



The Influence of McDonald's Application on Consumer Satisfaction and Purchasing Decisions among Students in Bandung City

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ABSTRACT

This research aims to explore the impact of the McDonald's application on satisfaction and purchasing decisions among Bandung City students. The application is considered a symbol of the company's adaptation to technological advances and digitalization in the modern era. The research method applied was descriptive-quantitative, with data collection using questionnaires, involving 109 Bandung City students as respondents. The research results concluded that the McDonald's application had a significant role in influencing student satisfaction and purchasing decisions. The application of technology through applications creates a satisfying experience for consumers, having a positive impact on purchasing decisions. These findings highlight the need for companies to adapt to technological developments to meet consumer expectations, especially among digitally active students. In conclusion, the McDonald's application plays a positive role in creating satisfaction and influencing student purchasing decisions in Bandung City.

Keywords: Applications, Satisfaction, Purchase Decisions, Students, Digitalization



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INTRODUCTION

Along with the development of technology and current conditions that are entering the digital era, it certainly brings changes to people's activities and lives. Increasingly advanced technology makes people need to adapt. This also affects the business world where consumers want practical and fast services. According to Vashty Ghassany Shabrina (2019), the digital revolution has an influence on marketing and consumer behavior and technology also makes a major contribution to gaining profits and retaining consumers.

In January 2021, the number of internet users in Indonesia had reached 202.6 million, covering 73.7% of the population. The results of the We Are Social survey in April 2021 showed that internet users in Indonesia who used online services reached 88.1%. Bandung as one of the best student cities in the world according to QS 2022 which is ranked 120th in the world and with a total score of 39.4 certainly has a large number of students. It is recorded in the West Java Province book that in 2021 the number of students in the city of Bandung was 79,194 students. Students who are dominated by Generation Z and millennials certainly want something practical and fast.

Howe and Strauss (Howe & Strauss, 2000) first introduced the term "millennial". In their view, the millennial community consists of individuals born in 1982. Some argue that the Millennial Generation includes individuals born between 1980-2000, also known as Generation Y. Millennials naturally have the ability to master technology, including the ability to multitask using digital devices (Zis, 2021; Sazali, 2020). Unlike Millennials, Generation Z is a group of individuals born between 1995 and 2010. They are often referred to as the Net Generation or Internet Generation. This is because Generation Z was born when the internet was starting to be widely used and growing rapidly. According to SIRCLO (2019) Generation Z is able to adapt to technological developments, making it easier for them to interact with the brands they like.

In addition, research conducted by Nielsen revealed that as many as 95% of Indonesians have a tendency to buy fast food. This high percentage encourages food companies to develop online food delivery services, currently known as Online Food Delivery (OFD), to provide convenience and practicality to consumers.

Mc Donald's certainly sees this change in consumer behavior and they are trying to retain their consumers in this digital era. Mc Donald's developed an application to do marketing and also make it easier for consumers to purchase their products. This application is certainly utilized by students who are consumers of Mc Donald's. taken from the official website of Mc Donald's (www.mcdonald's.co.id) currently there are 10 branches spread across the city of Bandung.

Research on students in Bandung City who actively use the McDonald's application can be an interesting research topic. The development of technology and the entry of the digital era are expected to have an impact on the behavior of McDonald's application users, especially among students in Bandung City. The use of the McDonald's application by consumers, especially students, can provide a new experience in the process of ordering McDonald's products. In addition, the influence of attractive promos available in the application is also expected to influence purchasing decisions (Efawati, 2016; Rifaturrahman et al., 2024; Efawati & Chaniago, 2017). With this research, it is expected to not only provide a deeper understanding of the impact of the McDonald's application on the level of consumer satisfaction and purchasing decisions. More than that, this research is expected to be a meaningful contribution in improving the quality of McDonald's, both in the context of marketing strategy and in meeting overall consumer satisfaction.

LITERATURE REVIEW

Research covering the impact of McDonald's application utilization on consumer satisfaction levels and purchasing decisions requires a deep understanding of various relevant theories. Through this literature review, the main objective is to comprehensively explain the knowledge that has been collected around the various related variables, so as to provide a strong basis for analyzing in detail the research topic that has been identified.

