THE IMPACT OF FOOD QUALITY AND PRICE ON MILLENNIALS SATISFACTION IN MCDONALD'S SOUTH TANGERANG

DAMPAK KUALITAS DAN HARGA MAKANAN TERHADAP KEPUASAN MILLENNIAL DI MCDONALD TANGERANG SELATAN

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ABSTRACT

According to the comparison of brand value, McDonald's ranked first among other restaurant internationally. However, McDonald's Indonesia only place second in terms of top of mind share, market share & commitment share. These 3 parameters would likely affect the possibility of repurchase decision, which is the result of customer satisfaction. Currently, McDonald's outlets in South Tangerang are having problems in getting a full star rating, which can be assumed that the customer of McDonald's South Tangerang is not completely satisfied. As it could be seen, most of the customers are complaining about the food quality and price. Therefore, this study will examine the impact of food quality and price towards millennials satisfaction in McDonald's South Tangerang. This study will bring the readers further to the literature review that have been collected and reviewed. This research has successfully gathered total number of 187 respondents, which is considered as millennials and have consumed at least once the products of McDonald's South Tangerang. The analysis was done by using Multiple Regression Analysis, using SPSS 25 software. The results have shown that food quality and price positively influence millennials satisfaction in McDonald's South Tangerang, as for the dimensions food quality give bigger impacts than price of the food.
Keywords: Food Dimension, Food Quality, Price, Customer Satisfaction, Millennials, Fast Food Restaurant

ABSTRAK

Berdasarkan perbandingan terhadap nilai merek, McDonald's menempati peringkat pertama di antara restoran lain secara internasional. Namun, McDonald's Indonesia hanya menempati posisi kedua dalam hal top of mind share, market share & commitment share. Ketiga parameter ini akan mempengaruhi kemungkinan keputusan pembelian kembali, yang merupakan hasil dari kepuasan pelanggan. Saat ini, gerai McDonald's di Tangerang Selatan mengalami masalah dalam mendapatkan peringkat bintang penuh dan dapat diasumsikan bahwa pelanggan McDonald's di Tangerang Selatan tidak sepenuhnya puas. Seperti yang bisa dilihat, sebagian besar pelanggan mengeluh tentang kualitas dan harga makanan. Oleh karena itu, penelitian ini akan menguji dampak kualitas dan harga makanan terhadap kepuasan generasi millennial di McDonald's South Tangerang. Studi ini akan membawa pembaca lebih lanjut ke dalam tinjauan pustaka yang telah dikumpulkan dan ditinjau. Penelitian ini telah berhasil mengumpulkan sejumlah 187 responden, yang dianggap sebagai generasi millennial dan telah mengonsumsi produk McDonald's di Tangerang Selatan setidaknya sekali. Analisis yang dilakukan menggunakan Analisis Regresi Berganda, dengan perangkat lunak SPSS 25. Hasilnya menunjukkan bahwa kualitas dan harga makanan berpengaruh positif terhadap kepuasan generasi millennial di McDonald's South Tangerang, yang dimana variabel kualitas makanan memberikan dampak yang lebih besar daripada harga makanan
Kata kunci: Dimensi Makanan, Kualitas Makanan, Harga, Kepuasan Pelanggan, Millennials, Fast Food Restaurant

PREFACE

1) Background

Restaurant Industry is one of the most entrepreneurial of business and one of the most competitive due to low barriers to entering the restaurant industry (Sahari, et al., 2012). In terms of the type of food served, a statistic from Badan Pusat Statistik Indonesia (2015) showed that approximately 22,43 percent of restaurant in Indonesia who served Western or European food, followed with 54,55 percent served Indonesian food, 10,69 percent served Chinese cuisine and other 12,33 percent. Almost a

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quarter of the existing restaurants are selling Western or European food. It proves that the demands of Western or European food are also high in Indonesia. Within the past decade, the growth of fast food industry has grown rapidly. Each year there is a lot of new fast food restaurant establish in Indonesia. According to Agriculture and Agri-Food Canada (2016) the Compound Annual Growth Rate (CAGR) of fast food restaurant in Indonesia is higher compared with cafes/ bars, street stalls or kiosk and even full-service restaurants. From another perspective, 60,42% of total 14.948 respondents in Indonesia stated that they eat fast food more than once a week (Statista, 2016). It shows that people in Indonesia like to eat fast food and the demand for fast food is also high.

