

Analysis of Fast-food Application Service Quality on User Satisfaction in Jambi City Communities Using E-Servqual

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Abstract – McDonald's is a fast-food restaurant that is still popular with people both from Indonesia and abroad. Until now, McDonald's still shows its existence in the development of a country's economy. The aim of this research is to analyze service quality on customer satisfaction from McDonald's using the e-serval method according to the perceptions of site users. E-servqual is a development of service quality which is applied to an electronic media. e-service quality, known as e-servqual, is the latest version of service quality (servqual) which originally referred to service quality where customer interactions and experiences with companies are not internet-based. From this research, 380 respondents were obtained, then tested with SPSS, it showed that the Efficiency and System Availability variables which had significant values had a positive effect on user satisfaction of the McDonald's application.

Keywords: Analysis, Application, Service Quality, McDonald's

1. INTRODUCTION

The advancement of information and telecommunications technology is so rapid that it allows for new and more efficient ways of producing, distributing and consuming goods and services (Informatika et al., 2022; Prastiwi et al., 2022). This new society is also often referred to as a post-industrial society, meaning that life has been influenced by various needs electronically (Anita Nurjanah, Nurul Aulia, Errissya Rasywir, 2022; Fachruddin et al., 2022; Rahmawati et al., 2022). And nowadays it is vibrant with various letters starting with the prefix e such as e-commerce, e-government, e-education, e-library, e-journal, e-medicine, e-laboratory, e-biodiversification, and others that are electronically based (Apriansyah et al., 2022). As one of the leaders in the fast-food industry, McDonald's has introduced mobile apps as part of its strategy to meet the changing needs of consumers (Asmarani et al., 2022; Ghina et al., 2022; Raschintasofi et al., 2022). Therefore, it is important to

analyze the service quality of the McDonald's app and its effect on user satisfaction (Pratiwi & Bangsa, 2023).

Of the many franchise sector companies in the food sector, McDonald's is one of the fast-food restaurants that is still in demand by the public, both from Indonesia and abroad. Until now, McDonald's still shows its existence in the economic development of a country. The importance of app service quality in industry competition: In an increasingly fierce competition, app service quality is a crucial factor that differentiates McDonalds from its competitors. Companies that can provide reliable, responsive, and easy-to-use apps can win over customers and maintain their market share (Ghina et al., 2022; Maulana Tambunan et al., 2022).

However, in its operation there are several complaints submitted by users through feedback provided on the Google Playstore page, the application is very slow, delivery updates are not real time, payment often fails at the machine, points suddenly disappear, and errors often occur during payment. Therefore, this study aims to analyze the quality of service to customer satisfaction of the McDonalds application using the E-Servqual method according to the perceptions of users of the site. In addition, the results of the analysis carried out on the assessment of the quality attributes of the McDonalds application can then become feedback or feedback for the company as an indicator in determining which qualities are in accordance with the wishes of users and which ones require improvement for the progress of the company's application in the future. To find out the existence of the above problems, which occur when users use the McDonalds application, these problems will affect the quality of service to customer satisfaction.

Based on the above problems, the authors took the initiative to conduct research on the McDonalds application. So that the results of this analysis are expected to help in knowing the service quality of the McDonalds application. analysis is an activity of systematically searching, parsing, and compiling into parts to be included in groups so that more meaning can be captured and easily understood to be informed to others (Septiani et al., 2020a) Therefore, in this study the authors want to use the E-Servqual method to measure the quality of application services. Basically, E-Service Quality is a development of service quality applied to an electronic media E-Service Quality known as E-Servqual is the latest version of Service Quality (Servqual) which originally referred to service quality where customer interaction and experience with companies were not internet-based (Wilis & Nurwulandari, 2020).

2. RESEARCH METHODS

2.1 Research Stages

To assist in the preparation of this research, it is necessary to arrange a framework to clarify the stages or systematics that will be carried out in solving the problems discussed. The research framework discussed is as follows in figure 1 below:

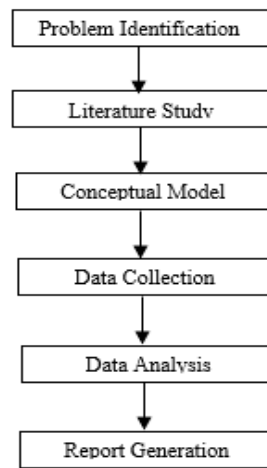


Figure 1. Research Framework (Ekaputri, 2020a)

The text appears to be in Indonesian. Here's the translation:

In figure 1 above, the research flow of Analysis of Fast-food Application Service Quality on User Satisfaction in Jambi City Communities Using E-Servqual is presented. The steps of this research consist of Problem Identification, Literature Study, Conceptual Model, Data Collection, and Data Analysis.