Application

An application is a software that has been specifically designed to execute instructions given by the user, aiming to provide convenience and efficiency in its use. This software has the ability to perform various tasks, according to user needs, thus enabling more effective interaction between humans and technology (Chaniago, 2022). According to Jogiyanto (1999,12) Application is the use in a computer, instructions or statements that are arranged in such a way that the computer can process input into output.

An application is a tool that allows users to take various inputs, process them according to predefined rules, and produce useful outputs (Efawati, 2023). In a business context, applications can also be an important tool for achieving specific goals, such as improving operational efficiency, achieving greater market share, or increasing customer engagement. Many companies develop applications specifically for these purposes (Efawati, 2021; Chaniago, 2023).

Satisfaction

Satisfaction is a response or reaction that arises from individual customers as a result of a comparison between their previous expectations and the reality or experience they have when interacting with a particular product or service.

According to Kotler (2000) Satisfaction is defined as a positive or negative feeling felt by someone after comparing the performance or results of a product with their expectations. If the product fails to meet consumer expectations, the consumer will be dissatisfied. Conversely, if the product can meet consumer expectations, the consumer will be satisfied. According to Rangkuti (2002) Customer satisfaction refers to the customer's response to the discrepancy between the level of importance they have previously expected and the actual performance they feel after using a product or service.

This concept is often expressed in the common phrase, "The customer is king," which is a principle that is highly emphasized in the business world. Every company, without exception, prioritizes achieving customer satisfaction as one of the most important elements in their strategy (Chaniago & Efawati, 2022; Efawati & Juhandi, 2020).

Customer satisfaction plays a very crucial role in maintaining customer loyalty, namely ensuring that customers continue to choose and interact with the company rather than switching to competitors. By creating a high level of satisfaction, companies can secure their business relationships with customers and prevent customers from looking for other alternatives that may be available.

Buying decision

Purchasing decision is a phase that involves the process of assessment and consideration carried out by consumers to determine whether they will take steps to purchase the product or service being considered or, conversely, they will choose not to do so (Munandar & Efawati, 2020). In this process, consumers will conduct a thorough

evaluation of various aspects, including product value, personal needs, preferences, and economic considerations, before they finally make a decision. According to Olson (in Sangadji, 2013:332) Purchasing decision is a series of problem-solving processes that involve steps such as analyzing or realizing needs and desires, seeking information, assessing selection sources for purchasing alternatives, making purchasing decisions, and involving post-purchase behavior. According to Tjiptono (2014:21) The purchasing decision process is a step in which consumers identify problems, seek information related to certain products or brands, and evaluate the extent to which each alternative can meet their needs. Furthermore, this process guides them towards making a purchasing decision. According to Ebert and Griffin (2014), Consumer purchasing decisions can be made based on rational motives, emotional motives, or a combination of both.

From the various expert opinions, it is concluded that the consumer purchasing decision process is a series of steps involving a comprehensive evaluation of various factors, including product value, personal needs, preferences, and economic considerations. Consumers carry out a series of stages, such as identifying needs and desires, seeking information related to a particular product or brand, assessing selection sources for purchasing alternatives, and making a purchasing decision. After a purchasing decision is made, consumers can experience post-purchase behavior. The approach to purchasing decision making can be rational, emotional, or a combination of both, as explained by Ebert and Griffin. This entire process reflects the complexity of the psychological dynamics and consumer behavior.

Framework

By referring to various existing references and assumptions, the researcher details and formulates a research framework as follows.

H1= The use of the McDonald's application has a significant impact on the level of satisfaction and consumer purchasing decisions among students in Bandung City.

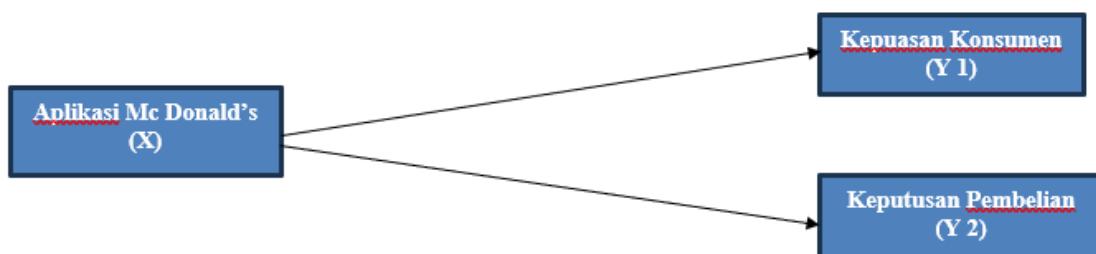


Figure 1. Relationship between variables

RESEARCH METHODS

This study applies a quantitative descriptive method, which aims to describe real phenomena in detail using data in the form of numbers. The stages of the methodology include data collection to interpretation, presentation, and analysis of data results. The population group that is the focus of the study is students in the Bandung City area. The sample selection approach was carried out using the purposive sampling method, where sample selection is based on certain identified criteria. The object of this study was targeted at respondents who were part of the student community in Bandung City and had used the McDonald's application. The number of participants involved in this study

