

**THE INFLUENCE OF PROMOTION, PRODUCT INNOVATION AND SERVICE
QUALITY ON CUSTOMER SATISFACTION AT McDONALD'S
SLAMET RIYADI SURAKARTA**

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Abstract: *This research intined to determine promotion, product innovation and service quality simultaneously or partially on customer satisfaction at McDonald's Slamet Riyadi in Surakarta City. This kind of research is quantitative, with population of all consumers who have purchased and consumed McDonald's at Slamet Riyadi Surakarta City, the sampling technique make use of purposive sampling technique. Sample amount 100 respondents. Methods of data analysis utilize multiple linear regression analysis. Results the show promotion, product innovation and service quality have a simultan and significant effect on customer satisfaction. Whereas in the t test promotion does not have a significant effect on customer satisfaction, product innovation has a positive and significant effect on customer satisfaction, and service quality has a positive and significant effect on customer satisfaction.*

Keywords: *promotion, product innovation, service quality and customer satisfaction*

1. Introduction

Bussiness development in current era of globalization in increasing. Companies are inseparable from existing competitio, companies are required to make marketing strategis, provide quality services, innovate products and promote widely so that they can be known and in demand. In this way the company can perfect the marketing strategy. The development of the fast food business is one of the interesting phenomena to discuss in the current era of globalization which requires companies to be able to create customer satisfaction. By (Kotler and Keller, 2016: 78) consumer satisfaction is consumer's sense of disappointment or pleasure when comparing expectations with perceived results or performance. The company guarantees consumer satisfaction, because consumers play an important role in business. Consumer satisfaction occurs when consumers are satisfied with the product they receive and in accrodance with their expectations (Hamzah dan Ariesta, 2022).

The company launches promotions in an effort to capture consumers attention. Promotion primary goal is to encourage consumers to make purchases. (Fauzi, *et al.*, 2019) sales promotion occurs when there is interaction between producers and consumers, so through promotion it can win new customers and retain old customers. Tjiptono (2014: 387) Promotion is a component of marketing with the aim of informing, educating and dealing with consumers about goods and services.

Companies with the advantages they have are able to compete by innovating their products. Innovation is important to increase productivity, expand market share and form a corporate image (Hamzah dan Ariesta, 2022). According to Kotler and Armstrong (2016: 454) product innovation is a process that starts with ideas, new discoveries and the development of a new market and influences one another

Service quality provides a strong impetus to consumers and has a good impact on the company. (Dewi, *et al.*, 2021) service quality is very important starting from communication, courtesy towards consumers and how to dress so that consumers feel comfortable and satisfied when visiting. Maintaining the quality of service needs to be done in order to retain consumers to avoid displacement. According to Abdullah and Tantri (2014: 44) service quality is the aggregate and characteristics from a item or service that sway its capability to satiate be avowed or implicit needs.

Fast food is now often found in Indonesia, McDonald's is one of the fast food restaurants that are in great demand because of its more varied innovations, which has become a special attraction. McDonald's promotion strategy by cooperating with Korean artists to collaborate is able to attract the attention of consumers, this promotion if of course adjusted to the target market. McDonald's has made various changes, one of which is in self ordering service technology where consumers place orders offline and make payments independently without having to go to the order counter. The services provided not only offline but online in the McDonald's Slamet Riyadi delivery order application through the grab food and go food application have a low rating because when they receive the order they are dissatisfied with the packaging and incomplete when they take it home, so the service is very good. Service provided online will continue satisfaction for consumers.

2. Research Method

The study is quantitative research. The research was conducted at McDonald's Slamet Riyadi Surakarta City in November 2022 – Januari 2023. Research population is all consumer who have a get and ingest McDonald's product at Slamet Riyadi, Surakarta City and are more than 17 years old with a purposive sampling technique. The sample taken is 100 respondents. In the distribution of questionnaires filled out by respondents have purchased and consume McDonald's at Slamet Riyadi Surakarta City.