Satisfaction happened when the perceived performance of a product met with the expectations of the customer (Blackwell, et al., 2012). Saleem, et al. (2015) implemented a study from Reiman et al. (2008) mentioned that each person has different degrees of satisfaction. Nowadays it is very hard to make everyone satisfied or to conclude satisfaction, especially within a group of people. Normally, customers will form their own value and expectations on the various market offerings (Kotler & Armstrong, 2010) cited in (Shaharudin, et al., 2011). In which, customers will expect and compared several aspects from the supply provided. According to Blackwell, et al. (2012) customer satisfaction is important because it influences repeat buying and shapes a positive word of mouth communication. On the other hand, dissatisfied customer may lead to complaints and the worst case is lawsuits. Currently, McDonald's outlets in the South Tangerang area are having problems in geting a full stars ratings, which can be assumed that the customer of McDonald's South Tangerang is not completely satisfied. In addition, the reviews in Zomato have shown that most of the customers are complaining about the food quality and price in McDonald's South Tangerang.

Food quality was the most important attribute of overall restaurant service quality and is expected to have a positive relationship with customer satisfaction and loyalty (Ryu & Han, 2010). Peri (2006) also mentioned that food quality is important to satisfy the needs and

expectations of the customers. Related study by Abu Samah, et al. (2015) defined price as an amount of money that a customer or consumer are willing to pay for certain item, food or services. Abu Samah also stated that customer satisfaction and acceptability were positively affected by the changes of price. A Study by Molina and Esteban (2007) implemented in Abu Samah, et al. (2015) stated that the increase of price that is acceptable by the customers are able to increase satisfaction. On the other hand, when the customers feel that the price is unfair, it may lead to the exposure of negative information and also other negative behaviour. Therefore, in order to gain a high level of customer satisfaction in McDonald's South Tangerang, the management should put more focus on their food quality and price.

Previous research by Sahari, et al. (2012) stated that the role of food dimension (food quality, food price, food portioning, & presentation) in increasing the degree of customer satisfaction and in forming loyalty remains unclear and ambiguous. Related study by Holbrook & Corfman (1985) implemented in Namkung & Jang (2007) stated that the quality perceived by customers are highly subjective and it might be different depends on who is judging the products or service. Moreover, quick service restaurant/ fast food restaurant are famous because they are offering a good price and value (Walker, 2011). Therefore, the role of food quality and price might be different, it depends with the type of the restaurant and the person that being observed.

For the subject of this study, millennials generation are chosen because according to Berger (2017) millennials behavior can be used to predict how members of other generations will behave. In addition, according to Farhani (2016) millennials have a strong buying power, which make them the largest consumtive group. Honeyball (2017) & Farhani (2016) classified millennials as Generation Y, born between the year of 1980-2000. Basically, Honeyball & Farhani consider millennials (in 2018) with people between the age range of 18-38 years old. Moreover, Knutson (2000) mentioned that students are major consumers in fast food industry. Fast food consumptions are identic with college life, because millennials tend to seek things that is quick (Petroulas et al. (2010) implemented in Heugel (2015)). Bahar (2018)

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implemented study from Baek (2006) which stated that students are sensitive with price, because most of students do not have permanent work and the price of fast food in Asia is not cheap. In addition, Knutson (2000) agreed that for adults below 25 yeras old, price become the important factors in choosing fast food.

LITELATURE REVIEW

Inbakaran & Reece (1999) stated that exacting customer demands mean that restaurant organizations must endeavor to deliver not only quality products and services, but also a high level of dining satisfaction that will lead to increase customer return and greater market share. A related study by Andaleeb & Conway (2006) stated that customer satisfaction can be classified as the core of marketing. Andaleeb & Conway also mentioned that restaurant owners and managers need to see the dynamic of restaurant industry from the customer point of view to know how much it is ideal to spend for specific foods, where, when and what to eat. It can be useful to manage and provide the right offering to the customers. Sivadas & Baker-Prewitt (2000) suggest that if companies want to improve their quality, it needs to be in accordance with customer needs and wants, otherwise it will not make the customer feel satisfied.

