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## The Influence of Product Quality, Service Quality, and Store Atmosphere on Purchasing Decisions McDonald's Indonesia

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### ABSTRACT

The development of globalization has led to the development of fast-food restaurants in the world, one of which is McDonald's, which is currently growing rapidly in Indonesia. As a large fast-food restaurant, McDonald's offers various aspects to maintain customer satisfaction. Products, services, and outlets are aspects offered by McDonald's Indonesia. Therefore, this research focuses on the impact of product quality, service quality, and store atmosphere on purchasing decisions at McDonald's Indonesia. The population of this study is people who have made purchases at McDonald's Indonesia with a total sample obtained through distributing questionnaires, namely 413 respondents. Sampling was carried out using the convenience sampling method with respondents who met the criteria, and the data was processed using SMARTPLS version 4 and SPSS software. The results showed that product quality, service quality, and store atmosphere had a positive and significant effect on McDonald's Indonesia's purchasing decisions partially and simultaneously.

### INTRODUCTION

Globalization is one aspect that helps the growth of the food and beverage business globally. People can access foods imported from abroad. One type of food and beverage business that is popular with people around the world is fast food. The development of the fast-food restaurant business is currently growing very rapidly worldwide. McDonald's is one of the fast-food brands with the largest brand value. In 2019, McDonald's had a brand value of US\$130.4 billion or around Rp1.8 trillion. The large selection of fast-food restaurants in Indonesia makes business competition in this sector quite intense. As in the results of the Goodstats survey, McDonald's Indonesia is in second place after KFC as the fast-food restaurant of choice for people in Indonesia. There is a slight difference with the value of 1.2% between McDonald's and KFC. However, this ranking does not reflect the sales value of fast-food restaurants in Indonesia (GoodStats, 2022).

According to Statista (2023), McDonald's Indonesia has the largest sales value of fast food restaurants in Indonesia. There is a slight difference in the sales value of \$1.5 billion between McDonald's and KFC. This value suggests that there is considerable competition in the fast-food business between these two restaurants. The sales value of McDonald's Indonesia itself has fluctuated in recent years. Seeing this, McDonald's certainly has a reputation related to sales in the market and loyalty from consumers (Pusparisa, 2019). In addition, McDonald's Indonesia in 2020 experienced a decline in sales due to the implementation of restrictions to prevent Covid-19 transmission. The rules imposed by the government in preventing Covid-19 transmission have led to a decrease in consumer purchasing decisions (Alika, 2020).

CNBC Indonesia (2023) stated that McDonald's is an innovative company, given the many collaborations carried out by this restaurant, such as the latest with Korean artists, namely New Jeans, then its products are always customized based on current trends, one of which is the latest McFlurry Tiramisu Biscoff which brings one of the snacks that is currently popular with various groups, namely Biscoff biscuits. Product innovation is carried out to increase consumer interest in making purchases (Karyono, 2022). McDonald's Indonesia has improved product quality standards to maintain customer satisfaction by making various innovations (Anggita, 2023). This is in line with Tjiptono in Massie and Adare (2014) in Harjadi and Arraniri (2021) who explained that product quality is a combination of properties and characteristics that can determine how a product can meet the needs of its consumers. Maharani (2020) states in her research that product quality, service quality, price perceptions on Pizza Hut purchasing decisions. Supporting this research Segoro & Nurlita (2021) stated in their research that product quality, price, and brand image have a positive and significant influence on purchasing decisions at J.Co Donuts & Coffee Tangerang. Research by Rihayana *et al.* (2022) explains that brand image and product quality have a positive and significant influence on consumer purchasing decisions at Wiracana hand Fan Bali. This is also supported by research by Lamasi and Santoso (2022) which states that promotion and product quality have a significant influence on brand image, and brand image has a significant influence on purchasing decisions for Wardah cosmetic products.

Besides improving product quality, the service aspects provided by McDonald's are always developed to have a quality that can make consumers comfortable. McDonald's

