



## **A Service Quality Assessment Tool for the Quick Service Restaurant Industry in Indonesia**

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**Abstract:** The development of the fast-food restaurant industry, especially in the field of fast food throughout the world, is growing even in Indonesia. This study aims to analyze the factors that can affect consumer satisfaction in fast food restaurants in Indonesia through service quality, physical environment quality, and food quality. The population of this study is all consumers of McD fast food restaurants in Indonesia. The number of samples used in this study was 300 samples, where the number was obtained using the ISAC table. The data collection method uses online questionnaires using Google Forms. Data measurement uses a Likert scale. The data that has been collected is then entered into the AMOS 24 Software using the Structural Equation Modeling (SEM) analysis method to be used later to test the measurement model and the research hypothesis. The results of this study found that only service quality and food quality affected consumer satisfaction, while the quality of the physical environment did not affect McD's customer satisfaction.

**Keywords:** Consumer Satisfaction; Food Quality; Physical Environment Quality; Service Quality

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### **INTRODUCTION**

The development of the current millennium era (Widiarini, 2020). In Indonesia, fast food restaurants are developing very much, most Indonesian people are familiar with fast food from the development of a Western culture that entered Indonesia by adopting food from Western countries such as fast food or what we often know as fast food (Alnina, 2022).

The development of fast-food restaurants where the fast-food restaurant business is one of the fastest-growing industrial businesses in the world. In the journal, Chun & Nyam-Ochir (2020) explained that both international and local restaurant chains try to fulfill consumer desires for various products and services. Along with the times, now consumers are becoming smarter and demand what they want to be able to meet their expectations. Therefore Chun & Nyam-Ochir (2020) also explain that consumer satisfaction is an important business problem. Meaning of consumer satisfaction according to Khan et al. (2018) is a feeling of pleasure or disappointment that arises from within the consumer. If the expectations that consumers want are met, satisfaction will increase, and vice versa. Widiarini (2020) explains that the development of the food industry in the fast-food sector around the world is growing, judging by the many types of food, the choice of food is so diverse in line with the development of the current millennial era. In the last 10 years, the fast-food restaurant industry has achieved very broad growth (Nguyen et al., 2018). Palupi & Abdillah (2019) state that consumer demand for culinary is increasing and its existence has been recognized for several years, such as in Australia and Canada, culinary services in each location generate US\$ 1 billion per year and this is the most important part of the development of several places. A study conducted by Chun & Nyam-Ochir (2020) found that several factors can affect consumer satisfaction, namely service quality, restaurant atmosphere, and food quality.

Service quality is one of the successes of a restaurant. Nguyen et al. (2018) explain that in an environment with high competition like today is very important for fast-food restaurants to be good at understanding what factors can affect service quality and

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customer satisfaction to achieve restaurant success. In this case, Nguyen et al. (2018) also researched that service quality is a key factor that can affect consumer satisfaction, the research carried out is related to the impact of service quality on customer satisfaction at KFC, McDonald's, and Burger King restaurants. Nguyen et al. (2018) argue that it is not easy to measure service quality because the evaluation of service quality is not only sufficient for the results of a service but this assessment must also be carried out during the service delivery process.

In addition to service quality, several studies have also found that customer satisfaction can increase due to the quality of the physical environment provided by the restaurant. Ha & Jang (2019) a researcher from the USA states that the quality of the physical environment is also a factor that influences consumer satisfaction. In their statement, Ha & Jang (2019) also explained that a good quality physical environment can provide the main marketing opportunity to be a differentiator from other competitors, a quality physical environment (atmospheric) and a beautiful design and atmosphere will encourage consumers to feel emotional. ultimately encourage the willingness to buy a product or service. The physical environment is all elements, both tangible and intangible as well as inside and outside the room which includes all material objects (Ha & Jang, 2019). Jalilvand et al. (2017) explained that providing a pleasant atmosphere to consumers when eating, will create a competitive advantage and value that can be developed. In line with the explanation of Jalilvand et al. (2017), researchers Slack et al. (2021) also stated that the quality of the physical environment also has a significant positive influence on the value perceived by consumers. Han & Hyun (2017) observed that the positive image of a restaurant not only affects consumer intentions but also has an impact on the perception of food quality. Clemes et al. (2021) explained that consumer value and satisfaction are the main expectations of consumer desires to be fulfilled from the experience when they dine in restaurants, reinforced by Liu & Jang (2020) stating that taste results in food the most important condiments that can affect consumer satisfaction. In terms of deciding to choose a restaurant, the quality of the food offered by the restaurant is also an important factor for consumer consideration (Serhan & Serhan, 2019). Furthermore, other researchers Slack et al. (2021) also said that food quality is the most significant dimension of service quality in restaurants that can influence the consumer selection process and perceptions of quality that can lead to consumer satisfaction.

