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The Influence of Service Quality and Product Quality on Consumer Satisfaction at McDonald's Nangka Denpasar Fast Food Restaurant

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ABSTRACT

Changes in modern society's lifestyle have driven an increase in food consumption in fast food restaurants, including McDonald's which is growing rapidly in Indonesia. In the context of tight business competition, service quality and product quality are two crucial factors that influence the level of consumer satisfaction. This study aims to analyze the effect of service quality and product quality on consumer satisfaction at McDonald's Nangka Denpasar. Service quality includes aspects such as reliability, responsiveness, assurance, empathy, and physical evidence, while product quality includes freshness, cleanliness, safety, consistency, and taste of food. Consumer satisfaction is positioned as a dependent variable influenced by both independent variables.

This study uses a quantitative approach with associative methods and multiple linear regression analysis to test the formulated hypotheses. The population of the study were McDonald's Nangka Denpasar consumers who had consumption experience, with data collected through the distribution of Likert-scale questionnaires. Based on the results of the study, it was found that service quality had no effect on consumer satisfaction, while product quality had an effect on consumer satisfaction at McDonald's fast food restaurants on Jalan Nangka Denpasar. The results of this study are expected to provide empirical contributions in formulating strategies for improving fast food restaurant services and products that are more oriented towards customer needs and satisfaction. These findings can also be the basis for managerial decision making in order to increase customer loyalty and competitive advantage in the fast food restaurant industry.

INTRODUCTION

Along with the development of the times and the increasing standard of living of the community, consumption patterns and ways of meeting needs have also changed. Fast food restaurants are now one of the main alternatives in meeting food needs that reflect a modern and dynamic lifestyle. The fast food restaurant business shows very rapid development, marked by

continuous innovation in the culinary world. According to the official McDonald's Indonesia website, McDonald's currently has 268 outlets spread throughout Indonesia. This shows a significant increase in the fast food restaurant industry, which is also influenced by changes in the culture of eating out and increasing mobility of society (Mulyawan et al., 2022; Song et al., 2022).

Service quality is a very important aspect in maintaining customer satisfaction. Quality service refers to the extent to which a service provider is able to meet or exceed consumer expectations. This quality reflects customers' perceptions and experiences of the services they receive, and can be understood as a measure of customer satisfaction with the services provided (Arora et al., 2024; P. Liu & Tse, 2018). Some of the main dimensions of service quality include tangibles or physical evidence such as facilities and equipment, reliability or reliability of service, responsiveness or ability to respond quickly, assurance that reflects competence and trustworthiness, and empathy that refers to attention to customer emotional needs (Rajput & Gahfoor, 2020; Uddin, 2019). In addition, managing customer expectations, perceived values, and evaluating customer satisfaction are also important parts of overall service quality (Sodeke et al., 2023).

On the other hand, product quality is also a crucial factor that determines the level of consumer satisfaction. Product quality refers to the extent to which product characteristics are able to meet consumer needs and expectations (Mulyawan et al., 2022; Xiao et al., 2018). In the context of food, some of the main indicators of product quality include freshness of raw materials, cleanliness and hygiene standards, product safety, consistency of composition, and texture and taste that meet expectations. High-quality food products not only provide a sense of security and comfort for consumers, but also create a positive and memorable consumption experience (Song et al., 2022; Suhartanto et al., 2018).

Consumer satisfaction is the result of consumers' subjective assessment of the experience they get from the product or service consumed. According to various studies, satisfaction arises when consumers feel that the product or service they receive meets or exceeds their expectations. Therefore, both service quality and product quality play an important role in shaping overall consumer perception and satisfaction (Kristiawan et al., 2021; Sodeke et al., 2023). When these two aspects are managed well, companies can maintain customer loyalty and increase their competitiveness in the market.

Based on this background, this study is entitled "The Effect of Service Quality and Product Quality on Consumer Satisfaction at McDonald's Nangka Denpasar Fast Food Restaurant Using Multiple Linear Regression Analysis Method." This study aims to analyze the extent to which service and product quality affect consumer satisfaction at McDonald's, which is one of the largest and most well-known fast food restaurant chains in the world. By understanding the relationship between these variables, it is hoped that this study can provide an empirical contribution in formulating strategies for improving service and product quality that are more oriented towards customer needs (Aymar & Joseph, 2019; Hassan et al., 2021).

