



The Impact of Product Quality and Consumer Satisfaction to Consumer Loyalty at Mc. Donald's Cut Meutia Kota Bekasi

Bambang Aviantono¹, Chindy Laura²
bambang.aviantono@gmail.com¹, Lchindy39@gmail.com²

Program Studi Manajemen STIE Tribuana¹
Program Studi Manajemen Institut Bisnis Muhammadiyah Bekasi²

ABSTRACT

This study aims to determine: (1) Effect of Product Quality on Consumer Loyalty, (2) Effect of Consumer Satisfaction on Consumer Loyalty, (3) Effect of Product Quality and Consumer Satisfaction on Consumer Loyalty. The population in this study were consumers of McDonald's Cut Meutia Bekasi City in the December 2022 period of 4,650 people. This study used the slovin formula to determine the number of samples and as many as 98 people became the sample. This research technique uses probability sampling technique, with Simple Random Sampling derivatives. The data collection method is through a questionnaire that is arranged based on a Likert scale. The analytical method used is multiple linear regression. Based on the results of the research processed using the IBM SPSS version 26.0 program, the results of the research with this t test indicate that the dependent variable Product. Quality (X1) has a positive and significant effect on the independent variable Consumer Loyalty (Y) can be seen by the value of t count $8.139 >$ value of t table namely 1,985 and a significant value is $0.000 < 0.05$. For the dependent variable Consumer Satisfaction (X2) has a positive and significant effect on the independent variable Purchase Intention (Y) seen from the t-count value of $10.899 >$ t-table value of 1.985 and a significant value of $0.000 < 0.05$. The results of the f test were obtained with a calculated f value of $60.374 >$ f table value of 3.091 and a significant level of $0.000 < 0.05$, meaning that Product Quality and Consumer Satisfaction have a positive and significant effect on Consumer Loyalty. While the results of the determination test obtained R^2 0.560. This means that Product Quality and Consumer Satisfaction on Consumer Loyalty is 56% and the remaining 44% is influenced by other variables.

Keywords: Service Quality, Product Quality, Customer Satisfaction.

RESEARCH BACKGROUND

The corporate world is becoming increasingly competitive as a result of recent technical advancements in various industries Loyal consumers to the company are more important than satisfied consumers for a business to succeed in the market The current phenomenon is

Bambang Aviantono¹, Chindy Laura²

The Impact of Product Quality and Consumer Satisfaction
to Consumer Loyalty at Mc. Donald's Cut Meutia Kota Bekasi



prevalent where businesses anticipate that consumers will be devoted to their goods but in reality, not all consumers are satisfied, which leads to consumers visiting businesses only once and not being filial Due to its high price and inclusion in the category of unhealthy junk food for long-term consumption, McDonald's is not accessible to all consumers.

The more consumers who want to buy something, the higher the quality Because product quality is proof that products sold by traders to consumers have a higher selling price and are less likely to become competitors Because of this, companies must concentrate more on the quality of the products they sell and compare them with those offered by competing businesses This is evident from the substantial direct impact of product quality on consumer happiness Consumer satisfaction with McDonald's products can be improved by improving product quality. Product quality is the knowledge that a product has a higher sales potential than an equivalent product from competitors The company strives to concentrate on the quality of its products and evaluate them in relation to the products provided by rival companies The ability of a product to perform its functions, including durability, reliability, development, strength, ease of packaging, ability to repair, and other qualities, is reflected in its quality (Kotler and Armstrong, 2010).

Consumers believe that McDonald's goods are of good quality This is evident from the substantial direct impact of product quality on consumer happiness Consumer satisfaction with McDonald's products can be improved by improving product quality Consumer satisfaction is a post-purchase assessment made by comparing what consumers expect with what they actually get McDonald's products must be able to recognize what people expect in order to consistently maintain consumer happiness.

Consumer satisfaction is a consumer's assessment of a product or service in terms of whether it is in accordance with their wants and expectations A person's sensation of satisfaction or disappointment that develops after comparing the results of their intended products or expected results is referred to as satisfaction, according to Kotler (2007) Consumers are not happy if the results do not meet their expectations Consumers are satisfied if the results are as anticipated Consumers are very satisfied or happy if the results exceed their expectations Consumer satisfaction is a post-purchase assessment made by comparing what consumers expect with what they actually get McDonald's products must be aware of what consumers expect in order to consistently maintain consumer happiness.

Consumers don't just stop with the consumption process when making decisions Consumers will judge the goods or products they use before buying them Consumers will feel satisfied or dissatisfied with the goods or products they consume as a result of the 3 assessment procedure of the consumption that has been made Satisfied consumers are more likely to buy and use products or goods again.