The phenomenon of the problem that underlies our conducting research on consumer satisfaction at McD fast food restaurants in Indonesia is the finding from simple observations related to the problem of consumer dissatisfaction at fast food restaurants such as dissatisfaction with service, food quality, and several other things. One of the most popular fast-food outlets and most in demand by the people of Indonesia is McD. Even though McD is one of the fast-food outlets that are popular among Indonesian people, it should be noted that McD's service performance has not fully gone according to consumer expectations. A researcher from Padjadjaran University Yudha et al. (2022) in his journal states that based on the results of the IPA analysis it indicates that there are still several things that have not met consumer expectations for the service performance of McD dining outlets. This phenomenon must be a priority for McD Indonesia in improving its service performance so that all elements at McD's dining outlets are even better.

Apart from being based on the above phenomenon, this study also found a research gap in previous studies such as research conducted by Carranza et al. (2018) In his research he found that service quality at fast food had a positive effect on consumer satisfaction, while research results Maimunah (2020) found that service quality harms consumer satisfaction. In addition, in their research, Jalilvand et al. (2017) found that the



quality of the physical environment has a positive effect on restaurant customer satisfaction, this is inversely proportional to the results of research by Lonardo & Soelasih (2019) who found that the quality of the physical environment does not affect customer satisfaction. Apart from the quality of the physical environment, gap research conducted by previous researchers also found findings related to service quality. The 2020 journal research by Astari et al. (2020) found that service quality partially had a significant positive effect on customer satisfaction, while research results by Kasinem (2020) found that service quality did not have a significant effect on customer satisfaction.

Weak research results by Afthanorhan et al. (2019) found that the physical environment has a very weak influence on marketing success, as evidenced by the R Square determination value of only 0.142 or 14.2% while the remaining 85.8% is explained to be influenced by variables other. Asti & Ayuningtyas's (2020) research using qualitative methods found that there was only one variable that affected consumer satisfaction. Meanwhile, the research conducted by Tombeng et al. (2019) used the quantitative method which found that all variables had a positive effect on consumer satisfaction. The difference in the results of the meeting was due to the use of different research methods which gave rise to a gap in methodology.

## METHODS

This research is quantitative descriptive research. The population and sample in this study are all McD consumers in Indonesia. Sample data were collected through a non-probability sampling method in the form of accidental sampling, namely respondents based on coincidence, such as accidentally meeting and respondents who were suitable to be sources of information, so they could be used as samples in this study. The number of samples in this study amounted to 300 McD consumers spread throughout Indonesia. The data collection method uses distributing questionnaires to research respondents online using Google Forms. This study used three variables which were measured based on a linear scale with five points, starting from one for strongly agreeing to five for strongly disagreeing. All items were reported and responded to by the respondents themselves honestly and without coercion. The three variables were adapted into a questionnaire with statement items according to the indicators for each variable and by using language that was clear and easily understood by the respondents. Following are some of the indicators used in the distribution of questionnaires that have been carried out by adopting several previous studies, shown in the table below:



