

User Satisfaction Analysis of McDonald's Application Using the End-User Computing Satisfaction (EUCS) Method

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Abstract— In today's digital era, the use of technology is increasingly sophisticated, and many companies have taken advantage of technology to create mobile applications to market their products more easily accessible and known, and to become a communication medium between consumers and companies. One of the companies that has created a mobile application is McDonald's. This study aims to determine the level of user satisfaction with the McDonald's application and to determine which variables have the most influence on user satisfaction. The analysis method used is multiple linear regression analysis using SPSS and the End-User Computing Satisfaction (EUCS) model with 5 independent variables namely Content, Accuracy, Format, Ease Of Use, Timeliness, and 1 dependent variable namely User Satisfaction. This study was conducted by distributing questionnaires through social media to 385 respondents of Gen Z who have used the McDonald's application. The results of this study show that 2 variable affect user satisfaction, namely the Content and Format variables, and 3 variables do not affect user satisfaction, namely Accuracy, Ease Of Use, and Timeliness. In addition, the results of this study show that the most dominant variable affecting user satisfaction is the Format variable.

Keywords - McDonald's Apps, EUCS, user satisfaction, Gen Z

I. INTRODUCTION

We have now entered the digital era, where all activities can be done faster, easier, and more instantly. This is supported by the use of increasingly sophisticated technology and the presence of the internet, making it easier for us to carry out daily activities such as

communicating, making transactions, shopping, and even ordering food and drinks online. Many companies have already embraced technology and created mobile applications to market their products and serve as a communication medium between consumers and the company. One such company that has created a mobile application is McDonald's.

According to Databoks, the McDonald's app ranks first as the most downloaded food ordering and delivery app (Annur, 2023). However, the McDonald's app has also received frequent complaints from users. This is evidenced by data from the Google Play Store, which shows that the McDonald's app has been downloaded over 100 million times and has a rating of 3.4 out of 5.0 with 557,000 positive and negative reviews. Based on reviews from several users, it can be concluded that the McDonald's app receives complaints such as a frequently error-prone system, failed point redemption transactions, a difficult-to-use app, and slow response times.

Therefore, it is necessary to evaluate to improve the problems that exist in the McDonald's App system. User satisfaction is one form of evaluating information systems. Several methods can be used to measure user satisfaction with a service from a system or application, including the Servqual Method (Khoir & Haribowo, 2023), Webqual (Meilina & Serli, 2023), DeLone and McLean (Fadly Umar et al., 2023), Importance Performance Analysis (IPA) (Palinggi et al., 2023), and the End User Computing Satisfaction (EUCS) Method (Novita & Atika, 2023).

End User Computing Satisfaction (EUCS) is a method for measuring the level of satisfaction of users of an information system by comparing expectations and reality. Evaluation using this model emphasizes the satisfaction (satisfaction) of end users with technological aspects, by assessing the content, accuracy, format, time, and ease of use of the system (Novita & Atika, 2023).

The EUCS method has been successfully applied to measure user satisfaction with mobile banking applications. The results of these studies suggest that banks should prioritize improvements in content and transaction processing speed to better meet customer expectations (Syamsuar et al., 2022). The EUCS method was also applied to analyze user satisfaction with the PeduliLindungi application. The study found that the ease of use variable received the highest score, at 86.03%, while the timeliness variable received the lowest score, at 80.99%. Based on these results, overall user satisfaction fell within the "good" to "very good" range (Yudistira et al., 2022). The EUCS model has also been applied to assess user satisfaction and its influencing factors within mobile telecommunication service applications. The research findings revealed that two out of the seven tested hypotheses were not supported, specifically those related to accuracy and ease of use. Interestingly, the inclusion of system speed and system reliability within the EUCS model demonstrated a positive influence on user satisfaction (Ratnawati et al., 2023). Additionally, the EUCS method was employed to assess user satisfaction with the MAIS. The study's findings recommend that MAIS developers prioritize aspects with a significant impact on user satisfaction. Notably, the variables of content, accuracy, and format, which were not supported by this study, warrant careful consideration for improvement (Huda et al., 2023). The EUCS model was applied to analyze the correlation between user satisfaction with the Hospital Management Information System (HMIS) and

the factors influencing satisfaction as measured by the EUCS method in a hospital setting. The results demonstrated that the EUCS method is a valuable tool for improving HMIS satisfaction. Consequently, enhancing training and user familiarization with the EUCS method can further improve the ease of computer use and ultimately increase satisfaction with hospital management systems (Shara Meiyana et al., 2023).