3. Results and Discussion

3.1. Results

Classic Assumtion Test

The classic assumption test aims to find out whether there is data obtained from the questionnaire which shows actual and unusual conditions so that it is feasible to be tested. The classic assumption test includes :

Normality Test Results

Table 1
Normality Test

Variable	<i>Kolmogorov-Smirnov</i>	Asymp. Sig	Information
Unstandardized residual	1,256	0,085	Normal data distribution

Source : Processed primary data, 2023

The Kolmogorov Smirnov test result show an Asymp Sig value of $0,085 > 0,05$ so that the data has a normal ditribution.

Multicollinearity Test

Table 2
Multicollinearity Test

Variable	<i>Tolerance</i>	VIF	Informatin
Promotion	0,367	2,726	Multicollinearity Does Not Occur
Product Innovation	0,409	2,445	Multicollinearity Does Not Occur
Service Quality	0,382	2,615	Multicollinearity Does Not Occur

Source : Processed primary data, 2023

The test result above show that the VIF value of the promotion variable is 2,726, The VIF value of the product innovation variable is 2,445 and the VIF value of service quality is 2,615 all of which are < 10 so there are no symptoms of multicollinearity.

Heteroscedasticity Test

Tabe 3
Heteroscedasticity Test

Variable	Sig	Information
Promotion	0,254	Heteroscedasticity Does Not Occur
Product Innovation	0,585	Heteroscedasticity Does Not Occur
Service Qualitv	0.427	Heteroscedasticity Does Not Occur

Source : Processed primary data, 2023

The result of the heteroscedasticity test in the table above show that the significant values of all variables are more than 0,05. So that in the regression model there is no heteroscedasticity.

Multiple Linear Regression Analysis

Table 4
Multiple Linear Regression Analysis

Variabel	B	T _{count}	Sig
(Contant)	2,445	2,316	0,023
Promotion	0,126	1,666	0,099
Product Innovation	0,308	3,997	0,000
Service Quality	0,245	3,491	0,001

Source : Processed primary data, 2023

$$Y = 2,445 + 0,126 X_1 + 0,308 X_2 + 0,245 X_3 + e$$

Interpretation :

- The constant value of 2,445 shows that all variables if considered constant (0) then customer satisfaction increases 2,445.
- The value of coefficient ($\beta_1 = 0,126$) promotion is positive if product innovation and service quality are considered constant, increased promotion results in increased consumer satisfaction by a ratio of 1 : 0,126.
- The value of coefficient ($\beta_2 = 0,308$) product innovation is positive if promotion and service quality are considered constant, an increase in product innovation results in increased customer satisfaction by a ratio of 1 : 0,308.
- The value of coefficient ($\beta_3 = 0,245$) service quality is positive if promotion and product innovation are considered constant improving service quality result in increased customer satisfaction by a ratio of 1 : 0,245.

Test F

Table 5

Test F

Variable	F _{count}	F _{table}	Sig	Information
(Constant)				
Promotion	58,916	2,70	0,000	H ₀ Rejected H _a Accepted
Product Innovation				
Service Quality				

Source : Processed primary data, 2023

The result of the F test show that the value of F_{count} is 58,916 > 2,70 with a significant level of 0,000 < 0,05 so that H₀ is rejected and H_a is accepted, which means that promotion variables, product innovation and service quality simultaneously and significant affect consumer satisfaction.

t Test

Table 6

t Test

Variable	T _{count}	T _{table}	Sig	Information
Promotion	1,666	1,984	0,099	H ₀ Accepted H _a Rejected
Product Innovation	3,997	1,984	0,000	H ₀ Rejected H _a Accepted
Service Quality	3,491	1,984	0,001	H ₀ Rejected H _a Accepted

Source : Processed primary data, 2023

- The value of T_{count} < T_{table} is equal to 1,666 < 1,984 with significant value 0,099 > 0,05 meaning that promotion has no significant againts consumer satisfaction.
- The value of T_{count} > T_{table} is equal to 3,997 > 1,984 with significant value 0,000 < 0,05 meaning that product innovation has a significant against customer satisfaction.
- The value of T_{count} > T_{table} is equal to 3,491 > 1,984 with significant value 0,001 < 0,05 meaning that service quality has a significant against customer satisfaction.

Coefficient of Determination (R^2)

Table 7
Coefficient of Determination

R	R Square	Adjusted R Square
0,805	0,648	0,637

Source : Processed primary data, 2023

It's known that the Adjusted R Square is equal to 0,637 or 63,7%. Coefficient of determination promotion, products innovation and service quality on consumer satisfaction, while the rest is equal to 36,3% influenced by other variable such as product quality, brand image and so forth.