Consumer loyalty has become a key concept in marketing Products with a well-known and high-quality brand will be easier to sell and will have consumer trust, which will provide reviews about the product This shows that consumers who are devoted to a brand will not be quick to buy the brand Even though a preferred product undergoes changes and other better product offers are created than that product, truly loyal consumers will make repeat purchases and are not interested in other products.

Bambang Aviantono¹, Chindy Laura²

The Impact of Product Quality and Consumer Satisfaction
to Consumer Loyalty at Mc. Donald's Cut Meutia Kota Bekasi



McDonald's offers a variety of fast food, including Fried Chicken, Hamburger, French Fries, McNuggets, Rice Bowls, as well as fizzy drinks, lemon tea, box tea, ice cream, and other beverages McDonald's consumers come from all over the world, especially from the lower middle class to the upper middle class, ranging from the age of young children to adults Due to their busy schedules and the need for fast and convenient meals, individuals choose to eat in modern times Due to the increasing consumer interest in fast food, McDonald's is growing faster every year.

LITERATURE REVIEW

Product Quality

According to Anggraini (2020), the suitability of a product for use (fitness for use) is determined by how well the product meets consumer needs According to Yusanto (2019), there is a significant difference between manufactured commodities (goods) and service products (services), so it is important to distinguish between the two when assessing product quality.

Consumer Satisfaction

According to Nugroho in Purnomo Edwin Setyo (2017), consumer satisfaction is very important to boost the sales volume of these clients According to the opinion of Daryanto and Setyobudi (2019), it refers to the emotional evaluation of consumers towards a product after using it to determine whether their desires and expectations are met.

Consumer Loyalty

According to Morais (in Sangadji and Sopiah, 2013), consumer loyalty is defined as a consumer's dedication to a retail brand or supplier that is based on an excellent attitude and manifested in regular repeat purchases According to Hasan (2014), a person who is devoted to a brand often buys and continuously, returns many times to the same location to meet their needs for a product or service while paying for it.

RESEARCH METHODOLOGY

This research method uses quantitative descriptive. The population in this study is McDonald's Cut Meutia consumers in Bekasi City with a population of 98 respondents. Data collection techniques are carried out through field research (field research), using questionnaires and library research. This collection technique uses the probability sampling method.

RESULT AND DISCUSSIONS

Descriptive statistical test The purpose of this descriptive statistical test is to provide a summary or description of a set of data viewed through the lens of mean values, standard deviation, maximum, and minimum.

Bambang Aviantono¹, Chindy Laura²

The Impact of Product Quality and Consumer Satisfaction
to Consumer Loyalty at Mc. Donald's Cut Meutia Kota Bekasi



Table 1 Descriptive Statistical Test

Descriptive Statistics					
	N	Min	Max	Mean	Std. Deviation
Product Quality	98	40	50	45.60	3.018
Consumer Satisfaction	98	40	50	45.65	3.356
Cconsumer Loyalty	98	40	50	45.37	3.530
Valid N (listwise)	98				

Sources: Data proceed by SPSS 26.0. 2023

Based on the table above, it shows that N or the number of valid variables is 98, out of 98 total sample of Consumer Loyalty (Y), the minimum value is 40, the maximum value is 50 from the December 2022 period, the mean value is known to be 45.37 and the standard deviation value is 3.530 which means that the mean value is greater than the deviation value, it can be concluded that the distribution of the value is even.

Product Quality (X1) from 98 samples is known to have a minimum value of 40, a maximum value of 50 from the December 2022 period is known to have a mean value of 4560 and a standard deviation value of 3018 which means that the mean value is greater than the deviation value, it can be concluded that the distribution of these values is even Consumer Satisfaction (X2) from 98 samples is known to have a minimum value of 40, a maximum value of 50 from the December 2022 period is known to have a mean value of 4565 and a standard deviation value of 3356 which means that the mean value is greater than the deviation value, it can be concluded that the distribution of these values is even.

Reliability Test Result

In this reliability test, a questionnaire is used that functions as a variable measure How to use Cronbach Alpha (α) to evaluate its reliability A variable is considered reliable if the α value is greater than 060, and unreliable if it is less than 060 This instrument is used with SPSS analysis to evaluate its reliability.

