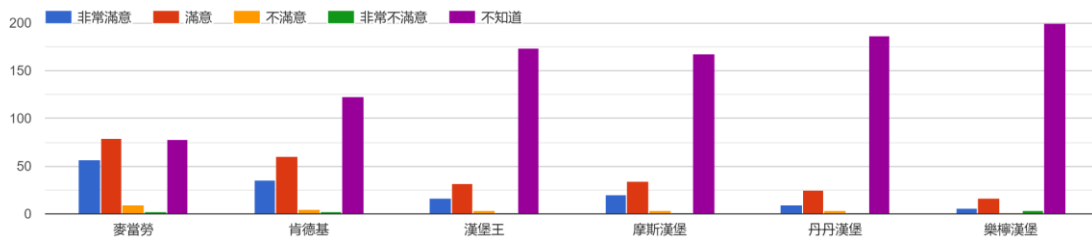


Figure 24. Satisfaction to the Delivery

25. 我對售後服務的滿意度?

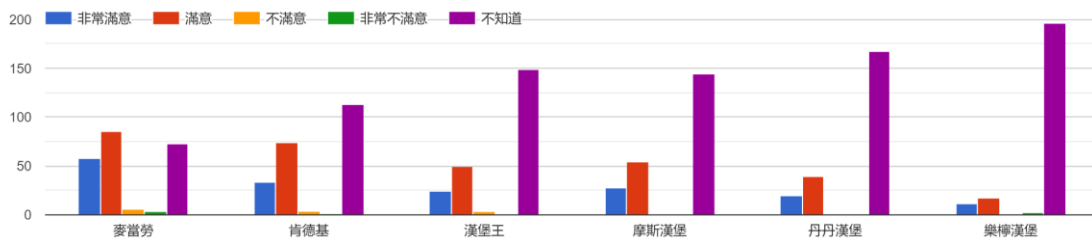


Figure 25. Satisfaction to the After-Sale Service

Environmental Satisfaction

Figures 26, 27, and 28, conclude that the top three environmental satisfaction groups are McDonald's, KFC, and Mos Burger. Figure 26, 27, and 28 have similar trends. In addition, they correlate with figure 15. According to Li (2012), his

participants score 3.69 out of 5.00 for comfortable dining space, 3.28 for good atmosphere, and 3.78 for food sanitation. From Li's research, customers care about environmental sanitation and safety. And, when the experience is positive, customers would have higher will to purchase in the restaurant. Coming back to this research, a very high percentage of the participants select very satisfied and satisfied within the questionnaire, which shows the fast-food restaurants do well on maintaining their dining environments. If the participants of this research feel well with the fast-food restaurants, then it is possible that the participants will return to the fast-food restaurant. In conclusion, high satisfaction in environmental sanitation can possibly increase the will to shop again, and in addition increase the fast-food restaurants' popularity.

26. 我對速食餐廳環境衛生的滿意度?

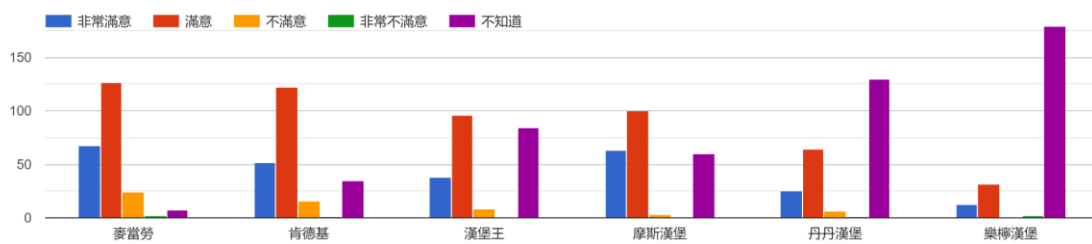


Figure 26. The Participants' Satisfaction Toward the Sanitation of The Restaurants

27. 我對速食餐廳室內裝潢的滿意度?