In the highly competitive fast food restaurant industry, service quality is one of the key factors that determines a company's success in building customer satisfaction and loyalty. Customers not only judge restaurants in terms of the speed of serving food, but also how the service is provided—from the friendliness of the staff, the accuracy of orders, the cleanliness of the environment, to the ability to respond to complaints or requests quickly and effectively. Service quality is the customer's perception of the extent to which the service received can meet or even exceed their expectations. This is in line with research showing that good service quality can increase customer satisfaction, and ultimately encourage them to use the service again (Rajput & Gahfoor, 2020; Richardson et al., 2019).

Several studies have also shown that service elements, such as speed, friendliness, and accuracy, play a significant role in customer satisfaction at fast food restaurants. Research by Uddin (2019) states that effective service aspects affect the overall customer experience, and the better the experience, the more likely customers are to return and recommend the restaurant to others

(Richardson et al., 2019). Additional research by Rajput & Gahfoor (2020) supports this view by showing a positive relationship between service quality and customer satisfaction.

Therefore, it is important to examine the extent to which the quality of service provided by fast food restaurants, especially McDonald's Nangka Denpasar, influences the level of customer satisfaction. Therefore, the first hypothesis (H1) can be formulated as follows:

Hypothesis H1: There is an influence of Service Quality (X1) on Consumer Satisfaction (Y)

Product quality is a major element that influences consumer perception and experience in consuming food from fast food restaurants. In this context, product quality is not only seen from the taste and texture of the food, but also from the freshness of the raw materials, hygiene standards, food safety, and consistency of the products served. Consumers tend to feel satisfied if the products consumed are in accordance with their expectations in terms of taste, portion, and presentation quality. (Hidayat et al., 2019)Lesmana and Ratnasari (2019) stated that product quality is everything that is offered to the market to satisfy consumer desires or needs, including the sensory experience felt when consuming the product. This is in line with the findings Hidayat et al. (2019) which emphasizes that good product quality will contribute greatly to customer satisfaction and even encourage their loyalty (Hassan et al., 2021; Hidayat et al., 2019).

Product quality also plays an important role in determining consumer perceptions of the value obtained from their purchases. In a study conducted by Sharma et al. (2018), it was explained that the quality of food that is considered not only affects satisfaction but also the consumer's decision to revisit the restaurant (Rajput & Gahfoor, 2020). In line with that, research by Song et al. (2022) explains that quality food elements are also an integral part of the positioning strategy of fast food restaurants to increase customer satisfaction (Song et al., 2022).

Therefore, when the food products offered meet the quality standards expected by consumers, then it is likely that consumers will feel satisfied and have the potential to make repeat purchases. This encourages the need for analysis of the influence of product quality on consumer satisfaction at McDonald's Nangka Denpasar. Therefore, the first hypothesis (H1) can be formulated as follows:

Hypothesis H2: There is an influence of Product Quality (X2) on Consumer Satisfaction (Y)

RESEARCH METHOD

This study uses multiple linear regression method as the main analysis tool. Multiple regression is a development of simple linear regression involving more than one independent variable (X). The goal is to determine the effect of a number of independent variables such as X1, X2, to Xk on the dependent variable Y. The main difference between simple regression and multiple regression lies in the number of independent variables used to predict the dependent variable. If simple regression only uses one independent variable, then multiple regression involves two or more independent variables simultaneously in the analysis process. By entering all independent variables into the model simultaneously, a regression equation is obtained consisting of constants and regression coefficients for each independent variable, which are then used to predict the dependent variable.

This study was designed using an associative method with a causal relationship approach, because it aims to explain the causal relationship between the variables studied through hypothesis testing. Associative research is useful for identifying and measuring the relationship between two or more variables in order to build a theoretical basis that can be used to understand the influence of service quality and product quality on consumer satisfaction.

The population in this study refers to the definition put forward by Sugiyono (2017), namely as a generalization area consisting of objects or subjects that have certain qualities and

characteristics determined by researchers to be studied and drawn conclusions. In the context of this study, the population used is consumers who have had previous experience with McDonald's Nangka Denpasar.

The data collection method in this study was carried out through the distribution of questionnaires or surveys. Data collection is an important step to obtain accurate and reliable information to answer the formulation of research problems. The questionnaire was used as the main instrument, containing a number of questions or statements that must be answered by respondents. The measurement scale used in the questionnaire is the Likert scale, which allows respondents to provide an assessment of the level of agreement with each statement. Scores are given to each answer option, namely: Strongly Agree (5), Agree (4), Quite Agree (3), Disagree (2), and Strongly Disagree (1). Each statement in the questionnaire is linked to an indicator that reflects the variables studied.