**Table 1. Research Statement Instrument**

No	Variable Name	Dimensions	Source
1.	Service quality	1. Tangible: McD staff are always neatly dressed 2. Responsiveness: McD staff is always responsive in serving consumers 3. Empathy: McD staff always help consumers who are confused in placing orders 4. Guarantee: McD staff always guarantees the safety and feasibility of the consumption of McD products 5. Reliability: McD staff can be relied upon when asked for help	(William & Purba, 2020), (Mattah et al., 2018) & (Astari et al., 2020)
2.	Quality of the physical environment	1. Layout: McD restaurants have a layout that makes it easy for consumers to move freely 2. Seating comfort: McD restaurants have a comfortable table and chair arrangement for consumers 3. Cleanliness: McD restaurant has good hygiene 4. Room temperature: McD restaurants have a comfortable room temperature for consumers 5. Decoration: McD restaurant has a beautiful decoration	(Evirasanti, 2018), (Hwang & Ok, 2018), (Zhong & Moon, 2020).
3.	Food quality	1. Taste: McD restaurants serve food and drinks that taste delicious 2. Menu variations: McD restaurants have many menu variants to offer 3. Portions: McD restaurants provide food and drinks with various portions 4. Appearance: McD restaurant has an attractive presentation display 5. Aroma: McD restaurants have food and beverage products that can arouse consumer tastes	(Darmawan, 2019), (Pratama et al., 2021)
4.	Consumer satisfaction	1. Always use products: I always feel satisfied when consuming products from McD 2. Recommend: I will recommend products from McD to others 3. Price according to what is obtained: I am satisfied with the price paid to consume products from McD. 4. Satisfied: I am satisfied with the service provided by McD	(Setyo, 2017), (Krisdayanto et al., 2018), (Fadhli & Pratiwi, 2021)

Source: Primary data sources processed (2023)



In this study, researchers used quantitative methods. The population of this research is McD consumers in Indonesia. The number of samples in this study was 300 respondents. The sampling method used in this study is non-probability sampling with the snowball sampling technique. Snowball sampling is a sampling technique that starts with a small number, then spreads more and more because the previous sample invited friends to be sampled, and so on. Furthermore, for data collection using primary data, with data collection, namely online questionnaires. Because this research conducted an online survey in Indonesia, the researcher carried out translators and "re-translations" to ensure the quality of the translation. To avoid duplication, the researcher asked respondents to fill in their email addresses in the questionnaire. For the method in this study the regression method. Then to analyze the research model the researcher used the statistical software AMOS 24.

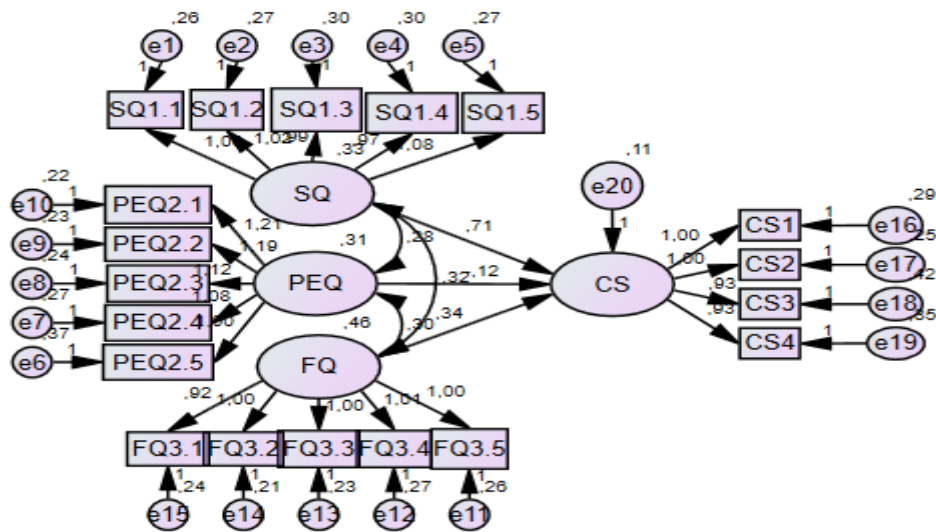
## RESULTS AND DISCUSSION

**Table 2. Characteristics of Respondents**

Element	Frequency	(%)
<b>Gender</b>		
a. Male	73	24,3 %
b. Female	227	75,7 %
<b>Ages</b>		
a. 15-20 years	113	37,7 %
b. 21-25 years	185	61,7 %
c. 26-30 years	2	0,7 %
d. > 31 years	-	-
<b>Works</b>		
a. a. Student	244	81,3 %
b. b. Private sector employee	11	3,7 %
c. c. ASN	2	0,7 %
d. d. Self-employed	5	1,7 %
e. e. BUMN employees	1	0,3 %
f. f. Student	36	12 %
g. g. photographer	1	0,3 %