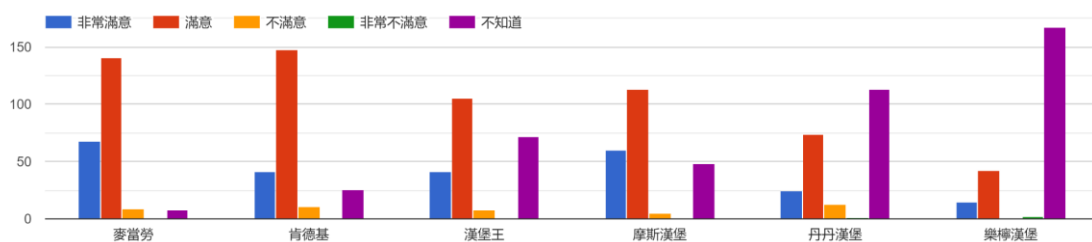


Figure 27. The Participants' Satisfaction Toward the Interior Design of the Restaurants

28. 我對速食餐廳氛圍的滿意度?

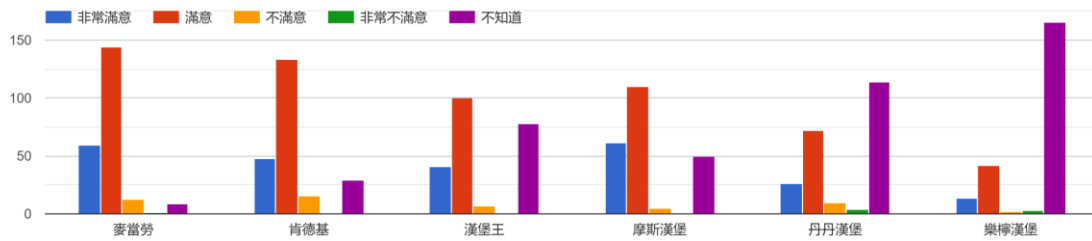
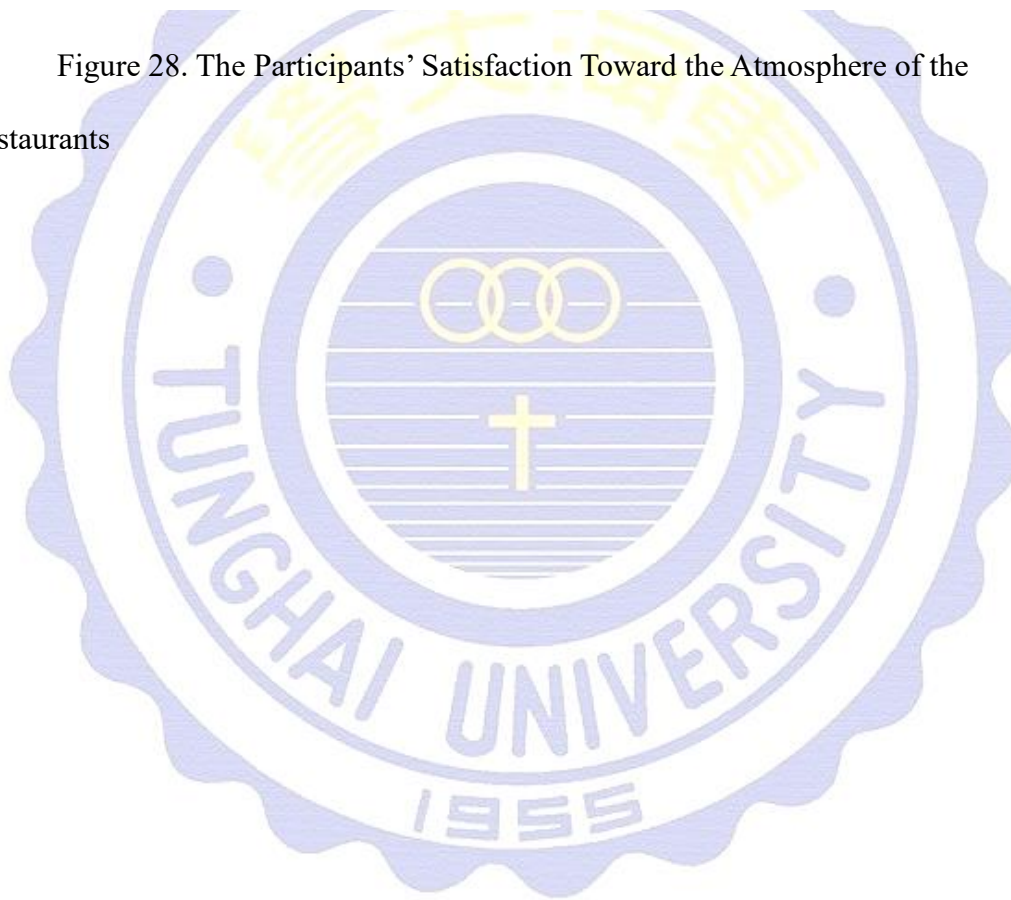