3.2. Discussion

a. The effect of promotion, product innovation and service quality on consumer satisfaction at McDonald's Slamet Riyadi Surakarta.

$F_{count} > F_{table}$ (58,916 > 2,70) then H_0 is rejected and H_a is pass so that promotion, product innovation and service quality simultane influence consumer satisfaction at McDonald's Slamet Riyadi Surakarta. This shows that promotion and service quality can have a big impact on McDonald's. So that promotion, product innovation and service quality are well maintained, it will increase customer satisfaction.

b. The effect of promotion on consumer satisfaction at McDonald's Slamet Riyadi Surakarta.

T_{count} test results $1,666 < T_{table}$ 1,984 and a significant value of $0,099 > 0,05$ that promotion has no significant effect on customer satisfaction at McDonald's Slamet Riyadi Surakarta. The result is that this research is not in accordance with the previous one (Fauzi, *et al.*, 2019) partialy promotions have a positive and significant effect on consumer satisfaction. However this research is supported by (Jannah, *et al.*, 2022) that partially promotions do nay have a influence significant effect on consumer satisfaction. Which resulted in promotion offered by McDonald's such as a advertisements showing discounts and vouchers and direct offers not attracting the attention of consumers, because currently there is business competition in the field of fast food in Surakarta which is for a similar promotion carried out by McDonald's.

c. The effect of product innovation on consumer satisfaction at McDonald's Slamet Riyadi Surakarta.

T_{count} in the amount of $3,997 > T_{table}$ 1,984 and significant value of $0,000 < 0,05$ meaningful that product innovation positive and significant influence customer satisfaction at McDonald's Slamet Riyadi Surakarta. The results of this study are in line with previous research conducted (Afriyani and Muhajirin, 2021) and (Ernawati and Kurniati, 2020) that product innovation partially has a significant effect on consumer satisfaction. This shows that product inovation can have a big impact o McDonald's because the higher the innovation, the higher the level of customer satisfaction. The innovations carried out by McDonald's so far seem to be a mainstay of what is carried out by McDonald's periodically implementing products in both its food and drinks. New menu innovations were made by McDonald's by preserving Indonesian culinary delight such as klepon cake, rica-rice chicken rice McD, ayam gulai McD and nasi uduk McD, innovations were also made to its beverage product McCafe. McDonal's is able to seize

current market opportunities such as cooperating with a South Korean boy band named BTS with their collaboration menu called BTS Meal.

d. The effect of service quality on customer satisfaction at McDonald's Slamet Riyadi Surakarta.

t test results is T_{count} value of 3,491 > T_{table} 1,984 and a significant value of $0,001 < 0,05$ which means that service quality has a positive and significant influence on customer satisfaction at McDonald's Slamet Riyadi Surakarta. Results of this study are in line with previously (Dewi, *et al.*, 2021) and (Fauzi, *et al.*, 2019) service quality partially has a significant effect on customer satisfaction. This shows the service quality is needed in fulfilling the desires or satisfaction of consumers. Therefore service quality is the company's main focus to retain consumers. The service provided by McDonald's in conjunction with both services through outlets such as ordering independently on self-ordering machines, drive thru and service when making purchases on delivery order application are carried out properly which are oriented to satisfying consumers. The element of speed, accuracy in service quality is really a concern after being controlled to be at the established service standards.

4. Conclusion

- a. Result F test, it is noted that promotion, product innovation and service quality have a joint effect on customer satisfaction at McDonald's Slamet Riyadi Surakarta.
- b. Promotion has no significant effect on customer satisfaction at McDonald's Slamet Riyadi Surakarta.
- c. Product innovation has a positive and significant effect on customer satisfaction at McDonald's Slamet Riyadi Surakarta.
- d. Service quality has a positive and significant effect on customer satisfaction at McDonald's Slamet Riyadi Surakarta.
- e. Test results for the coefficient of determination (R^2) were obtained 0,637 or 63,7%. meaningfully the coefficient determination promotion, product innovation and service quality on consumer satisfaction is 63,7% while the rest 36,3% be affected other variables such as product quality, brand image, etc.

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