Source: Primary data sources processed (2023)

From Table 2 above, the researcher obtained data from respondents who matched the criteria. These data include: The majority of McD consumers are women, namely 75.7%. This shows that women have more interest in the culinary field than men so business people in the fast-food restaurant sector are expected to be able to meet the level of satisfaction expected by their consumers, who are mostly women. The average age of respondents is 21-25, this shows that the majority of McD's consumers are still classified as the productive age of teenagers entering adulthood. The distribution of respondents who filled out the questionnaire came from 9 job categories, ranging from students, students, and entrepreneurs to professional photographers. In the respondent profile table, it shows that the majority of the respondents' jobs 81.3% are students, it certainly can be concluded that the student consumptive style is higher compared to other professions.



**Figure 1. SEM complete model**

Source: Primary data sources processed (2023)

Structural model test framework theory

Model fit feasibility test

Figure 1 shows the structural model of the proposed theoretical framework. This model is by the specified criteria. Some of the criteria in the due diligence test are CMIN/DF value < 2, Adjusted GFI (AGFI) value > 0.9, Goodness of Fit Index (GFI) value > 0.9, CFI value > 0.9, TLI value > 0.9, RMSEA < 0.5, and NFI value > 0.9.

**Table 3. The Results of the Fit Model Feasibility Test**

The Goodness of Fit Index	Result	Decision
Chi-Square	178,485	Good Fit
Cmin/df	1,821	Good Fit
Root Mean Square Error of Approximation (RMSEA)	0,50	Good Fit
Goodness Of Fit (GFI)	0,929	Good Fit
Adjusted Goodness of Fit (AGFI)	0,901	Good Fit
Comparative Fit Index (CFI)	0,971	Good Fit
Tucker Mean Index (TLI)	0,965	Good Fit
Normed Fit Index (NFI)	0,938	Good Fit

Source: Primary data sources processed (2023)

CMIN/DF value was 1.821 < 2, RMSEA value was 0.50 < 0.5, GFI value was 0.929 > 0.9 Adjusted GFI (AGFI) value was 0.901 > 0.9 CFT value was 0.971 > 0.9 TLI value of 0.965 > 0.9 and an NFI value of 0.938 > 0.9. This means that the model as a whole is fit, and we don't need to modify the model.

Hypothesis testing

Table 4 shows the results of hypothesis testing. In total, there are three hypotheses tested. However, there is only one hypothesis that is accepted, namely H1 with a C.R value of 4,748 and H3 with a C.R value of 3,505. Meanwhile, the other hypotheses, namely H2, were rejected with CR values of -1,502 respectively. Both hypotheses were rejected because their C.R. value was less than 1.98.



**Table 4. Hypothesis Testing**

Hypothesis	Track		C.R.	P	Results	
$H_1$	Service Quality	→	Customer Satisfaction	4,748	***	Accepted
$H_2$	Physical Environmental Quality	→	Customer Satisfaction	-1,502	0,133	Rejected
$H_3$	Food Quality	→	Customer Satisfaction	3,505	***	Accepted

Source: Primary data sources processed (2023)

Based on Table 4, it can be seen that of the three hypotheses 2 hypotheses are accepted, namely the first and third hypotheses. However, the second hypothesis was rejected.

#### Service quality on customer satisfaction

The results of this study indicate that service quality influences consumer satisfaction at McD in Indonesia. Service quality can be seen as one of the key factors that can affect customer satisfaction. This shows that the better the quality of service provided by the restaurant to consumers, the higher the satisfaction felt by consumers. According to our findings, consumers prefer items that are directly related to service interactions. In line with research conducted by Slack et al. (2021), service quality is a consumer's expectation of the service to be offered and their perception of the actual service they receive from a restaurant. One of the important indicators that must be considered in service to provide satisfaction to consumers is reliability, this is one of the things that needs attention because companies must provide services according to what is promised and are accurate and trustworthy. Apart from this, the company's performance must match consumer expectations, such as timeliness in providing services to consumers, the same service to all consumers, and a sympathetic attitude toward satisfaction (Harfika & Abdullah, 2021).