A review of five relevant studies revealed a gap in research on customer satisfaction with restaurant or food ordering applications measured using the EUCS method. This study addresses this gap by focusing on user satisfaction with the McDonald's app. The selection of McDonald's as a case study is justified by data from Databoks, which indicates it is the most downloaded application in its category.

The objectives that will be achieved by this research are to determine user satisfaction with the McDonald's App and to determine which variables have the most influence on user satisfaction with the McDonald's App. The benefits of this research are as follows: Researchers can determine the level of user satisfaction with the McDonald's App and it is hoped that the research results can provide input to McDonald's so that they can understand the factors that influence user satisfaction with the McDonald's app.

II. LITERATURE REVIEW

MC Donald's

McDonald's Corporation, the iconic fast-food chain, traces its roots back to 1940 when brothers Dick and Mac McDonald established their first restaurant in San Bernardino, California. In 1955, a visionary salesman named Ray Kroc acquired the company and embarked on an ambitious expansion plan that propelled McDonald's into a global phenomenon. By 2004, McDonald's had established a vast network of over 30,000 restaurants spanning the globe, serving an average of 50 million customers daily. Each restaurant catered to an average of 1,700 patrons, a testament to the brand's widespread popularity. McDonald's Indonesian venture commenced in 1991 with the opening of its flagship restaurant in Sarinah, Jakarta. Since then, the company has expanded its presence across the archipelago, becoming a beloved dining destination for Indonesians of all ages.

In 2015, McDonald's unveiled its mobile application, revolutionizing the way customers interact with the fast-food giant. This user-friendly app empowers customers with a plethora of convenient features. With its user-friendly interface, enticing features, and commitment to customer satisfaction, the McDonald's app has become an essential companion for burger lovers worldwide.

The EUCS Model

End-user computing satisfaction (EUCS) is a method for gauging user satisfaction with an application system. It achieves this by comparing user expectations with the system's actual capabilities. EUCS essentially provides an overall evaluation of user experience based on their interactions with the system. This model, developed by Doll & Torkzadeh, places a strong emphasis on user satisfaction with the technological aspects of the system. This is achieved by assessing factors such as content accuracy, format, timeliness, and ease of use (Triandika et al., 2021).

The researcher chose the EUCS framework in this study with the consideration that the EUCS framework can answer the research questions of this study. The EUCS framework

has variables, content, accuracy, format, ease of use, timeliness, and user satisfaction. Doll & Torkzadeh explained that the EUCS framework can be used to measure user satisfaction levels.(Fadli Robby & Mauritsius, 2023)

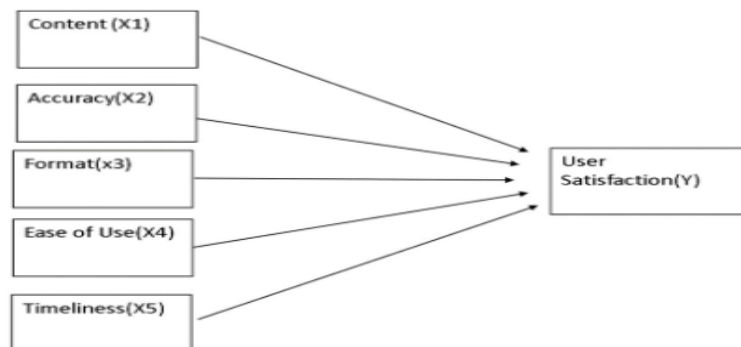


Figure 1. Research Model (Fadli Robby & Mauritsius, 2023)