Blackwell classified customer satisfaction and dissatisfaction in post-consumption evaluation stage. Blackwell defined Satisfaction as when consumers' expectations are matched by perceived performance. On the other hand, dissatisfaction defined as when experiences and performance fall short of expectations. Bolton & Drew (1991) cited in Liang & Zhang (2009) consider customer (dis)satisfaction as a function of the disconfirmation that results from contradictions between prior expectations and actual performance. Moreover, Blackwell, et al. (2012) describe several reasons about the importance of Customer Satisfaction, which are it influences repeat buying, it shapes word-of-mouth and word-of-mouse communication, dissatisfaction can lead to complaints and lawsuits, satisfaction lowers consumers' price sensitivity, implications for customer recruitment & it ultimately affects shareholder value. In addition, Blackwell, et al. (2006) mentioned that customer satisfaction can be determined by three factors, which are product performance, consumption feelings & expectations.

II.2 MILLENNIALS

Millennials defined as a cohort which is born between 1980-2000 (Farhani, 2016); (Honeyball, 2017). Ng & Johnson (2015) cited a study by Foot and Stoffman (1998) agreed that millennials are the children of the Baby Boomers, where Baby Boomers were born between 1946 and 1965. According to Yonekura (2006) millennials also known as Generation Y which is the largest population group since the Baby Boomers. Related study by Farhani (2016) stated that millennials represent approximately 30 percent of the world's population and millennials have strong buying power that can make them the largest consumptive group in history. Moreover, Berger (2017) suggested that millennials work as a predictor on how other generations will behave. Millennials are the key factors of other generation's behavior. According to Blackwell, et al.(2012) millennials are more likely to be comsumptive, because they like shopping or spending money more than their parents do. On the other hand, it is also important to understand the characteristics of the previous generation. Generation X are more likely to stay at home longer and when they do leave home, they are more likely to buy home-related products.

II.3 FOOD QUALITY

Namkung & Jang (2007) cited a study by Churchill & Surprenant, (1982); Johnson & Fornell (1991), which mentioned that quality is generally viewed as attribute performance of product or service. Moreover, food quality is necessary to satisfy the needs and expectations of customers (Peri, 2006). Moreover, Namkung & Jang (2007) implemented study by Olshavsky (1985); Parasuraman et al. (1988); Garvin (1983); Hjorth-Anderson (1984), which defined that perceived quality is derived from overall evaluation, a global judgment, or an attitude towards purchasing products, which is a result of a comparison between expectations and actual performances or products

Al-Tit (2015) adopted another study from Dutta, et al. (2014); Ryu, et al. (2012), which investigate whether restaurant service quality can be divided into three main dimensions, such as food quality, physical environment (ambience) and employee service. The

correlation between food quality and service quality is that service quality is more into service performance, which include food quality as a part of it. Moreover, food quality is one of the key elements of perceived product quality and service quality in the context of restaurant. Food quality can be considered as the basic element of restaurant experience, in which restaurant owners or managers should not neglect the quality of food that they should offer to the customers (Namkung & Jang, 2007).

II.3.1 Freshness

According to Peneau, et al. (2006) cited by Shaharudin, et al. (2011) freshness defined as the crispness, juiciness, and aroma of the food. Shaharudin mentioned that the management team need to be focused with the freshness of the food as it is a part of food quality factors and restaurant need to served food that is fresh. Shaharudin also implemented study by Whitehall, et al. (2006) which stated that fresh food is related with customer awarness regarding nutrition and also the quality of the food. Therefore, freshness become an important attribute to be investigated in order to satisfy and fulfill the needs and wants of the customers.

II.3.2 Presentation

Presentation refers to how the food is being prepared and presented by the restaurant to the customers (Shaharudin, et al., 2011). Shaharudin stated that a good-looking and well-decorated presentation can enhance the customer perception regarding food quality. Shaharudin also mentioned that food presentation is about how consumers perceived the value of the product physically or internally (ingredients). According to Kivela, et al. (1999) cited in Shaharudin, et al. (2011) food presentation is an important attribute in constructing dining satisfaction.

II.3.3 Taste

Everybody has a different preferences towards the taste of food (Shaharudin, et al., 2011). The taste of food might be different depends with the culture or the geographical locations of the food. Basically, taste is related with the flavour of the food, in which it can be sweet, salty, or spices. Shaharudin implemented study by Kivela, et al. (1999) stated that taste is an important attribute in creating dining satisfaction and future behavioral intentions of the customers.