reached 109 individuals, and the data collection process was carried out through the implementation of an online survey using a questionnaire as the main instrument.

The main variable focused in this study is the McDonald's application, which is identified as an independent variable. In addition, satisfaction and purchasing decisions are considered as dependent variables that are the main focus in the research framework. The data that has been successfully collected will undergo in-depth analysis using descriptive statistical methods and regression analysis. This analysis aims to explore the extent to which the McDonald's application influences the level of satisfaction and purchasing decisions among consumers.

The main objective of this study is to explore and gain a deeper understanding of the impact of the McDonald's application on the level of satisfaction and purchasing decisions among students in Bandung City. Thus, this study is directed to provide a more comprehensive insight into the role of the McDonald's application in shaping consumer behavior in the campus environment.

RESEARCH RESULTS

The following are the demographic data obtained from 109 respondents:

Table 1. Respondent Demographics

Description	Demographic	Frequency	Presentation
Gender	Male	49	45%
	Female	60	55%
College	Public	72	66,1%
	Private	37	33,9%
Study Program	Business Administration	32	29,4%
	Medicine	3	2,8%
	Law	3	2,8%
	Urban And Regional Planning	5	4,6%
	Civil Engineering	2	1,8%
	Fmipa	3	2,8%
	Informatics	3	2,8%
	Environmental Infrastructure	4	
	Engineering		3,7%
	Indonesian Literature	7	6,4%
	Accounting	4	3,7%
	Tourism	1	0,9%
	Public Relations	2	1,8%
	Midwifery	1	0,9%
	Economics And Business	9	8,3%
	Psychology	6	5,5%
	International Relations	5	4,6%
	Mechanical Engineering	2	1,8%
	Pharmacy	3	2,8%
	History Education	5	4,6%
	Art And Design	4	3,7%
	Public Health	5	4,6%

Validity Test Results

Table 2. Validity Test Results

Variable	Question	R count	R table	Description
McDonald's App (X)	X1	0,628	0,3	valid
	X2	0,573	0,3	valid
	X3	0,542	0,3	valid
Satisfaction (Y1)	Y1	0,596	0,3	valid

	Y2	0,467	0,3	valid
	Y3	0,686	0,3	valid
	Y4	0,646	0,3	valid
	Y5	0,700	0,3	valid
	Y6	0,650	0,3	valid
Buying Decision (Y2)	Y7	0,756	0,3	valid
	Y8	0,641	0,3	valid
	Y9	0,644	0,3	valid
	Y10	0,697	0,3	valid
	Y11	0,671	0,3	valid
	Y12	0,668	0,3	valid

A measurement instrument will be considered to have good validity when the calculated "R" value exceeds the specified "R" table value. The results of the analysis show that all question items in this questionnaire have a correlation ranging from 0.4 to 0.7, indicating that all questionnaire items can be considered valid.

Reliability Test Results

Table 3. Reliability Test Results

Variables	Cronbach's Alpha	Description
McDonald's App (X)	0,793	Reliable
Satisfaction (Y1)	0,793	Reliable
Buying Decision (Y2)	0,853	Reliable

Furthermore, the reliability test for the three variables showed a figure above 0.7 reflecting a high level of reliability. Thus, this questionnaire measuring instrument can be considered suitable for use for the purposes of this study, because it has an adequate level of validity and reliability.

Regression Test Results

Table 4. Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.692 ^a	.478	.473	5.404

a. Predictors: (Constant), Aplikasi McDonald's (X)

The table presented provides information on the R Square value, which plays a role in measuring the extent to which the McDonald's application contributes to consumer satisfaction and purchasing decisions. Based on the test results, it was found that the coefficient of determination or R Square reached 0.478. This means that around 47% of consumer satisfaction and purchasing decisions can be explained by the McDonald's application, while the remaining 53% can be attributed to other factors not tested in this study.