Table 1. Questionnaire Weighting

NO	Choice	Score
1	SS (Strongly Agree)	5
2	S (Agree)	4
3	CS (Quite Agree)	3
4	TS (Disagree)	2
5	STS (Strongly Disagree)	1

This research was conducted at the Faculty of Economics and Business, Udayana University and took place from October to November 2023. The selection of this location was carried out by considering the ease of access to respondents who met the specified population criteria.

RESULTS AND DISCUSSION

Classification Assumption Test

Normality Test

Statistical analysis in this study was conducted using the Kolmogorov-Smirnov test to test the normality of residual data. The test criteria state that if the significance value <0.05 then the residual data is not normally distributed, while if the significance value >0.05 then the residual data is normally distributed. Based on the test results shown in Table 2, it is known that the significance value of Asymp. Sig (2-tailed) is 0.200, which is greater than 0.05. Therefore, it can be concluded that the residual data in this study is normally distributed. Thus, the assumption of normality in the regression model has been met and the regression analysis can be continued with adequate validity.

Table 2. Normality Test Results

	Residual Understandardizer
N	30
Kolmogorov-Smirnov Z	0.118
Asym.Sig. (2-tailed)	0.200

*Source:*Research data processing results, 2023

Multicollinearity Test

According to Ghozali (2013), the multicollinearity test aims to determine whether there is a correlation between independent variables in the regression model. A good regression model should not experience correlation between independent variables, because if such a correlation occurs, the regression model cannot be used optimally. Multicollinearity testing is carried out by looking at the tolerance value and Variance Inflation Factor (VIF). Based on the decision guidelines,

if the tolerance value is greater than 0.10 and the VIF value is less than 10, it can be concluded that there is no multicollinearity in the regression model. Conversely, if the tolerance is less than 0.10 or the VIF is more than 10, it indicates multicollinearity.

Table 3. Multicollinearity Test Results

Model	*Colinearity Statistics*	
	Tolerance	*VIF*
Quality of Service	0.499	2.163
Product Quality	0.499	2.004

*Source:*Research data processing results, 2023

Based on the results of data processing presented in Table 3, it is known that the tolerance value for the service quality and product quality variables is 0.499. Meanwhile, the VIF value for service quality is 2.163 and for product quality is 2.004. The tolerance value is greater than 0.10 and the VIF is less than 10 in both variables indicate that there are no symptoms of multicollinearity in the regression model. Thus, it can be concluded that the data in this study have met the assumption of being free from multicollinearity and can be used for further regression analysis.

Autocorrelation Test

To detect the presence of autocorrelation symptoms in the regression model, the Durbin-Watson (DW) Test is used. Decision making in this test is based on several provisions, namely: if the d value (Durbin-Watson) is smaller than dL or greater than (4 - dL), then the null hypothesis is rejected, which means there is autocorrelation. If the d value lies between dU and (4 - dU), then the null hypothesis is accepted, which means there is no autocorrelation. However, if the d value lies between dL and dU or between (4 - dU) and (4 - dL), then the conclusion cannot be drawn with certainty. This test is important to ensure that the residuals in the regression model are not correlated with each other, which is one of the important assumptions in classical regression analysis.

Table 4. Autocorrelation Test Results

Model	R	R Square	Adjusted R Square	Std Error the Estimate	Durbin Watson
1	.712a	.507	.472	1,097	1,886

*Source:*Research data processing results, 2023

Based on the results of data processing in Table 4, it is known that the Durbin-Watson value (d) is 1.886. This value is compared with the value in the Durbin-Watson table at a significance level of 5% with the number of independent variables (k) = 2 and the number of samples (N) = 32, then the dL value is 1.309 and dU is 1.574. Because the d value (1.886) is between dU (1.574) and (4 - dU) which is 2.426, then based on the decision-making guidelines it can be concluded that there are no symptoms of autocorrelation in the model. Therefore, the multiple linear regression model used in this study is feasible to continue to the hypothesis testing stage.

Heteroscedasticity Test

Heteroscedasticity is a condition in which there is inequality of residual variance in each observation in a regression model. If the residual variance from one observation to another is constant, this condition is called homoscedasticity, while if the variance is different, it is called heteroscedasticity. Homoscedasticity is one of the important assumptions in classical regression analysis. To detect symptoms of heteroscedasticity, a scatterplot graph can be used between the predicted value of the dependent variable (ZPRED) and its residual (SRESID). According to Ghozali (2013), if the pattern of dots on the scatterplot forms a certain regular pattern such as wavy, widening and then narrowing, it indicates heteroscedasticity. Conversely, if the dots spread

randomly above and below the zero line on the Y axis without a clear pattern, then heteroscedasticity does not occur.