II.3.4 Variety

Food variety defined as the number of different items on the menu. Normally, restaurateurs will update and offer new items on their menu to attract dinners and provide choices. Various items on the menu become an important attributes of food quality in creating dining satisfaction, because the customers can select food items according to their preferences. (Sulaiman & Haron, 2013)

II.3.5 Temperature

Temperature classified as a part of sensory element in food quality. Food temperature might enhance pleasure in food consumption. Temperature refers to the food that should be served hot is hot and according to the standard. Therefore, serving food at the right temperature may lead to customer satisfaction. (Sulaiman & Haron, 2013)

II.4 Price

Abu Samah, et al. (2015) considered price as "an amount of money that a customer or consumer are willing to pay for certain item, food or services". Abu Samah mentioned that price is the key factors for consumers to purchase item. From a company's point of view, price is also important in order to gain profits. Nazari & Tabatabaie (2014) pointed out that "price offered and the rationale for offering a certain price may lead to perception of price unfairness". If the customers perceive price to be unfair, it may create negative consequences for the restaurants or mangers. Nazari & Tabatabaie also implemented study from Campbell (1999) & Xia, Kent, & Cox (2004), which stated that disappearance of customer loyalty, exposed with negative information, or other related behaviors that may cause damage to the company are the negative consequences from price unfairness. These consequences are caused by customer disatisfaction for price, which leads to clarify negative behaviors from customers.

Nguyen, et al. (2015) implemented study from Barbara, et al. (1996) and Pan & Zinkhan (2006) suggested that a high retail price which reflects immediate monetary costs are likely to hinder consumer purchase behavior while a low price or competitive price leads to an increase in store traffic and product sales. In addition, income differences are postively affected food choices (Steenhuis, et al., 2011). Therefore, the role of price is really important in order to create customer satisfaction and increase sales. Steenhuis, et al. (2011) devided price attributes

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into two, which are pricing strategies (price reduction & price promotions) and price perception (value consciousness). Price reduction strategies might affect the choice of foods by reducing the cost of food selections (French, 2003). On the other hand, Steenhuis, et al. (2011) defined price promotions as discounted items or items that is on sale. Both price promotions and price reduction strategies are related with reducing the price of an item to increase sales and also a part of pricing strategies. Interestingly, Nguyen, et al. (2015) implemented another study by (Dodds, et al., 1991; Kerin, et al, 1992) which stated that consumers who seek to maximize expected quality are willing to pay for the highest priced products. It is clarified that food price and food quality are correlated each other. On the other hand, according to Steenhuis & Poelman (2017) value for money can therefore be seen as mechanism underlying the consumption of larger portion. Moreover, Benton (2015) stated that value for money in portion size is important, because a larger portion has a better value. For conclusion, value for money can be derived from two point of view, which are from food quality and food portion.

II.4.1 Perceived Price

Sugianto & Sugiharto (2013) defined perceived price as the price that is interpreted/seen by the customers. Customers are often forget the actual price of the products that they have purchased before. It is easier for the customers to remember the value of the products rather than the actual price, such as 'cheap or expensive', 'worth with the quality offered', or 'does not worth with the quality'.

II.4.2 Pricing Strategies

Price reductions/ increases, the 'buy one get two' strategy, & bonus systems are a part of pricing strategies. It seems that pricing strategies is a promising approach because it is a part of sales promotion in the marketing mix. (Steenhuis, et al., 2011)

Figure 1: Research Model
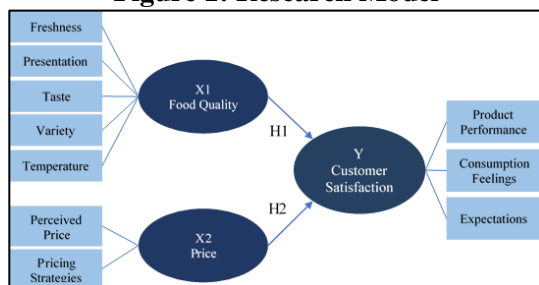
Source: (modified by Author, 2018)

RESEARCH METHODS

Population, Sample and Procedure

In this study, the population would be the customers of McDonald's South Tangerang. However, the total number of the population for this study is remain unknown. Narrowing it to the sample, the sampling of this study will be millennials customers of McDonald's South Tangerang. As the total number of population is relatively unknown, this study will choose non-probability purposive judgmental sampling as the sampling method. It is chosen because the researcher will give several characteristic and criteria towards the sample.

