

# Examine the Level of Customer Satisfaction with McDonald's in the City of Mumbai

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**Abstract:** *The concept of delight in a nation, known as "Country of Delight," hinges on a combination of psychological and physical factors that are closely linked to behaviours related to happiness, such as returning for repeat business and recommending the service or product. For businesses, customer satisfaction serves as a valuable marketing tool and a distinct value-added benefit. It is frequently regarded by customers as being just as important as the core product or service offered by a company. The main objective of this research is to gain insights into the factors that impact customer satisfaction with respect to McDonald's. To achieve this, primary and secondary data, along with a sample of 120 respondents, were utilized as research methodologies.*

- Simple percent evaluation.
- Rating evaluation.
- Likert analysis.

*These are the statistical tools. Majority (54.2%) are Male. This observations were carried out in Mumbai metropolis, McDonald's offer excellent meals which have an impact on the client to select it.*

**Keywords:** Mc Donald's, Fast food, Satisfaction, Customer

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