Figure 28. The Participants' Satisfaction Toward the Atmosphere of the Restaurants



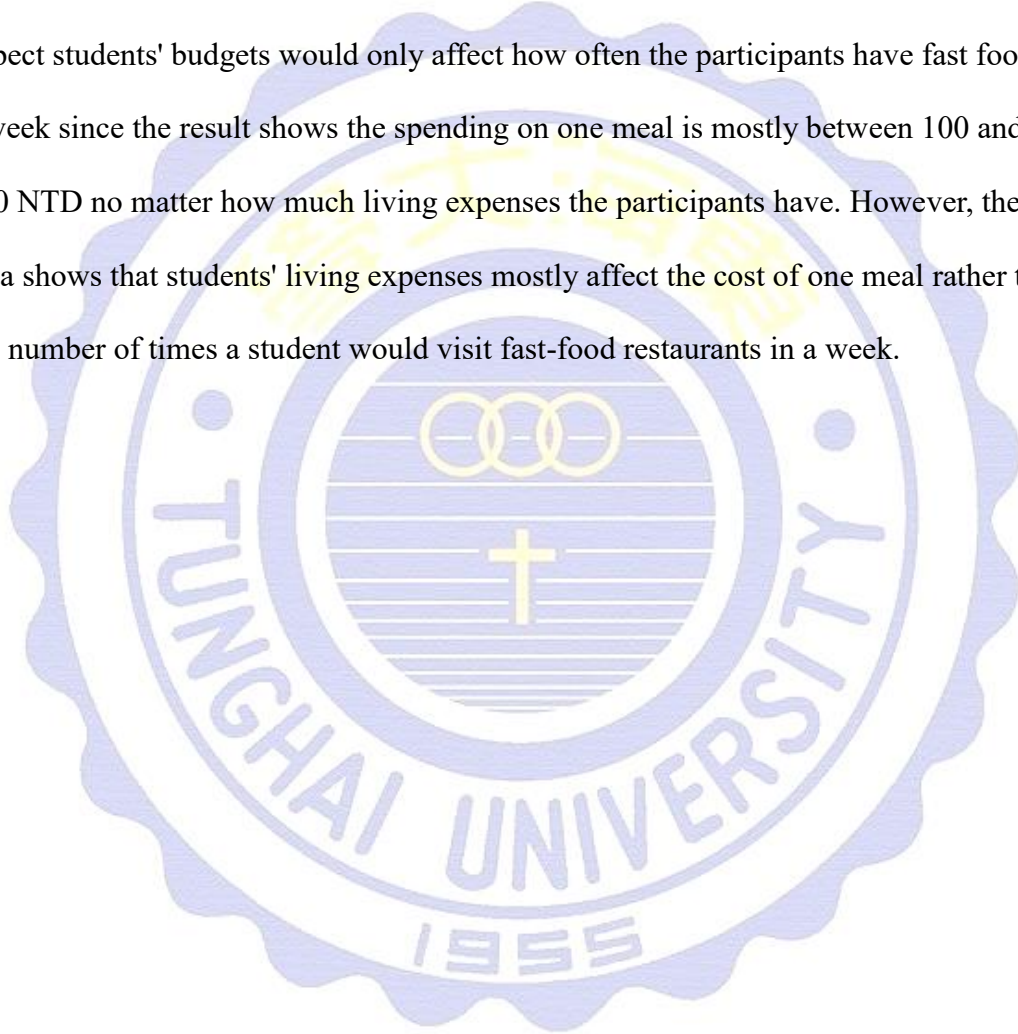
VII. Conclusion

Based on the results of the questionnaire filled by two hundred twenty-six participants together with the data and references, this research confirmed that Taiwanese college and high school students favor international fast-food restaurants more than local fast-food restaurants because of the following three main reasons: convenience, discounts, and services. From the responses of the participants, regardless of which fast-food restaurant they like to go to, their top decision always depends on where the closest branch is. In another word, the fast-food restaurants with more branches will be customers' top choice. And, since international fast-food restaurants' branch numbers win in a landslide compared to the local's, these international fast-food restaurants win the students' hearts. Furthermore, discounts are one of the vital factors that influence where students would go for fast food. According to the students' responses, international fast-food restaurants not only offer various discounts, but also, the discounts save a lot for students. Finally, through the questionnaire, it can be found that the satisfaction of service and environment are also essential factors that attract students to purchase fast food. Overall, international fast-food restaurants receive higher satisfaction than local fast-food restaurants, so students are more willing to purchase fast food from international fast-food restaurants.

All in all, international fast-food restaurants are more popular with college and high school students because international fast-food restaurants, compared with local fast-food restaurants, are able to maintain good quality in those three aspects: convenience, discounts, and service.