In this research, the calculation of the sample size will be using the Rao Purba's equation model, which stated below:

$$n = \frac{(Z\alpha/2)^2}{4.(e)^2}$$

Where:

n	= sample size
Za/2	= Z Value (1.96 for 95% confidence level)
e or σ	= Margin of error

This study use 95% of confidence level, which makes the alpha level at 0.05. From the calculation above, the minimum sample size for this study is 96 respondents.

RESEARCH RESULT

The total number of respondents who filled the questionnaires were 195 respondents. However, there were only as much as 187 respondents who passed the screening questions. Therefore, only the 187 respondents will be used, which include respondents profile, validity test & reliability test. Moreover, there are total of three variables used in post-test, which are food quality (FQ), price (P) and customer satisfaction (CS). Based on the collected data, it can be concluded that the result that generate in this study are based on 187 respondents from 50,8% male and 49,2% female. Most of the respondents, as much as 79,7% are between the age range of 18-22. In addition, the majority of the respondents are students with monthly spending of less than 1.000.000 IDR until 2.000.000 IDR per month. It is obvious that most of the respondents come from South Tangerang, as much as 29,9%. Lastly, 44,4 % of the respondents stated that

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they consumed McDonald's products for 2 until 3 times in a month.

Normality Test

In normality test, this study aims to detect whether the data is distributed normally. It will be only tested to the residual value and not all the variables. The regression model can be used to convince if the data is distributed normally or not.

Table 1: Normalitiy Test Results (Kolmogorov-Smirnov Test)

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		187
Normal Parameters [a,b]	Mean	.0000000
	Std. Deviation	2.58710265
Most Extreme Differences	Absolute	.058
	Positive	.058
	Negative	-.057
Test Statistic		.058
Asymp. Sig. (2-tailed)		.200 [c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Table 4-6 have shown the normality test using Kolmogorov-Smirnov. According to Kothari (2004) the data will be considered as normal if Kolmogorov-Smirnov Z scores $< 1,97$ and the Asymp. Sig. (2-tailed) score $> 0,05$. Therefore, it can be concluded that the data is distributed normally. On the other hand, this study will also used another methods to make sure if the data is normal. Several methods that will be used are Histogram Graphic and Normal Probability Plot (P-Plot Test). If the data is normal, the data will be spread arround the line and follow the line direction.

Multicollinearity Test

Multicolinearity test is used to find out if there is any correlation between each dimensions of the independent variables. In multiple regression, multicolinearity can make the dimensions become unreliable. Therefore, a good multiple regression should not have multicolinearity.

Table 2: Multicollinearity Test Results

Coefficients [a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	FQ_Total	.727	1.375
	P_Total	.727	1.375

a. Dependent Variable: CS_Total

According to the results in Table 4-7, all the variables have tolerance score $> 0,10$ with VIF score below 10. It can be concluded that there is no multicollinearity in the data.

Heteroscedasticity Test

Heteroscedasticity refers to the situation when the residuals are changing and do not have constant variant in the measured value, such as independent variable. Regression analysis will produce a decent result if the data does not show heteroscedasticity.

Table 3: Heteroscedasticity Test Results (Glesjer Method)

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.698	.920		4.021	.000
	FQ_Total	-.031	.018	-.149	-1.738	.084
	P_Total	.006	.039	.013	.153	.879

a. Dependent Variable: ABSRESID

From the table above, all the variables have Sig. Score $> 0,05$. In which, according to Ainiyah, et al. (2016) if the value of Sig. $> 0,05$, the data is free from heteroscedasticity.

Multiple Linear Regression

The correlation including the relationship and the significance of food quality and price towards millennials satisfaction in McDonald's South Tangerang is conducted through multiple linear regression and the result is discussed further below.

Table 4: Multiple Regression Test Results

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865 [a]	.748	.745	2.60112

a. Predictors: (Constant), P_Total, FQ_Total

b. Dependent Variable: CS_Total

The R value (Correlation Coefficient) can be interpreted that there is a significant relationship as much as 0,865/ 86,5% between

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food quality and price with customer satisfaction. Moreover, the value of Adjusted R Square with the total number of 0,745 or 74,5% explained how much food quality and price affects customer satisfaction; while the rest 25,5% influenced by other factors which is not included in this study.