1. Problem Identification

At this stage the researcher identifies and formulates the problem of the research being carried out so that the research carried out can provide solutions to existing problems. The goal is to be able to formulate problems that are in accordance with the research problem being carried out. The output is a formulation of the results of the research conducted. The problem in this study is that in its operation there are several complaints submitted by users through feedback given on the Google Playstore page, the application is very slow, delivery updates are not real time, payments often fail on the machine, points suddenly disappear, and errors often occur during payment.

2. Literature Study

At this stage, a search for theoretical foundations obtained from various books, journals, and the internet is carried out to complement the concepts and theories used. The goal is that the theory discussed has a scientific foundation and knowledge of the research. So that it can make it easier to understand the concepts and theories used from the research discussed.

3. Conceptual Model

At this stage, identification of factors obtained from literature study activities is carried out to determine the relationship between users and dimensions applied in the e-servqual method using 2 dimensions related to known problems, namely the dimensions of efficiency and system availability which are thought to affect user satisfaction.

4. Data Collection

Data collection is carried out to obtain the information needed in order to achieve research objectives. The data collection method used in this research is an online questionnaire using google form to save costs, time and the types of respondents obtained are diverse.

The questionnaire was conducted online for cost efficiency, time, privacy and effectiveness of the types of respondents obtained. Respondents in this study were McDonald's users in the Jambi City area to determine the level of perceptions and expectations felt by visitors using a Likert scale to limit the answers given by respondents. Respondents were asked to choose one of the five alternative answers that had been provided.

Table 1. Likert Scale (Setyawan & Atapukan, 2018)

Statement	Explanation
Strongly Agree	SS (5)
Agree	S (4)
Neutral	N (3)
Disagree	TS (2)
Strongly Disagree	STS (1)

5. Data Analysis

To analyze the data that has been obtained, researchers use multiple linear regression analysis methods. Multiple linear regression is used in this study because it is to determine the effect between one or more variables on one variable.

6. Report Generation

At this stage the researcher collects data to obtain data and information. As a supporting material that is very useful for the author to find or collect the data needed in this study. Accurate data collection is very important to maintain the integrity of the research to support the detection on errors in the data collection process, whether made intentionally or not.

2.2 Population dan Sample

2.2.1 Population

The word population (population/universe) in statistics refers to a set of individuals with distinctive characteristics that are of concern in a study. Population is a generalization area consisting of subjects or objects that have certain quantities and characteristics, which are determined by researchers to study and then draw conclusions. (Hum et al., 2021). In this research, the population used is users of the McDonalds application in Jambi City where the population of McDonalds application users is not known with certainty, so researchers use a purposive sampling approach.

2.2.2 Sample

To facilitate research, it is necessary to determine the sample which is part of the population by paying attention to the validity of the sample taken. The sample is part of the number and characteristics of the population. The sample taken must represent (representative) population characteristics (Rahmawati et al., 2022).

In this study, the authors used the Non-Probability Sampling technique with the Purposive Sampling method, where this sampling technique was used because the research did not know the number of populations to be studied. This sampling was chosen based on criteria, as for the criteria contained in the Purposive Sampling method, namely:

1. Respondent are in Jambi City.
2. Respondent know about how to use the features in the McDonald's application.

The formula to be used to determine the number of samples using Rao Purba:

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

Figure 2. Rao Purba Formula (Misnanto & Istiyanto, 2021)

Note:

n = Number of Sample

z = Confidence level in sampling (95%=1,96)

Moe = The maximum margin of error that can be tolerated is 5% or 0.5.

If the calculation is carried out using the formula above, the minimum number of samples obtained is:

$$n = \frac{1,96^2}{4(0,5)^2} = \frac{3,8416}{0,01} = 384,16$$

Based on the calculation of the formula above, the number of samples that should be used is 384 respondents. However, in this study the sample.

3. RESULT AND DSCUSSION

3.1 Research Model Development

Based on this research, researchers try to build a new framework by taking concepts from the service quality method, namely e-servqual according to research needs. This research model is formed from the variables obtained. The research model can be seen in the figure 2 below:

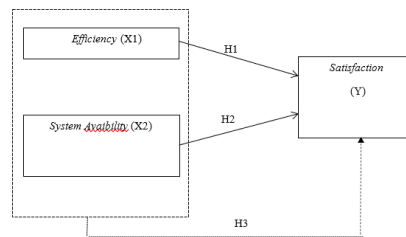


Figure 2. Research Model (Rahmawati et al., 2022)

In figure 2 above is the conceptual model used in the study 'Analysis of Fast-food Application Service Quality on User Satisfaction in Jambi City Communities Using E-Servqual'. The models used include efficiency, system availability, and e-satisfaction.