The Likert scale

The Likert scale, introduced by Rensis Likert in 1932, is a widely used psychometric instrument for measuring attitudes, opinions, and perceptions. It consists of a series of statements or questions that respondents rate on a predetermined scale, typically ranging from strongly disagree to strongly agree. The responses are then converted into numerical values, allowing for quantitative analysis. The Likert scale's strength lies in its ability to capture a range of opinions, providing a more nuanced understanding of individual attitudes compared to simple yes-no or agree-disagree responses. It also offers flexibility in the number of response options, allowing researchers to tailor the scale to the specific context of their study. In data analysis, the composite score, typically the sum or average of all item responses, represents the overall attitude or opinion of the respondent towards the measured construct. This composite score is considered valid as each item serves as an indicator of the underlying variable. The Likert scale has found widespread application in various fields, including psychology, education, social sciences, and marketing research. Its simplicity, versatility, and reliability make it a valuable tool for assessing individual attributes and understanding public opinion(Budiaji, 2013).

III. RESEARCH METHODS

This chapter presents the research methods employed in our study.

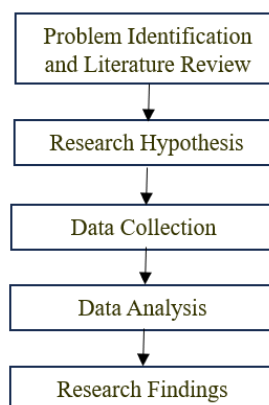


Figure 2. Research Methods

Problem Identification and Literature Review

In this section, we outline the specific problem that our research addresses. The identification of the problem was guided by a comprehensive analysis of current challenges and opportunities in assessing user satisfaction with an application. By pinpointing the precise nature of the issue, we set the stage for developing targeted research questions and hypotheses. This clarity in problem definition is crucial for driving meaningful and impactful research outcomes. Once the problem has been clearly defined, conducting a comprehensive literature review is the next crucial step.

Research Hypothesis

After determining that the research would focus on measuring customer satisfaction using the End-User Computing Satisfaction (EUCS) method, it became essential to formulate research hypotheses before proceeding to the next stages of the study. The development of these hypotheses serves as a critical step in guiding the research design and ensuring a clear and focused approach to data collection and analysis.

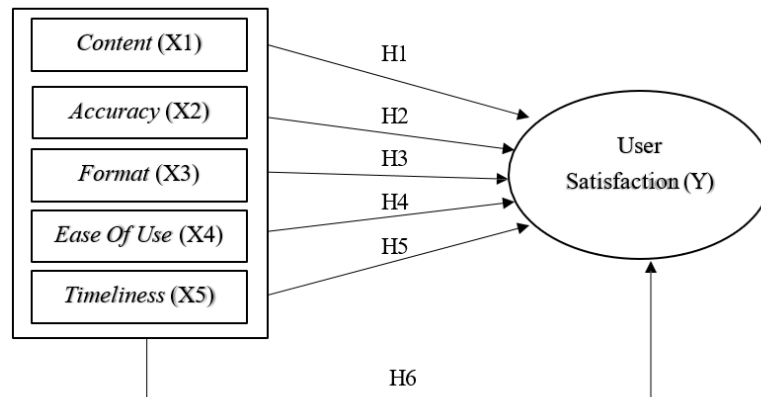


Figure 3. Research Hypothesis

The following six hypotheses were formulated for this study:

H1: Content (X1) has a significant influence on user satisfaction (Y) with the McDonald's application.

H2: Accuracy (X2) has a significant influence on user satisfaction (Y) with the McDonald's application.

H3: Format (X3) has a significant influence on user satisfaction (Y) with the McDonald's application.

H4: Ease of use (X4) has a significant influence on user satisfaction (Y) with the McDonald's application.

H5: Timeliness (X5) has a significant influence on user satisfaction (Y) with the McDonald's application.

H6: Content, Accuracy, Format, Ease of Use, and Timeliness (X1, X2, X3, X4, X5) have a combined significant influence on user satisfaction (Y) with the McDonald's application.