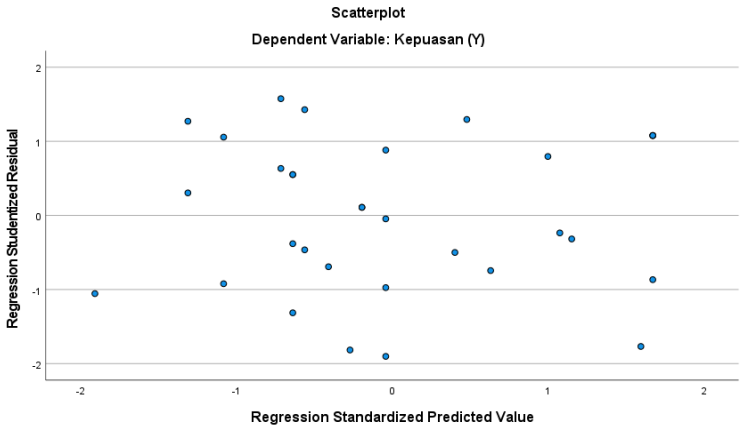

Figure 1. Scarterplot Regression Standardized Predicted Value and Studentized Residual Regression

Based on the results of the heteroscedasticity test from data processing displayed in the form of a scatterplot graph, it can be seen that the residual points are randomly spread above and below zero on the Y axis. There is no particular pattern that indicates the regularity of the distribution of these points. Therefore, it can be concluded that the regression model in this study does not experience heteroscedasticity problems. With the fulfillment of this assumption, the regression model can be considered valid and feasible for use in further testing.

Multiple Linear Regression Test

The correlation model between service quality and product quality variables on consumer satisfaction was analyzed using multiple linear regression. Based on the results of data processing with the SPSS version 27.0 program, the following regression equation model was obtained: Consumer Satisfaction = 4.274 + 0.082 (Service Quality) + 0.559 (Product Quality) + e. This equation describes the linear relationship between two independent variables—service quality and product quality—with the dependent variable, namely consumer satisfaction at McDonald's restaurants.

Table 5. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Sig.
	B	Std. Error	
(Constant	4.274	1,550	0.010
Quality of Service	0.082	0.163	0.618
Product Quality	0.559	0.161	0.002

*Source:*Research data processing results, 2023

The constant value of 4.274 indicates that if the service quality and product quality variables are considered unchanged (constant value), then the consumer satisfaction value remains at 4.274. The regression coefficient for service quality of 0.082 and product quality of 0.559 indicates that every one unit increase in each of these variables will increase consumer satisfaction positively, assuming other variables are considered constant. Thus, this model provides empirical evidence that both service quality and product quality simultaneously contribute to increasing consumer satisfaction.

T-test Statistics

The t-statistic test aims to test whether the independent (free) variable has a significant effect on the dependent (bound) variable. This test process is carried out by comparing the calculated t value with the t table and looking at the significance value (sig). If the sig value is less than 0.05 or the calculated t is greater than the t table, then it can be concluded that there is a significant effect between variable X and variable Y. Conversely, if the sig value is greater than 0.05 or the calculated t is less than the t table, then there is no significant effect. In this study, the t table value is calculated using the equation t (α / 2 ; nk-1) = t (0.025 ; 29) = 2.045, which is obtained from the t distribution table.

Table 6. Results of t-test – Statistics (Partial)

Variables	T table	T count	Sig.	Criteria
Quality of Service	2.045	0.504	0.618	H1 is not supported
Product Quality	2.045	3.480	0.002	H2 supported

*Source:*Research data processing results, 2023

The results of the t-statistic test for the first hypothesis (H1) show that the significance value for the effect of service quality (X1) on consumer satisfaction (Y) is 0.618, which is greater than 0.05, and the calculated t value is 0.504, which is smaller than the t table of 2.045. Based on these results, the first hypothesis (H1) is rejected, which means that there is no significant effect between service quality and consumer satisfaction.

Meanwhile, for the second hypothesis (H2), the significance value for the influence of product quality (X2) on consumer satisfaction (Y) is 0.002, which is smaller than 0.05, and the calculated t value is 3.480, which is greater than the t table of 2.045. Thus, the second hypothesis (H2) is accepted, which means that there is a significant influence between product quality and consumer satisfaction.