Finally, there are two interesting findings in this research, one is about customers' selection, and the other is about the relationship between a student, budget,

and consuming habits. Normally, when a restaurant is popular, the first impression that comes to people's mind is probably the restaurant has delicious food, but this is not necessarily true for the fast food industry. A store which receives high scores on the internet usually guarantees its quality, but students who participate in this research show that they care least about the online rating, instead, they care about the convenience which saves their time. Regarding the consuming habit, the authors expect students' budgets would only affect how often the participants have fast food in a week since the result shows the spending on one meal is mostly between 100 and 150 NTD no matter how much living expenses the participants have. However, the data shows that students' living expenses mostly affect the cost of one meal rather than the number of times a student would visit fast-food restaurants in a week.



VIII. Reference

Li, C. F. (2012). 台灣連鎖速食餐廳屬性、享樂及功利價值、行為意圖關係之研究—以台灣Y世代消費者為例[Master's thesis, College of Business Chinese Culture University]. <http://ir.lib.pccu.edu.tw/handle/987654321/23952>.

Report on the survey of family income and expenditure, 2020. DIRECTORATE-GENERAL OF BUDGET, ACCOUNTING AND STATISTICS EXECUTIVE YUAN, REPUBLIC OF CHINA . (2021, October). Retrieved June 5, 2022, from <https://win.dgbas.gov.tw/fies/doc/result/109.pdf>

Wang, S. S., Lee, W. C., Ning, F. S., & Shao, C. T. (2016). The Competition and Franchise Decision in Fast-Food Industry: Empirical Results in Taiwan. *臺灣土地研究*, 19(1), 39-68.

蔡明春, 劉思穎, 張瑞玲, 陳怡君, & 吳淑禎. (2006). 國內速食店食品品質之比較. *績效與策略研究*, 3(2), 95-111.

【五大國際連鎖速食業·蛋雞動物福利評比】肯德基、漢堡王、subway 善待母雞 宣佈停用籠飼蛋 麥當勞、摩斯漢堡 雙雙墊底. 台灣動物社會研究會. (2021, October 26). Retrieved June 5, 2022, from <https://www.east.org.tw/action/8563>.