Data Collection

This research employed a quantitative descriptive study utilizing a cross-sectional design conducted from January to March 2024. The investigation examined the relationship between user satisfaction with the McDonald's Application and various elements of End-User Computing Satisfaction (EUCS), such as content, accuracy, format, ease of use, timeliness, and user satisfaction. To minimize costs and time, data collection for this study was conducted by distributing questionnaires via social media platforms such as WhatsApp.

and Instagram. The questionnaires were in the form of online surveys created using Google Forms. The target respondents are Generation Z. Respondents were asked to provide their responses using a Likert scale. In this study, a non-probability sampling technique was employed. Since the exact population size was unknown, the Rao Purba formula was utilized to determine the sample size (Astuti & Nurtantiono, 2021).

$$n = \frac{Z^2}{4(moe)^2}$$

n : sample size
 Z : confidence level (95% = 1.96)
 moe : margin of error (5% = 0.05)

Based on the calculations, the sample size required for this study is 385 respondents. This figure was obtained by rounding up the calculated value of 384.16

Data Analysis

This subchapter focuses on the Data Analysis stage of our research, an essential component that translates raw data into meaningful insights. Data analysis is a critical phase where collected data is systematically examined to test the research hypotheses, answer the research questions, and ultimately, provide evidence-based conclusions. In this section, we outline the various analytical techniques and tools employed to process and interpret the data, with a particular emphasis on the use of SPSS (Statistical Package for the Social Sciences).

Research Finding

This subchapter presents the Research Findings of our study, encapsulating the core results derived from our data analysis. The findings are the culmination of our rigorous research process, providing empirical evidence to address our research questions and hypotheses.

IV. RESULTS AND DISCUSSION

Respondent Profile

This subchapter presents the Respondent Profile, summarizing key demographic characteristics of our study participants. Understanding these attributes is crucial for contextualizing our research findings and ensuring their validity. We thank all respondents for their participation, which was vital to the success of this study. The Respondent Profile for this study can be found in the table

Table 1. Characteristic of Participant (n=385)

Variable		n	%
Gender	Male	192	49.9%
	Female	193	50.1%
Year of Birth	1995-1999	109	28.3%
	2000-2004	237	61.6%
	2005-2008	34	8.8%
	2009-2012	5	1.3%

Validity Testing

Validity testing is crucial in research for assessing the extent to which a measure accurately captures the concept it intends to measure. They help ensure that research findings are meaningful and can be confidently generalized or applied to the broader population or context they aim to represent. The validity testing for this study can be found in Table 2.

Table 2. Validity Test

Variable	questionnaire item	observed correlation coefficient (r)	tabulated correlation coefficient (r)	Result
Content (X1)	X1.1	0.908	0.1000	Valid
	X1.2	0.907	0.1000	Valid
	X1.3	0.912	0.1000	Valid
Accuracy (X2)	X2.1	0.873	0.1000	Valid
	X2.2	0.797	0.1000	Valid
	X2.3	0.886	0.1000	Valid
Format (X3)	X3.1	0.869	0.1000	Valid
	X3.2	0.865	0.1000	Valid
	X3.3	0.858	0.1000	Valid
	X3.4	0.855	0.1000	Valid
Ease Of Use (X4)	X4.1	0.880	0.1000	Valid
	X4.2	0.910	0.1000	Valid
	X4.3	0.880	0.1000	Valid
Timeliness (X5)	X5.1	0.912	0.1000	Valid
	X5.2	0.889	0.1000	Valid
	X5.3	0.904	0.1000	Valid
User Satisfaction (Y)	Y1	0.837	0.1000	Valid
	Y2	0.880	0.1000	Valid
	Y3	0.850	0.1000	Valid
	Y4	0.779	0.1000	Valid

From Table 2, it can be seen that the validity testing results for the 20 questionnaire items are valid. This indicates that all statements are appropriate as instruments in this study.