F Test

The F test is used to determine whether the independent variables simultaneously affect the dependent variable. This test is carried out using a significance level of 0.05 (α = 5%) and comparing the calculated F value with the F table. If the significance value is less than 0.05 or the calculated F is greater than the F table, then there is a simultaneous influence between the independent variables on the dependent variable. In this study, the independent variables tested were service quality and product quality, while the dependent variable was consumer satisfaction. The F table value is determined by the formula F (k; nk), namely F (2; 30) = 3.32 based on the F distribution table.

Table 7. Results of the F-Statistics Test (Simultaneous)

	Model	Sum of Squares	Df	Mean Square	F	Sig
1	Regression	35,821	2	17,910	14,883	0.001
	Residual	34,898	29	1.203		
	Total	70,719	31			

*Source:*Research data processing results, 2023

Based on the results of the F test listed in the ANOVA table output, it is known that the significance value for the influence of service quality (X1) and product quality (X2) simultaneously on consumer satisfaction (Y) is 0.001, which is smaller than 0.05. In addition, the calculated F value of 14.883 is greater than the F table of 3.32. Thus, it can be concluded that the third hypothesis (H3) is accepted, which means that there is a significant simultaneous influence of service quality and product quality on consumer satisfaction.

Discussion

The results of this study indicate that there is a linear relationship between service quality and product quality on consumer satisfaction at McDonald's restaurants. The resulting multiple linear regression model, namely Consumer Satisfaction = 4.274 + 0.082 (Service Quality) + 0.559 (Product Quality), indicates that both service quality and product quality contribute positively to consumer satisfaction, although at different levels of significance. The constant value of 4.274 indicates that consumer satisfaction remains at a certain level even though there is no increase in the two independent variables (Kristiawan et al., 2021).

The larger regression coefficient of product quality (0.559) compared to service quality (0.082) suggests that product quality has a stronger influence in increasing customer satisfaction. Previous research supports this finding, where product quality is stated as one of the main factors in creating customer satisfaction in fast food restaurants (Liu et al., 2016). Meanwhile, the results of the t-test show that not all independent variables have a significant effect partially. Service quality has a significance value of 0.618 with a t-count value of 0.504, which means it is not significant because it is greater than the significance level of 0.05 (Song et al., 2022). Therefore, the first hypothesis stating that there is a significant influence of service quality on customer satisfaction is not supported. On the other hand, product quality shows a significance value of 0.002 and a t-count of 3.480, both of which meet the requirements for statistical significance (Uddin, 2019).

This strengthens the acceptance of the second hypothesis that product quality significantly affects consumer satisfaction, emphasizing that a good product is the main determinant in shaping customer satisfaction perceptions towards McDonald's. Through the statistical F test, a significance value of 0.001 and a calculated F of 14.883 were obtained, both of which indicate simultaneous significance between service quality and product quality on consumer satisfaction (Pasha & Razashah, 2018). This value is smaller than the significance limit of 0.05, so the third hypothesis is accepted. This finding provides evidence that although partially service quality does not have a significant effect, simultaneously the two variables still make a significant contribution to consumer satisfaction.

Overall, these results emphasize the importance of focusing on improving product quality as a top priority in customer satisfaction improvement strategies, while maintaining good service standards to support the overall customer experience (Parawansa, 2018; Zardi et al., 2019).

CONCLUSION

Based on the research article “The Effect of Service Quality and Product Quality on Consumer Satisfaction at McDonald's Nangka Denpasar Fast Food Restaurant,” it can be concluded that service quality and product quality are two main factors that significantly affect the level of consumer satisfaction. Service quality that includes reliability, quick response, empathy, and assurance from staff contribute greatly to the overall consumer experience. Likewise, product quality that includes freshness, taste, cleanliness, and food safety, is also a major determinant in forming a positive perception of fast food restaurant services. When these two aspects are met, consumers tend to feel satisfied and are more likely to make repeat purchases and recommend the restaurant to others.

This study shows that in the midst of tight competition in the fast food industry, McDonald's Nangka Denpasar must continue to maintain and improve the quality of its services and products to maintain customer satisfaction and loyalty. Using a multiple linear regression approach, this study found that service quality (X1) has no effect on consumer satisfaction (Y), while product quality (X2) has an effect on consumer satisfaction (Y). These results reinforce the importance of innovation strategies in food products in order to meet the expectations of modern consumers who are increasingly critical and selective in choosing places to eat.

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