

ABSTRACT

Currently there are many businesses that are engaged in culinary fields such as restaurants and fast food restaurants. One of the most popular fast food restaurants is McDonald's. According to Namin (2017), customer satisfaction in the fast food restaurant industry can be measured through service quality, food quality and price value ratios that can influence behavioral intentions. In this study, researchers were interested to see the effect of Service Quality, Food Quality, and Price Value Ratio on Customer Satisfaction, and the Effect of Customer Satisfaction on Behavioral Intention on McDonalds Fast Food Restaurants.

The population of this study are customers who have purchased and consumed McDonald's at outlets throughout Indonesia. For this reason, the Cochran formula was used to obtain the number of samples and a total sample of 400 respondents was obtained, by distributing questionnaires in the form of Stratified Random Sampling. The survey to respondents was conducted through Google Form. Data is processed using the Structural Equation Model (SEM) using SmartPLS.

Based on data processing with SmartPLS, it was found that Customer Satisfaction has a positive and significant influence on customer Behavior Intention at McDonald's. It was also found that Service Quality had a positive and significant effect on Customer Satisfaction at McDonald's. In addition, it was found that Service Quality, Food Quality, and Price Value Ratio had a positive and significant effect on Customer Satisfaction at McDonald's. Thus, there is a mediating effect from Customer Satisfaction that mediates the effect on the Behavior Intention. The researcher suggests that in subsequent studies to conduct research in various other companies, so that research results can be generalized to a wider audience.

Keywords: behavioral intention, customer satisfaction, fast food, sem, service performance, mcdonalds