Table 2. Definition of Variables in Research

VARIABEL	DEFINISI	SUMBER
<i>EFFECIENY</i>	Efficiency is a measure of success that is assessed in terms of the amount of resources / costs to achieve the results of the activities carried out. Efficiency issues are related to cost control issues. Operational efficiency means that the costs incurred to generate profits are smaller than the benefits obtained from the use of these assets.	Rendiana (Septiani et al., 2020b)
<i>SYSTEM AVAILABILITY</i>	System availability refers to the correct technical functioning of the website. In E-Servqual, availability makes customers always access the online services offered by the company, which can help customers to have a good image of the company online.	Chandra, Ryan Setyono (Septiani et al., 2020b)

VARIABEL	DEFINISI	SUMBER
E-SATIFICATION	User satisfaction is an assessment regarding whether the performance of an information system is relatively good or bad, and also whether the information system presented matches or does not match the user's goals. In general, user satisfaction is the result that users feel about the performance of a system that is operated in accordance with their expectations. Users feel satisfied if their expectations are met.	Setyowati, Elisabeth Octaviana Tri Respati, Agustini Dyah (Ekaputri, 2020b)

3.2 Research Indicators

The indicators in this study consist of 5 questions or statements from each variable. These indicators are made based on research research which also uses the e-servqual method. The indicators for each variable used in this study are as follows:

Table 3. Research Indicators

Variables	Question	Source
<i>Efficiency (X1)</i>	1. I find the McDonalds app easy to use	Sentrinov, (Farrell et al., 2021; Mustikasari et al., 2023)
	2. McDonalds app display is easy to understand	
	3. McDonalds application is easy for users to access anytime and anywhere.	
	4. McDonalds app can be run on IOS and Android.	
	5. McDonalds app makes it possible to order food quickly	
<i>System Availability (X3)</i>	6. I feel the McDonalds app works well.	Sentrinov, (Tarmidzi Anas & Budianto, 2023)
	7. I feel that I often experience errors when using McDonalds.	
	8. McDonalds app can be operated with moderate internet speed	
	9. McDonalds app page does not error when placing an order	
	10. McDonalds app is always available for user needs	
<i>E-Satisfaction</i>	11. McDonalds is one of the best apps with various features provided	Sentrinov, (Wulandari et al., 2020)
	12. I feel satisfied with the McDonalds app.	
	13. Users would recommend the McDonalds app to others	
	14. McDonalds app handles problems well	
	15. Users feel safe in the McDonalds app	

3.3 Research Hypothesis Development

The hypothesis built in this study can be seen in Figure 3 below:

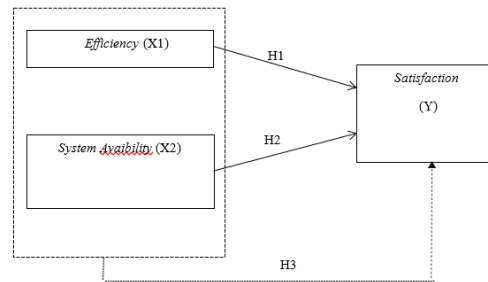


Figure 4. Research Hypothesis (Mukhlison Effendi, 2021)

In figure 4 is the hypothesis of this research. Hypothesis is a temporary conjecture that must be sought to know the truth. In this type of quantitative research emphasizes hypotheses of two kinds, namely the hypothesis of one variable and the hypothesis of two or more variables. The hypothesis that can be formulated in this study is as follows:

1. H1: There is a positive influence between the variable efficiency (X1) on e-satisfaction.
2. H2: There is a positive influence between the System Availability (X2) variable on e-satisfaction.
3. H3: There is a simultaneous positive influence (together) between efficiency and System Availability variables on e-satisfaction.

3.4 Hypothesis Testing

3.4.1 T Test

The T test is conducted to show how far the influence of one independent variable individually in explaining the variation in the independent variable. To determine the relationship between variables can be seen from the sig value <0.05 or the t value $> t$ table (Ramadhayanti et al., 2023).