Reliability Testing

Reliability testing is used to measure how consistent and dependable a measurement instrument or tool is in producing similar results when used repeatedly under the same conditions. By testing reliability, researchers can assess the extent to which the instrument can provide consistent and dependable results. The reliability testing for this study can be found in Table 3.

Table 3. Reliability Testing

Variable	calculated alpha value	alpha threshold	Result
Content (X1)	0.895	0.60	Reliable
Accuracy (X2)	0.811	0.60	Reliable
Format (X3)	0.884	0.60	Reliable
Ease Of Use (X4)	0.869	0.60	Reliable
Timeliness (X5)	0.884	0.60	Reliable
User Satisfaction (Y)	0.854	0.60	Reliable

Based on Table 3, it can be concluded that all variables in this study are considered reliable, as all calculated alpha values exceed the threshold alpha value of 0.60. It can be inferred that the instrument employed produces consistent and dependable results.

Normality Test

We conduct a normality test to verify whether our data follows or approximates a normal distribution. This is crucial because, in subsequent stages, we employ statistical methods and inference such as t-tests and ANOVA, which rely on the assumption that data originate from a normal distribution. The results of the normality test can be observed in Figure 4 and Figure 5.

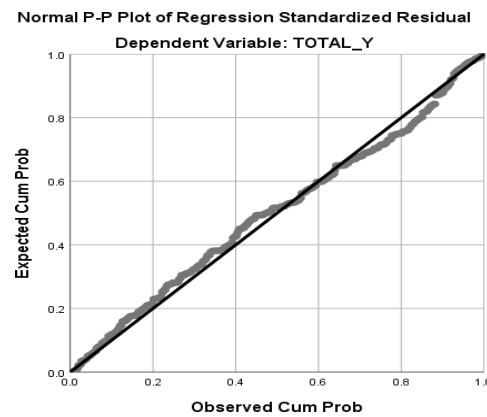


Figure 4. Normality Test Results: P-P Plot

In Figure 4 above, the results of the normality test using the P-P plot indicate that the points are scattered around the diagonal line, suggesting that the data follows a normal distribution.

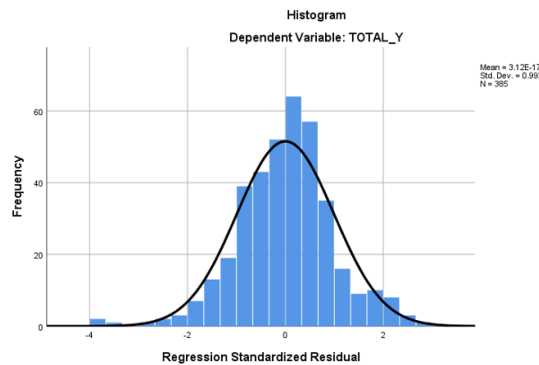


Figure 5. Normality Test Results: Histogram Plot

In Figure 5 above, the results of the normality test using the histogram display a bell-shaped curve without skewness to the left or right, indicating that the data follows a normal distribution.

Multicollinearity Test

The Multicollinearity test is used to examine the strength of relationships among independent variables in regression analysis. Its primary purpose is to identify whether there are serious issues among independent variables that could affect the accuracy and

interpretation of regression analysis results. The results of the multicollinearity test can be observed in Table 4.

Table 4. The results of the multicollinearity test

Variable	Tolerance	VIF
Content	0.398	2.153
Accuracy	0.892	1.121
Format	0.407	2.458
Ease of use	0.318	3.140
Timeliness	0.430	2.325

From the detailed examination of Table 4, the regression model is robust against multicollinearity, aligning with the assumption of independent variable relationships in statistical analysis.

Heteroscedasticity Test

Heteroscedasticity Test is essential for ensuring the statistical validity, reliability, and interpretability of a regression model. It helps to safeguard against misleading inferences, inaccurate coefficient estimates, and distorted relationships among variables. The results of the Heteroscedasticity Test can be observed in Table 5.