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employees will always be willing to help consumers place orders and provide the information needed by consumers. One of the current improvements in the quality of McDonald's services is the use of Self-Service Machines that support purchasing activities. Customers can make non-cash payments directly on the machine, if they want to make a cash payment, they will be directed to the cash payment counter that has been provided. The use of this technology can reduce service time so that there is an increase in sales of up to 3 percent (Deviyana, 2019). In accordance with Wyckof's opinion in Tjiptono (2019), that service quality is the level of excellence expected and its control to fulfill the wishes of consumers (Sa'adah, 2020). Service quality has a relationship with purchasing decisions, this can be seen through the research of Utomo & Soesanto (2022) which states that service quality has a positive and significant influence on brand image, price, and purchasing decisions at Tamansari Cendekia Apartment Semarang. Based on research by Salsabila *et al.* (2022) found that product quality, brand image, and service quality have a positive and significant influence on purchasing decisions for Gacoan Noodles, especially Gacoan Noodles in Semarang City. This is in line with Silvia's research (2021), which also states that service quality positively influences purchasing decisions at the Fishing Pond and Warung Lesehan Diqqi Sidoarjo. Store atmosphere can be an aspect in designing business competition strategies. Currently, McDonald's Indonesia continues to develop the appearance and facilities of outlets to support convenience for consumers. Reporting from Kompas.com, McDonald's is a restaurant that serves fast food as an alternative food that is practical to buy, fast to get, and cheap to reach. Based on the results of Kumparan.com (2020) interviews with McDonald's consumers, this fast-food restaurant provides comfortable outlets for its consumers, one of the supporting aspects

is the qualified WiFi with fairly affordable product prices, so that it can support consumers to do activities other than eating. However, this has pros and cons, that some Indonesians think that McDonald's outlets are places to eat that are not used for studying or working, but some people think otherwise (Rahmawati, 2021). Even though the atmosphere of the outlet is crowded, there are still many buyers who come to McDonald's to carry out activities that require the internet, one of which is doing assignments or working. Consumer convenience is important for them to decide on a purchase, as researched by Rizkyani & Anggraeni (2022). It is conveyed that store atmosphere positively and significantly influences HokBen purchasing decisions. In addition, store atmosphere along with product quality, price, service quality, promotion, and packaging also simultaneously influence HokBen. In line with this research, Hakim (2023) states that store atmosphere, lifestyle, and location affect the purchasing decisions of Paddock Café consumers in Ternate City. Many aspects can encourage a purchase. According to Yusuf, a purchasing decision is a thought that encourages individuals to evaluate various options and make choices on a product from the many choices available. There are internal and external factors that can influence consumers when making purchases. As conveyed by Sutisna & Susan (2022) through their book, the internal factors of individuals in making purchasing decisions include learning, perception, attitude, personality, and values and lifestyle. As for the external factors themselves that can influence purchasing decisions, namely situational factors, reference groups, and culture or sub-culture. Products, services, and store atmosphere are aspects offered by companies to consumers. This determines the consumer's decision to purchase. Hismuddin *et al.* (2020), through their research, prove the influence of product quality, price, store atmosphere, promotion, and

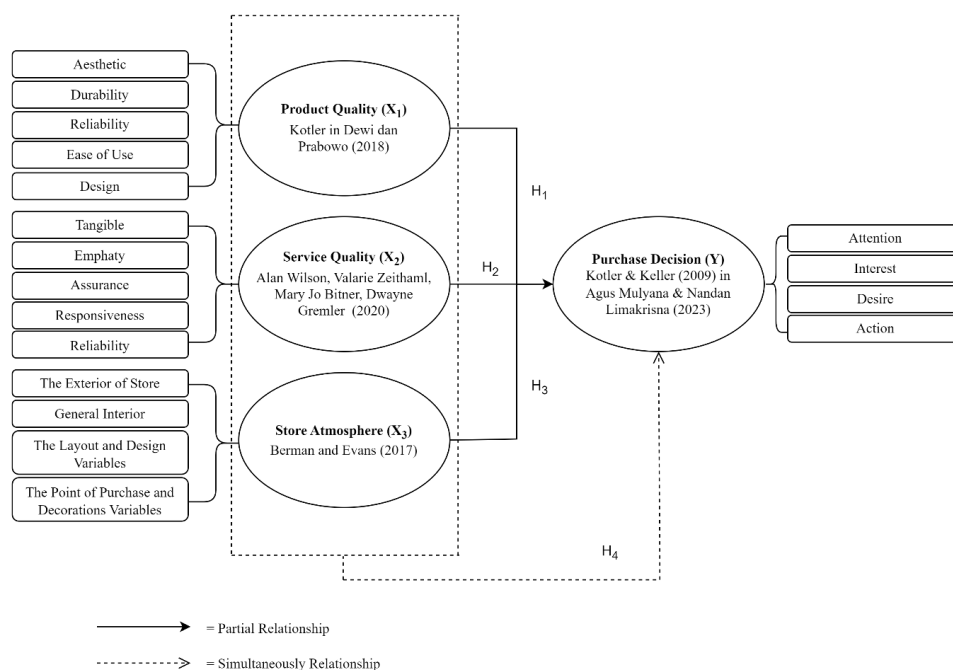


Figure 1: Conceptual Framework

service quality on purchasing decisions. In line with the research of Sutanto *et al.* (2023) which states that store atmosphere, service quality, and product quality have a positive influence on decisions.