Table 2 Reliability Test Results

Variable	Reliability Coefficients	Alpha	Results
X1	10 item	0,711	Reliable
X2	10 item	0,769	Reliable
Y	10 item	0,804	Reliable

Sources: Data proceed by SPSS 26.0. 2023

Bambang Aviantono¹, Chindy Laura²

The Impact of Product Quality and Consumer Satisfaction
to Consumer Loyalty at Mc. Donald's Cut Meutia Kota Bekasi



In the table above, it can be concluded that each variable has a Cronbach alpha value of more than 060 ($\alpha > 060$), namely for X1 of 0711 > 060 , then X2 of 0769 > 060 and for Y of 0804 > 060 So the variables in X1, X2, and Y are reliable and these statements can be used for data collection

Multicollinearity Test

This multicollinearity test is used to examine regressions with two or more variables that may have a linear association The results of this study can be analyzed to see if there is a tolerance value or a Variance Inflation Factor (VIF) value that indicates multicollinearity Multicollinearity does not occur if the VIF value is less than 10 (<10) and the tolerance value is greater than 010 (>010)

Table 3 Multicollinearity Test Result

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Product Quality	.372	2.688
Consumer Satisfaction	.372	2.688

Sources: Data proceed by SPSS 26.0. 2023

In the Multicollinearity Test table above, the VIF value in Variables X1 and X2 is 2688 which means less than < 10 And the Tolerance Value value of Variables X1 (Product Quality) and X2 (Consumer Satisfaction) is 0372 which means > 01 Therefore, it can be concluded that the data in this study does not occur multicollinearity.

Linearity Test Results

If there is a substantial linear relationship between the two variables, it will be found by a linearity test Between the predictor, the independent variable (X), and the dependent variable (Y), there must be a linear relationship to be considered a good correlation.

Bambang Aviantono¹, Chindy Laura²

The Impact of Product Quality and Consumer Satisfaction
to Consumer Loyalty at Mc. Donald's Cut Meutia Kota Bekasi



Table 4 Linearity Test Result Variable X1 to Y

ANOVA Table			Sum of Squares	Df	Mean Square	F	Sig.
Consumer Loyalty * Product Quality	Between Groups	(Combined) Linearity	534.359	10	53.436	6.893	.000
		Deviation from Linearity	493.538	1	493.538	63.667	.000
			40.821	9	4.536	.585	.806
Within Groups			674.416	87	7.752		
Total			1.208.776	97			

Sources: Data proceed by SPSS 26.0. 2023

Based on the table above, it is known that the f table in the linearity test of the Product Quality variable (X1) against the Consumer Loyalty variable (Y) is 199 and it is known that the f calculation is 0585 If $f_{\text{calculated}} < f_{\text{table}}$ or $0585 < 199$ and the sig value $> \alpha$ or $0806 > 005$, then it is said that the Product Quality variable (X1) has a linear relationship to Consumer Loyalty (Y)

Table 5 Linear Test of Variable X2 to Y

ANOVA Table			Sum of Squares	df	Mean Square	F	Sig.
Consumer Loyalty * Consumer Satisfaction	Between Groups	(Combined) Linearity	747.639	10	74.764	14.105	.000
		Deviation from Linearity	668.513	1	668.513	126.125	.000
			79.126	9	8.792	1.659	.111
Within Groups			461.136	87	5.300		
Total			1.208.776	97			

Sources: Data proceed by SPSS 26.0. 2023

Based on the table above, it is known that the f table in the linearity test of the Consumer Satisfaction variable (X2) to the Consumer Loyalty variable (Y) is 199 and it is known that the f calculation is 1659 If $f_{\text{calculated}} < f_{\text{table}}$ or $1659 < 199$ and the sig value $> \alpha$ or $0111 > 005$, then it is said that the variable Consumer Satisfaction (X2) has a linear relationship to Consumer Loyalty (Y).

Bambang Aviantono¹, Chindy Laura²

The Impact of Product Quality and Consumer Satisfaction to Consumer Loyalty at Mc. Donald's Cut Meutia Kota Bekasi



F-Test Results

The purpose of the f test is to show how independent variables simultaneously affect the explanation of dependent variables. In this test, the computed values and the f-table can be compared. The limit for significance is 0.05. Formula for table F: $F_{table} = F(k; n - k) = F(2; 98 - 2) = F(2; 96) = 3.091$.

The significance value of Product Quality (X1) and Consumer Satisfaction (X2) to Consumer Loyalty (Y) is $0.000 < 0.05$, and for the value of f, $60.374 >$ the value of f-value table 3.091, according to the table above. As a result, Product Quality (X1) and Consumer Satisfaction (X2) have a considerable influence on Consumer Loyalty (Y) of McDonald's Cut Meutia Bekasi City because H_0 was rejected and H_a was accepted.

CONCLUSIONS AND SUGGESTIONS

Conclusions

It is possible to draw the following conclusions from the analysis of the study and discussion given in the previous chapter:

1. There is a positive and significant relationship between the variable Product Quality (X1) and Consumer Loyalty (Y) at McDonald's Cut Meutia Bekasi City.
2. There is a positive and significant relationship between the variable Consumer Satisfaction (X2) and Consumer Loyalty (Y) in Scarlett products in Bekasi City.
3. There is a positive and significant relationship between the variables of Product Quality (X1) and Customer Satisfaction (X2) and consumer buying interest (Y) at McDonald's Cut Meutia Bekasi City.

