

CHAPTER V

SUMMARY, CONCLUSION, RECOMMENDATION

5.1 Summary

McDonald's is one of the biggest fast food restaurant in the world. In being one of the biggest fast food restaurant in the world the company should consider about the customer loyalty level. It's important to maintain McDonald's popularity. Therefore, this research is expected to verify the significant effect of service quality, product quality, general exterior, and general interior on customer satisfaction and customer loyalty.

The objective of this research are to examine the effect of service quality, product quality, general exterior, and general interior towards customer satisfaction and customer loyalty. This research used descriptive analysis, simple regression with SPSS to test the relationship between variables, individually, and simultaneously.

The model was tested based on questionnaire data collected. The data used in this test were collected from 128. The respondents are people who was divided in five age categories which are 17-25, 26-35 and 36-45 who had the experience in dining in McDonald's Basuki Rahmat Surabaya.

Prior to hypothesis testing, the research followed validity, reliability, normality, heteroscedasticity, and linearity. From these evaluations, it is known that the data used in this research has met all of the assumptions.

The overall mean average rating for Service Quality is 4.89. This suggests that most respondents tend to agree that the service quality of McDonald's is good. The overall mean average rating for Product Quality is 4.73. This suggests that most respondents tend to agree that the product quality of McDonald's is good. The overall mean average rating for General Exterior is 4.54. This suggests that most respondents tend to agree that the general exterior of McDonald's is good. The overall mean average rating for General Interior is 4.63. This suggests that most respondents tend to agree that the general interior of McDonald's is good. The overall mean average rating for Customer Satisfaction is 4.97. This suggests that

most respondents tend to agree that the customer satisfaction of McDonald's is good. The overall mean average rating for Customer Loyalty is 4.80. This suggests that most respondents tend to agree that the customer loyalty of McDonald's is good.

From the data gained from the respondents, the researcher can conclude that based on the table, the highest correlation value for Service Quality is 0.767 for SQ5 with the statement "Employee Greet". It means the most important indicator from the Service Quality dimension is SQ5. The highest correlation value for Product Quality is 0.811 for PQ1 with the statement "Food Served in Clean Place". It means the most important indicator from the Product Quality dimension is PQ1. The highest correlation value for General Exterior is 0.746 for GE1 with the statement "Building Size is Large Enough". It means the most important indicator from the General Exterior dimension is GE1. The highest correlation value for General Interior is 0.843 for GI2 with the statement "The Air Condition Quite Cool". It means the most important indicator from the General Interior dimension is GI2. The highest correlation value for Customer Satisfaction is 0.764 for CS1 with the statement "I Satisfied with the Service". It means the most important indicator from the Customer Satisfaction dimension is CS1. The highest correlation value for Customer Loyalty is 0.844 for CL3 with the statement "I will Recommend to My Friend". It means the most important indicator from the Customer Loyalty dimension is CL3.

Based on the table, the value of R is 0.431; it means that the correlation between Service Quality, Product Quality, General Exterior, and General Interior with Customer Satisfaction are moderate. The value of Adj. R^2 is 0.159. It means that 15.9% of Customer Satisfaction can be explained by Service Quality, Product Quality, General Exterior, and General Interior. While 84.1% can be explain by other variable. The significance of F is less than 0.05, this mean that the overall regression model is good.

Based on the table, the value of R is 0.639; it means that the correlation between Service Quality, Product Quality, General Exterior, and General Interior, and Customer Satisfaction with Customer Loyalty are strong. The value of Adj. R^2

is 0.384. It means that 38.4% of Customer Loyalty can be explained by Service Quality, Product Quality, General Exterior, General Interior, and Customer Satisfaction. While 61.6% can be explained by other variables. The significance of F is less than 0.05, this means that the overall regression model is good.

5.2 Conclusion

H1: Service Quality has a significant effect on Customer Satisfaction is rejected, with the significance value of 0.500

H2: Product Quality has a significant effect on Customer Satisfaction is rejected, with the significance value of 0.760

H3: General Exterior has a significant effect on Customer Satisfaction is rejected, with the significance value of 0.499

H4: General Interior has a significant effect on Customer Satisfaction is accepted, with the significance value of 0.014

H5: Service Quality has a significant effect on Customer Loyalty is accepted, with the significance value of 0.020

H6: Product Quality has a significant effect on Customer Loyalty is accepted, with the significance value of 0.000

H7: General Exterior has a significant effect on Customer Loyalty is rejected, with the significance value of 0.776

H8: General Interior has a significant effect on Customer Loyalty is rejected, with the significance value of 0.307

H9: Customer Satisfaction has a significant effect on Customer Loyalty is accepted, with the significance value of 0.043

5.3 Recommendation

5.3.1 Recommendation for McDonald's Basuki Rahmat

There are major recommendation for McDonald's Basuki Rahmat

1. To increase Service Quality it is recommend to:
 - a. McDonald's should maintain their service quality in their employee
 - b. McDonald's could make some training to increase service quality in employee
 - c. McDonald's could make their managers to evaluate the performance of their employee
 - d. McDonald's regulations regarding service quality should be performed
2. To increase Product Quality it is recommend to:
 - a. McDonald's should maintain its product quality in any branch especially McDonald's Basuki Rahmat
 - b. McDonald's should continuously evaluate the quality of its products
 - c. McDonald's could follow up the feedback from customers
 - d. McDonald's could adjust more of the real product displayed and the picture given to the customer
3. To increase General Exterior it is recommend to:
 - a. McDonald's should make some plan on which year the need to renovation their building
 - b. McDonald's should consider the convenient of the parking lot and enlarge it if needed
 - c. McDonald's should consider and implement the most convenient way for customers to enter and exit the restaurant area
 - d. McDonald's should make plan on maintenance of the building

4. To increase General Interior it is recommend to:
 - a. McDonald's should consider the ambience inside the restaurant by implement the cozy lighting
 - b. McDonald's could maintain the hygiene inside the restaurant, its table, floor, seat, and toilet.
 - c. McDonald's should adjust the temperature inside the restaurant with the weather during its period.
 - d. McDonald's should make a plan on maintenance of its general interior
5. To increase Customer Satisfaction it is recommend to:
 - a. McDonald's should value the relationship with the customer, be consistent with the service, and provide the customer with the product as the customer needs.
 - b. McDonald's need to make sure that their entire employee gives good service to customers
 - c. McDonald's should make sure that their product can be purchased by any market segment
 - d. McDonald's must maintain the satisfaction of customer by giving chance for customer to give rating
6. To increase Customer Loyalty it is recommend to:
 - a. McDonald's can give reward for customers who recommend the restaurant to their friend
 - b. McDonald's can make some competition regarding friend recommendation by making social media competition with reward.
 - c. McDonald's can improve the indicators relating with loyalty
 - d. McDonald's could follow up the feedback from customers

5.3.2 Recommendation for Future Research

1. The object of the research is limited to McDonald's Basuki Rahmat in Surabaya. Future researcher is recommended to research the same topic on different company, to get different perspective.
2. The variable in this research is limited to Service Quality, Product Quality, General Exterior, General Interior, Customer Satisfaction, and Customer Loyalty. Future researcher is encouraged to add more variable to explain the relation more comprehensively, such as brand image, customer expectation, price and others related variables.
3. Future research is recommended to have more respondents to have more clear understanding about the research problem.
4. The research is recommended to classify the respondent according to age or occasion in order to have more precise understanding on the different segment.