Table 5. The results of the Heteroscedasticity Test

Variable	Sig Value
Content	0.976
Accuracy	0.051
Format	0.295
Ease of use	0.633
Timeliness	0.154

Based on the summary of the heteroscedasticity test results presented in Table 5 above, all independent variables—Content, Accuracy, Format, Ease Of Use, and Timeliness—have Sig values > 0.05 . This indicates the absence of heteroscedasticity in the data.

Coefficient of Determination Test

The Coefficient of Determination (R-squared) test is conducted to assess how well the regression model explains the variability of the dependent variable based on the independent variables. It helps in evaluating the goodness-of-fit of the regression model by quantifying the proportion of variation in the dependent variable that can be explained by the independent variables. The results of the Coefficient of Determination Test can be observed in Figure 6.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.844 ^a	.713	.709	1.67054

a. Predictors: (Constant), TOTAL_X1, TOTAL_X2, TOTAL_X5, TOTAL_X3, TOTAL_X4

b. Dependent Variable: TOTAL_Y

Figure 6. The result of Coefficient of Determination Test

Based on the coefficient of determination test results, an R-squared value of 0.713 was found. This indicates that collectively, Content (X1), Accuracy (X2), Format (X3), Ease Of Use (X4), and Timeliness (X5) together influence user satisfaction (Y) by 71.3%. The remaining 28.7% is influenced by other variables not examined in this study.

T-Test

The t-statistic essentially indicates the extent to which one explanatory/independent variable individually influences the dependent variable. The results of the T-Test can be observed in Table 6.

Table 6. The results of the T-Test

Hypothesis	Relationship	T-Value	Sig Result	T-Table	Sig	Conclusion
H1	X1 -> Y	6.656	0.000	1.966243	0.05	accept
H2	X2 -> Y	-1.848	0.065	1.966243	0.05	reject
H3	X3 -> Y	12.508	0.000	1.966243	0.05	accept
H4	X4 -> Y	1.288	0.199	1.966243	0.05	reject
H5	X5 -> Y	1.602	0.110	1.966243	0.05	reject

Based on the summary of the T-Test results presented in Table 7 above, it can be concluded that among the hypotheses tested:

- H1: Content (X1) has a significant influence on user satisfaction (Y) with the McDonald's application being accepted.
- H2: Accuracy (X2) has a significant influence on user satisfaction (Y) with the McDonald's application being rejected.
- H3: Format (X3) has a significant influence on user satisfaction (Y) with the McDonald's application being accepted
- H4: Ease of use (X4) has a significant influence on user satisfaction (Y) with the McDonald's application being rejected
- H5: Timeliness (X5) has a significant influence on user satisfaction (Y) with the McDonald's application being rejected.

F-Test

The F-test is conducted to assess the effectiveness of a multiple linear regression model and determine whether the influence of all independent variables on a dependent variable is statistically significant. The results of the F-Test can be observed in Figure 7.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2626.692	5	525.338	188.247	.000 ^b
	Residual	1057.671	379	2.791		
	Total	3684.364	384			

a. Dependent Variable: TOTAL_Y

b. Predictors: (Constant), TOTAL_X1, TOTAL_X2, TOTAL_X5, TOTAL_X3, TOTAL_X4

Figure 7. The results of the F-Test

Based on the ANOVA results presented in Figure 7, be concluded that Content (X1), Accuracy (X2), Format (X3), Ease of Use (X4), and Timeliness (X5) collectively exert a statistically significant influence on user satisfaction (Y).

V. CONCLUSION AND SUGGESTION

Conclusion

In this study, six hypotheses were tested, resulting in the acceptance of three hypotheses and the rejection of three others. Accepted hypotheses include: Content significantly influences user satisfaction, Format significantly influences user satisfaction, and all five independent variables collectively influence user satisfaction. Conversely, rejected hypotheses are: Accuracy does not significantly influence user satisfaction, Ease of Use does not significantly influence user satisfaction, and Timeliness does not significantly influence user satisfaction.

Suggestion

Based on the findings, to enhance customer satisfaction, attention should be focused on variables such as content and format. Furthermore, future research could expand by including respondents from various age groups (not limited to Gen Z) or by employing alternative methods to evaluate user satisfaction.

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