丹丹漢堡穩坐「速食南霸天」(2022, February 18). 東森新媒體 ETtoday. Retrieved June 5, 2022, from <https://www.ettoday.net/news/20220218/2192185.htm>.

門市資訊: 樂檸漢堡. THEFREEN burger. (2017). Retrieved June 5, 2022, from

<https://www.thefreen.com/locations>



IX. Questionnaire

1. 我現在居住在台灣的?

- 北部(基隆、台北、新北、桃園、新竹)
- 中部(苗栗、台中、彰化、南投、雲林)
- 南部(嘉義、台南、高雄、屏東)
- 東部(宜蘭、花蓮、台東)
- 離島地區(澎湖、金門、馬祖、小琉球、綠島、蘭嶼)

2. 我的性別為?

- 男性
- 女性
- 其他

3. 我現在就讀?

- 高中一年級
- 高中二年級
- 高中三年級
- 大學一年級
- 大學二年級
- 大學三年級
- 大學四年級
- 大學四年級以上(不包含研究所及社會人士)

4. 我喜歡速食嗎?

	1	2	3	4	5	
--	---	---	---	---	---	--

不喜歡						喜歡
-----	--	--	--	--	--	----

5. 我一週吃速食的頻率？

0-1 次

2-3 次

3-4 次

4-5 次

5 次以上

6. 我會去吃速食的時段？

	經常	偶爾	很少	沒有
早上 (06:00 - 10:30)				
中午 (10:30 - 14:00)				
下午 (14:00 - 17:00)				
晚上 (17:00 - 22:30)				

7. 我吃速食會內用或外帶？

	經常	偶爾	很少	沒有
內用				
外帶				

8. 我一個月的生活費約為？

以新台幣為單位。

2000 元以下

2001~4000 元

4001~6000 元

6001~8000 元

8001~10000 元

10000 元以上

9. 我通常自己在速食店花多少錢吃一餐？

以新台幣為單位。

50 元以下

50~100 元

100~150 元

150~200 元

200~300 元

300 元以上

10. 我知道的速食餐廳有？

此為複選題，符合之選項皆可勾選，如皆不符合，請單選無。

麥當勞

肯德基

漢堡王

摩斯漢堡

丹丹漢堡

樂檸漢堡

無

11. 我認為以下速食餐廳很知名？

	非常同意	同意	不同意	非常不同意	不知道
麥當勞					
肯德基					
漢堡王					
摩斯漢堡					
丹丹漢堡					
樂檸漢堡					

12. 我去各家速食餐廳的頻率？

	很常去	常去	偶爾去	不常去	完全不去
麥當勞					
肯德基					
漢堡王					
摩斯漢堡					
丹丹漢堡					

樂檸漢堡					
------	--	--	--	--	--

13. 我在速食餐廳使用的優惠偏好？

此為複選題，符合之選項皆可勾選，如皆不符合，請單選不使用優惠。實體會員卡為點點卡、MOS CARD、King Card 等。

	實體會員卡	App會員	實體/電子優惠券	新品優惠	不使用優惠	不知道
麥當勞						
肯德基						
漢堡王						
摩斯漢堡						
丹丹漢堡						
樂檸漢堡						

14. 我在速食餐廳使用優惠平均一次消費可以省下多少錢？

此為單選題。

	0~5 元	6~10 元	11~15 元	16~20 元	21 元以上	沒有使用優惠省錢
麥當勞						

肯德基						
漢堡王						
摩斯漢堡						
丹丹漢堡						
樂檸漢堡						

15. 我在速食餐廳的餐點偏好？

此為複選題，符合之選項皆可勾選，如皆不符合，請單選不吃。

	漢堡類	薯條類	炸雞類	雞塊類	點心類(蘋果派、蛋塔、冰淇淋等)	飲品及湯類(可樂、紅茶、玉米湯等)	不吃
麥當勞							
肯德基							
漢堡王							
摩斯漢堡							
丹丹漢堡							
樂檸漢堡							

16. 我通常在速食餐廳只會點套餐？

此為單選題。

	非常同意	同意	不同意	非常不同意	不知道
麥當勞					
肯德基					
漢堡王					
摩斯漢堡					
丹丹漢堡					
樂檸漢堡					

17. 我通常在速食餐廳只會單點?