df (N-2)		Tabel Distribusi t				
		Tingkat Signifikansi				
	One Tail	0.05	0.025	0.01	0.005	0.0005
	Two Tail	0.1	0.05	0.02	0.01	0.001
370		1.64898	1.9664	2.33647	2.58918	3.3170
371		1.64897	1.96638	2.33644	2.58915	3.3169
372		1.64896	1.96636	2.33641	2.58911	3.3168
373		1.64895	1.96634	2.33639	2.58907	3.316
374		1.64894	1.96633	2.33636	2.58904	3.3167
375		1.64893	1.96631	2.33633	2.589	3.3166
376		1.64892	1.96629	2.33631	2.58897	3.3165
377		1.64891	1.96628	2.33628	2.58893	3.3165
378		1.64889	1.96626	2.33625	2.5889	3.3164
379		1.64888	1.96624	2.33623	2.58886	3.3163
380		1.64887	1.96623	2.3362	2.58883	3.3163
381		1.64886	1.96621	2.33617	2.58879	3.3162
382		1.64885	1.96619	2.33615	2.58876	3.3161
383		1.64884	1.96618	2.33612	2.58873	3.3161
384		1.64883	1.96616	2.3361	2.58869	3.3160
385		1.64882	1.96614	2.33607	2.58866	3.3159
386		1.64881	1.96613	2.33605	2.58863	3.3159
387		1.6488	1.96611	2.33602	2.58859	3.3158
388		1.64879	1.9661	2.336	2.58856	3.3157
389		1.64878	1.96608	2.33597	2.58853	3.3157
390		1.64877	1.96607	2.33595	2.58849	3.3156
391		1.64876	1.96605	2.33592	2.58846	3.3155

Figure 5. T-Test Table

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3,980	,857		4,647
	Efficiency	,463	,048	,447	9,722
	System Availability	,341	,049	,319	6,950

a. Dependent Variable: E-Satisfaction

Figure 6. T Test Results

Partial Regression Coefficient Test Results (T Test):

1. H1: It can be seen that the effect of X1 on Y is $0.000 < 0.05$ and t count 9.722 $> t$ table 1.96619 so H1 or the first hypothesis is accepted, the conclusion is that there is a positive effect of variable X1 on Y.
2. H2: It can be seen that the effect of X2 on Y is $0.000 < 0.05$ and t count 6.950 $> t$ table 1.96619 so H2 or the first hypothesis is accepted, the conclusion is that there is a positive effect of the X2 variable on Y.

3.4.2 F Test

To determine the relationship between variables, it can be seen from the F value $> F$ table or sig value < 0.05 . (Rismayadi et al., 2020).

DF	NUMERATOR										
DENOMINATOR	1	2	3	4	5	30	40	60	120		
380	3,866046	3,0194738	2,6283946	2,3954299	2,2377395	1,4892986	1,4263080	1,3540201			
381	3,865981	3,0194111	2,6283327	2,3953679	2,2376771	1,4892196	1,4262236	1,3539270			
382	3,865916	3,0193488	2,6282710	2,3953062	2,2376150	1,4891409	1,4261397	1,3538344			
383	3,865852	3,0192868	2,6282097	2,3952449	2,2375533	1,4890627	1,4260562	1,3537422			
384	3,8657889	3,0192252	2,6281487	2,3951838	2,2374919	1,4889848	1,4259732	1,3536506			
385	3,8657254	3,0191638	2,6280880	2,3951231	2,2374308	1,4889074	1,4258905	1,3535594			

Figure 7. F Test Table

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	1912,469	2	956,235	168,448
	Residual	2168,507	382	5,677	
	Total	4080,977	384		

a. Dependent Variable: E-Satisfaction
b. Predictors: (Constant), System Availability, Efficiency

Figure 8. F Test Results

Joint Regression Coefficient Test (F Test):

H3: It can be seen that F count (168.448) $> F$ table (3.0193488) then H3 is accepted. So, the conclusion is that the Efficiency and System Availability Variables together on E-Satisfaction.

4. CONCLUSION

Based on the results of the research conducted, several conclusions can be drawn in this study. The conclusion of this study is that the results of the Partial Regression Coefficient Test (T test) with the value of H1: It can be seen that the effect of X1 on Y is $0.000 < 0.05$ and t count 9.722 $> t$ table 1.96619 so H1 or the first hypothesis is accepted, the conclusion is that there is a positive effect of variable X1 on Y. Furthermore, the value of H2 is that it can be known for the effect of X2 on Y. Furthermore, the value of H2 is that it can be seen

for the effect of X2 on Y is $0.000 < 0.05$ and $t \text{ count } 6.950 > t \text{ table } 1.96619$ so H2 or the first hypothesis is accepted, the conclusion is that there is a positive effect of variable X2 on Y. For the results of the Joint Regression Coefficient Test (F Test) is that the result of H3 is that it can be seen that $F \text{ count } (168.448) > F \text{ table } (3.0193488)$ then H3 is accepted. So, the conclusion is that the Efficiency and System Availability Variables together on E-Satisfaction.

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