Furthermore, in their findings, Mendocilla et al. (2020) said that employees are the only factor responsible for the speed of service and quality of interaction. In this case, employees must have high responsiveness, have high empathy for what consumers experience as well as several other indicators related to service quality such as reliability, responsiveness, guarantees, and so on. Apart from the positive effect of service quality which is proven to affect consumer satisfaction, according to Slack et al. (2021), the benefits of implementing a quality standard system are difficult to measure. This opinion is reinforced by the opinion of which states that service Mendocilla et al. (2020) quality is difficult to assess because it is not only based on the product but also on the service itself.

#### Physical Environmental Quality on Consumer Satisfaction

The physical environment is one of the elements that make up the service mix. At this time the physical environment is not only a complement to a product but also acts as a provider of added value to a product. The findings in this study indicate that the quality of the physical environment does not affect the satisfaction felt by McD consumers. This means that consumers do not pay attention to the physical environment of the restaurant so the environment does not affect the satisfaction felt by consumers so the unfavorable conditions around the restaurant do not influence customer



satisfaction. In line with the journal Lonardo & Soelasih (2019) that the quality of the physical environment does not affect consumer satisfaction. From the results of the discussion above, it can be concluded that McD consumers pay more attention to service quality and food quality compared to the physical environment in the restaurant. From these findings, it can be considered by business actors in the fast food restaurant sector that business actors do not need to emphasize the physical environment of the restaurant because indeed consumers buy these products to seek the taste pleasures that restaurants serve to consumers and the service consumers receive so that the quality of the physical environment is not a factor in causing satisfaction.

#### Food quality on consumer satisfaction

This study shows that the quality of food is proven to have a relationship with the satisfaction felt by consumers. In line with the opinion Liu & Jang (2020) stated in their journal that the taste produced in food is an important condiment in influencing consumer satisfaction. The results of the research that we examined, mean that the better the quality of the food served to consumers, the higher the satisfaction of consumers. Quality food is assessed not only based on the taste that is given, there are several important things that restaurants need to pay attention to in serving quality food including the variety of menus provided by restaurants to consumers, the nutritional content in the food, the freshness of the food served and the temperature that is served. suitable for these foods according to the opinion expressed by Uddin (2019) in his journal. Previous researchers, namely Stefen & Efendi (2018) also revealed that food quality has a significant effect on the satisfaction felt by consumers. Seeing the various characteristics possessed by consumers, businesses in the restaurant sector must be good at luring consumers to be interested in enjoying the dishes provided by their restaurants.

### CONCLUSION

The results of our research and observations of consumer satisfaction at McD restaurants in Indonesia show that consumer satisfaction is not influenced by the quality of the physical environment but by perceived satisfaction. This is because the quality of service is very important and needs special attention by fast food restaurant businesses, the higher the quality of service provided, the higher the chances of satisfaction felt by McD consumers. Therefore it is very important for restaurant business actors, especially fast food, to increase employee responsiveness, employee empathy, employee appearance, and the sense of assurance provided by the restaurant to visiting consumers. Likewise, with the importance of the quality of food provided by the restaurant, food is an important thing because food is an offer by the restaurant that will be given by potential customers. Variations in the various menus offered along with high-quality taste will increase consumers and will attract consumers to visit a restaurant. In contrast, the variable quality of the physical environment at the restaurant proved not to have a significant effect on the perceived satisfaction of consumers. This is why business actors in the fast food restaurant sector must pay more attention to the quality of the physical environment provided to consumers such as the layout of the restaurant, the comfort of consumer seating, the cleanliness of the restaurant, the temperature inside the restaurant and also the decorations displayed by providing a comfortable atmosphere. as well as paying attention to consumers can be one of the possibilities to provide a sense of satisfaction to consumers, especially McD consumers in Indonesia. A beautiful and comfortable restaurant decoration and atmosphere can give a good impression on consumers so that it will provide a pleasant experience for consumers when visiting a restaurant.





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