Table 1. Coefficients

Model	Coefficients ^a			t	Sig.
	B	Std. Error	Beta		
1 (Constant)	18.368	3.191		5.756	.000
Aplikasi McDonald's (X)	2.493	.252	.692	9.905	.000

a. Dependent Variable: Kepuasan & Keputusan Pembelian (Y)

Through the data contained in the table above, it can be concluded that there is a constant value that reaches 18.368. This constant value indicates that if the McDonald's application is not available, the value of consumer satisfaction and purchasing decisions will remain at 18.368. Furthermore, the regression coefficient value for the McDonald's application shows a figure of 0.692 and its significance reaches 0.000 which is smaller than the significance limit value of 0.005.

The results provide an interpretation that the McDonald's application has a significant influence on user satisfaction and purchasing decisions. In other words, every one-unit increase in the McDonald's application will be followed by an increase of 0.692 in consumer satisfaction and purchasing decisions. The low significance value (0.000) indicates that this relationship is not just a coincidence, but does have a statistically significant impact. Therefore, it can be concluded that the existence of the McDonald's application makes a significant contribution to increasing consumer satisfaction and purchasing decisions. And based on this, the regression formula is obtained, namely:

$$Y = 18,368 + 0,692X$$

Regression Test Results

The results of the hypothesis analysis show that the regression coefficient value for the McDonald's application feature variable shows a significant positive impact with a value of 0.000. This means that the availability of the McDonald's application has a positive influence that can be statistically considered significant on consumer satisfaction and purchasing decisions. Therefore, it can be concluded that the alternative hypothesis (H1) which states "McDonald's application has an influence on consumer satisfaction and purchasing decisions among students in Bandung City" can be accepted.

On the other hand, the null hypothesis (H0) stating that there is no influence of McDonald's app on consumer satisfaction and purchasing decisions, is rejected based on the results of the hypothesis test which show a significant influence. Thus, this finding provides empirical support for the claim that the availability of McDonald's app features positively influences consumer satisfaction and purchasing decisions in the context of this study.

DISCUSSION

This study has the main objective to explore the impact of the use of the McDonald's application on the level of satisfaction and purchasing decisions among students in Bandung City. In this effort, the results of the study indicate that the McDonald's application significantly influences both consumer satisfaction and purchasing decisions among students in Bandung City, and its contribution reaches 47%. Within the framework of this study, the McDonald's application appears as a means that provides convenience in ordering products. In addition, this application acts as an effective medium for

delivering various promotions to consumers, which can provide positive encouragement to their purchasing decisions.

In more detail, the McDonald's application opens up opportunities for consumers to order products more efficiently, by offering a variety of payment methods that can be adjusted to each consumer's preferences. This variety of payment options provides consumers with wider alternatives, increases flexibility, and ultimately has the potential to increase satisfaction levels. Therefore, the findings of this study detail that the McDonald's application, through the features it offers, not only provides convenience in the ordering process, but also plays a role in providing a variety of payment options to consumers, which overall has a positive impact on consumer satisfaction and purchasing decisions among students in Bandung City. Moreover, the McDonald's application not only offers convenience for consumers, but also provides a new experience in purchasing products using the application

CONCLUSION

This study revealed that the McDonald's application has a significant impact, reaching 47%, on the level of consumer satisfaction and purchasing decisions among students in Bandung City. This finding reflects McDonald's success in adapting to technological advances and the current era of digitalization. This application is an effective channel in meeting the expectations and needs of students, especially Generation Z and Millennials who are known as "tech-savvy" individuals who want practical and fast experiences in transactions.

The research subjects, namely students in Bandung City, have their own characteristics because the majority consist of generation Z and Millennials. This generation tends to have a high preference for technology and the value of ease in transactions. Thus, McDonald's success in understanding and adapting to consumer behavior among students, as seen from the positive impact of its application, shows the company's suitability to dynamic market demands.

It is expected that the findings of this study can provide in-depth and valuable guidance for companies, especially in developing marketing strategies that are not only effective but also highly relevant to consumer preferences among students. The introduction of the right marketing strategy can play a crucial role in increasing the attractiveness of a company's products or services, as well as strengthening the company's position in a competitive market.

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