Suggestions

Based on the results of research and discussion on the quality of McDonald's Cut Meutia Products and Consumer Satisfaction, the research provides suggestions to be able to improve the quality of McDonald's products and better McDonald's Customer Satisfaction in the following ways:

1. Based on the analysis, it is known that product quality and consumer satisfaction together have a positive and significant influence on consumer satisfaction at McDonald's Cut Meutia in Bekasi. Therefore, the company should continue to continue and improve the quality of good products, so that consumers remain consumers who are always satisfied with the company.
2. For future researchers who want to research the influence of product quality on consumer satisfaction, researchers should conduct research in different places both in institutions and other companies.



REFERENCES

- Andi, Ibrahim. (2017). *Strategi Perpustakaan terhadap Peningkatan Minat Kunjungan Pemustaka Perpustakaan di Perpustakaan UIN Allaudin Makasar*. Jurnal Ilmu Perpustakaan, Informasi Perpustakaan dan Kearsipan, Vol 5 no.2
- Aprileny, I., Wati, W., & Emarawati, J. (2020). *Pengaruh Kualitas Pelayanan, Kepuasan Konsumen dan Promosi Terhadap Loyalitas Pelanggan The Media Hotel & Towers Jakarta*. 17 (2). <https://doi.org/10.36406/jam.v17i02.330>
- Bagio, Joko. (2019). *Pengaruh Kualitas Produk, Kualitas Pelayanan, dan Harga Terhadap Kepuasan dan Loyalitas Konsumen (Studi pada Konsumen Geprek Bensu Rawamangu*. Jurnal Akuntansi dan Manajemen. (16) 1. <https://doi.org/10.36406/jam.v16i01.271>
- Bitner, M.J. dan Zeithaml, V.A. (2003). *Service Marketing (3rd ed)*, Tata McGraw Hill, New Delhi.
- Ernawati, D. (2019). *Pengaruh Kualitas Produk, Inovasi Produk, dan Promosi terhadap Keputusan Pembelian Produk Hi Jack Sandals Bandung*. Jurnal Wawasan Manajemen, (7) 1. <https://doi.org/10.20527/jwm.v7i1.75>
- Ghozali, Imam. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS Ed. 10*. Semarang: Badan Penerbit Universitas Diponegoro. 26
- Hasan, Irmayanti. (2011). *Manajemen Operasional Perspektif Integratif*. Malang: UIN Maliki Press.
- Indrasari, M. (2019). *Pemasaran dan Kepuasan Pelanggan*. Surabaya: Unitomo Press.
- Kotler, P., & Amstrong, G. (2016). *Dasar-dasar Pemasaran Jilid 1 (kesembilan ed.)*. Jakarta: Erlangga.
- Kotler, P., Bowen, J., & Makens, J. (2017). *Marketing for Hospitality and Tourism. 5th Edition*. New Jersey: Pearson Prentice Hall.
- M. R. Fauzi and K. Mandala (2016). *Pengaruh Kualitas Pelayanan, Kualitas Produk, Dan Inovasi Produk Terhadap Kepuasan Untuk Meningkatkan Loyalitas Pelanggan*. E-Jurnal Manaj. Univ. Udayana, vol. 8, no. 11, p. 6741, doi: 10.24843/ejmunud.2019.v08.i11.p18.1-13. <https://doi.org/10.51977/sainsm.v5i1.1007>
- Rahmayanty, Nina. (2013). *Manajemen Pelayanan Prima: Mencegah Pembelotan dan Membangun Customer Loyalty*. Jakarta: Graha Ilmu.

Bambang Aviantono¹, Chindy Laura²

The Impact of Product Quality and Consumer Satisfaction
to Consumer Loyalty at Mc. Donald's Cut Meutia Kota Bekasi



- Sembiring, Ivo Pangarapen. (2021). *Pengaruh Kualitas Pelayanan, Kualitas Produk Dan Serviscape Terhadap Loyalitas Pelanggan Di Mcdonald Ringroad Medan*. Medan : Universitas Medan Area.
- Sopiah & Sangadji, Etta Mamang. (2016). *Salesmanship (Kepenjualan)*. Jakarta: PT Bumi Aksara.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: PT Alfabet.
- Wijayanti, Y., Andari, N., & Hasanah, L. (2021). *Kualitas Produksi dan Loyalitas Konsumen*. (3) 2. <http://dx.doi.org/10.30872/plakat.v3i2.6742>

Bambang Aviantono¹, Chindy Laura²

The Impact of Product Quality and Consumer Satisfaction
to Consumer Loyalty at Mc. Donald's Cut Meutia Kota Bekasi