此為單選題。

	非常同意	同意	不同意	非常不同意	不知道
麥當勞					
肯德基					
漢堡王					
摩斯漢堡					
丹丹漢堡					
樂檸漢堡					

18. 我通常在速食餐廳會同時點套餐跟單點？

此為單選題。

	非常同意	同意	不同意	非常不同意	不知道
麥當勞					
肯德基					
漢堡王					
摩斯漢堡					
丹丹漢堡					
樂檸漢堡					

19. 有哪些設施的速食餐廳會更吸引我消費？

此為複選題，符合之選項皆可勾選，如皆不符合，請單選無。刷卡服務為信用卡，多元支付包含悠遊卡、台灣 Pay、Line Pay 等。

	得來速	線上預訂 快取	自助點 餐機	刷卡服務	多元支付	無
麥當勞						
肯德基						
漢堡王						
摩斯漢堡						

丹丹漢堡						
樂檸漢堡						

20. 我選擇去哪間速食餐廳分店消費的依據？

此為複選題，符合之選項皆可勾選，如皆不符合，請單選無。刷卡服務為信用卡，多元支付包含悠遊卡、台灣 Pay、Line Pay 等。

	離我最近的分店	方便停車的分店	最常消費的分店	網路評分高的分店	服務態度好的分店	無
麥當勞						
肯德基						
漢堡王						
摩斯漢堡						
丹丹漢堡						
樂檸漢堡						

21. 我對出餐速度的滿意度？

	非常滿意	滿意	不滿意	非常不滿意	不知道
麥當勞					
肯德基					

漢堡王					
摩斯漢堡					
丹丹漢堡					
樂檸漢堡					

22. 我對餐點的滿意度？

	非常滿意	滿意	不滿意	非常不滿意	不知道
麥當勞					
肯德基					
漢堡王					
摩斯漢堡					
丹丹漢堡					
樂檸漢堡					

23. 我對店員服務態度的滿意度？

	非常滿意	滿意	不滿意	非常不滿意	不知道
麥當勞					
肯德基					

漢堡王					
摩斯漢堡					
丹丹漢堡					
樂檸漢堡					

24. 我對外送服務的滿意度？

例如麥當勞歡樂送和肯德基、摩斯漢堡及漢堡王官方外送。

	非常滿意	滿意	不滿意	非常不滿意	不知道
麥當勞					
肯德基					
漢堡王					
摩斯漢堡					
丹丹漢堡					
樂檸漢堡					

25. 我對售後服務的滿意度？

售後服務包含餐點錯誤或缺少處理方式以及客訴回覆等。

	非常滿意	滿意	不滿意	非常不滿意	不知道

麥當勞					
肯德基					
漢堡王					
摩斯漢堡					
丹丹漢堡					
樂檸漢堡					

26. 我對速食餐廳環境衛生的滿意度？

包含桌面及廁所清潔等。

	非常滿意	滿意	不滿意	非常不滿意	不知道
麥當勞					
肯德基					
漢堡王					
摩斯漢堡					
丹丹漢堡					
樂檸漢堡					

27. 我對速食餐廳室內裝潢的滿意度？

包含空間安排等。

	非常滿意	滿意	不滿意	非常不滿意	不知道
麥當勞					
肯德基					
漢堡王					
摩斯漢堡					
丹丹漢堡					
樂檸漢堡					

28. 我對速食餐廳氛圍的滿意度？

包含室內播放的音樂、內外場員工對話音量、採光等。

	非常滿意	滿意	不滿意	非常不滿意	不知道
麥當勞					
肯德基					
漢堡王					
摩斯漢堡					
丹丹漢堡					
樂檸漢堡					