Hypothesis Analysis and Discussion
The discussion will be divided into two parts. Each part will discuss about the result of hypotheses.

H1.1: Food quality influences millennials satisfaction in McDonald's South Tangerang.
Based on the t-test results, the first hypothesis is accepted with the significance value of 0,00 with t-value of 13.834. The first hypothesis represent that food quality influences millennials satisfaction in McDonald's South Tangerang. This finding is related with the theory and findings from previous research that has been described on previous chapter. According to Ryu and Han (2010) food quality is the most important attribute of overall restaurant service quality which have positive relationship with customer satisfaction and loyalty. Moreover the result from previous study by Hanaysha (2016); Sahari, et al. (2012); Sugianto & Sugiharto (2013) also proved that food quality has a positive and significant impacts towards customer satisfaction in restaurant industry.
According to the result, food quality gives the most significant impacts towards millennials satisfaction in McDonald's South Tangerang with the Standardize Coefficient (Beta value) of 0,600. In addition, food quality influences millennials satisfaction as much as 45,43%. It could be interpreted that food quality can be considered as the basic element of restaurant experience, in which restaurant owners or managers should not neglect the quality of food that they should offer to the customers (Namkung & Jang, 2007). To sum it all, the food quality provided by McDonald's influenced the satisfaction of the customers.

H2.1: Price influences millennials satisfaction in McDonald's South Tangerang.
The t-test results have shown that the second hypothesis is accepted with the significance value of 0.00 with t-value of 8.838. The second hypothesis represent that price influences millennials satisfaction in McDonald's South

Tangerang. In addition, the findings are related with the theory or findings from previous study which addressed in previous chapter. According to Abu Samah, et al. (2015) customer satisfaction and acceptability are positively affected by the changes of price. Moreover, Abu Samah also implemented another study by Molina and Esteban (2007) which mentioned that the increase of price that is acceptable by the customers are able to increase satisfaction.
The results from several studies by Hanaysha (2006); Sugianto & Sugiharto (2013); Sahari, et al. (2012) proved that price positively impact customer satisfaction.
According to the result, price have a positive impacts towards millennials satisfaction in McDonald's South Tangerang with the Standardize Coefficient (Beta value) of 0,384. In addition, food quality and price influences millennials satisfaction as much as 29,07%. It is in accordance with the statement by Walker (2011) that mentioned fast food restaurant are famous because they are offering a good price and value. To sum it all, the price offered by McDonald's influenced the satisfaction of the customers.

CONCLUSION

This thesis research is aimed to indentify wether food quality and price influence millennials satisfaction in McDonald's South Tangerang. Moreover, this study also identify wether each food quality and price attributes which consists of freshness, presentation, taste, variety, temperature, perceived price, & pricing strategies influence millennials satisfaction in McDonald's South Tangerang.

This study uses questionnaires to gathered the data, by focususing on McDonald's South Tangerang customers point of view. The total number of participants that are willing to contribute for this research are 195 respondents. However, there are only as much as 187 respondents were qualified to fill the questionnaires since they need to be considered as millennials and they have consumed McDonald's South Tangerang products at least once. Through the data analysis that have been conducted and discussed on previous research, below are the conclusions of this study:

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1. **Food quality influences millennials satisfaction in McDonald's South Tangerang**

   According to the results, it is proven that food quality influences millennials satisfaction in McDonald's South Tangerang as much as 45,43 percent based on the adjusted R-square result in chapter 4. Moreover, the rest 54,57 percent represent by other factors. On the other hand, the results have shown that McDonald's South Tangerang should not neglect the quality of the food they provide in order to create satisfaction for their customers. In addition, taste influence millennials satisfaction in McDonald's South Tangerang higher than presentation, temperature, freshness and variety at the bottom.

2. **Price influences millennials satisfaction in McDonald's South Tangerang**

   Through this study, it is proven that price influences millennials satisfaction in McDonald's South Tangerang as much as 29,07 percent based on the adjusted R-square result in chapter 4. On the other hand, food quality and price influences millennials satisfaction in McDonald's South Tangerang as much as 74,5 percent, while the rest 25,5 percent represent by other factors that does not included in this study. Moreover, the result have shown that the changes of price will influence the satisfaction of McDonald's South Tangerang customers.

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