This study focuses on conducting research on product quality, service quality, and store atmosphere on McDonald's Indonesia purchasing decisions. The following are the hypotheses of this study with the research model in Figure 1:

H1: Product quality has a positive and significant effect on McDonald's Indonesia purchasing decisions before the boycott in Indonesia.

H2: Service quality has a positive and significant effect on purchasing decisions for McDonald's Indonesia before the boycott in Indonesia.

H3: Store atmosphere has a positive and significant influence on purchasing decisions of McDonald's Indonesia before the boycott in Indonesia.

H4: Product quality, service quality, and store atmosphere have a positive and significant influence on purchasing decisions of McDonald's Indonesia before the boycott in Indonesia.

## LITERATURE REVIEW

### Product Quality

Product marketing is one of the marketing mixes offered to consumers. A product is defined as something that can be offered to the market or consumer for attention, use, or customization so that it can satisfy consumers' wants and needs (Sulistiyono, 2014).

According to Tjiptono in Massie, and Adare (2014) dalam Harjadi & Iqbal Arraniri (2021), product quality is a combination of properties and characteristics that can determine how a product can meet the needs of its consumers. According to Kotler in Dewi and Prabowo (2018), product quality is divided into 5 dimensions, including:

1. Aesthetic
2. Durability
3. Reliability
4. Ease for Use
5. Design

Product quality has an important role in consumer satisfaction, this tends to be seen when first making a purchase. As an effort to increase profits, companies are expected to provide maximum product quality to maintain satisfaction for consumers (Maharani, 2019). Good product quality can be measured by how the product can be a subject that provides something that consumers need and want (Segoro & Nurlita, 2021). The quality of a product will continue to change over time based on the expectations of the environment, needs, and desires of consumers (Rihayana *et al.*, 2022). In addition, according to Sugianto and Sugiharto (2013) that product quality is one of the main objectives for companies to have competitiveness and provide satisfaction to consumers (Vihsnu, 2023).

### Service Quality

In offering its products, the company must provide the best service to satisfy its customers. Service quality is one aspect of the judgement made by consumers. Service is one of the things offered by the company to support the products offered. As the opinion of Wyckof in Tjiptono (2019), that service quality is the level of excellence expected and its control to fulfill the wishes of consumers (Sa'adah, 2020).

Service quality is a critical element for consumer perception and satisfaction. Service quality focuses on evaluations that describe consumer perceptions in tangibles, reliability, responsiveness, assurance, and empathy (Zeithaml *et al.*, 2020). These dimensions represent how consumers organize or form information about the company's service quality in their respective minds. So that how service quality becomes an aspect that needs to be considered in providing services, because this can be a determining aspect of customer satisfaction.

### Store Atmosphere

Store atmosphere is a reflection of the atmosphere formed by the company to attract consumers. This is certainly a stimulus that has a cognitive and emotional effect on people so that a behavioral response can arise (Mamuaya, 2021). Consumer comfort due to store atmosphere can have a positive influence on consumer judgment and increase consumer attractiveness (Sutanto *et al.*, 2023).

Berman and Evans (2018) state that store atmosphere is one of the retailing mix which includes layout and atmosphere (Pambudi & Maddinsyah, 2022). A good store atmosphere can attract consumers to make purchases. This aspect is also defined by Berman and Evans (2010) as the physical characteristics of the store that provide an overview to consumers with a division of 4 dimensions, namely the exterior, general interior, the layout and design variables, and the point of purchase and decoration variables (Musso & Druica, 2019).

### Purchase Decision

Purchasing decisions are a psychological process in consumers starting with the stage of paying attention, the stage of interest, to the stage of making purchases of the products offered (Cholil, 2020). Sangadji and Sopiha (2013) state that purchasing decisions are consumer perceptions in choosing two or more alternatives. Perceptions of customer value drive consumer behaviour to make purchases by considering the value and usefulness of these goods (Manuzon, 2023). According to Kotler & Armstrong (2010), there are five indicators used to measure purchasing decisions, namely recognition of need problems, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior (Arfah, 2022).

In carrying out its marketing activities, the company designs a process to be conveyed to consumers so that product purchasing decisions occur. According to Kotler

and Keller (2009), there is a theory that aims to give messages to get attention, build interest, create interest, and produce action, this theory is abbreviated as AIDA theory (Mulyana & Limakrisna, 2023). AIDA stands for attention, interest, desire, and action.

**MATERIALS AND METHODS**

The research was prepared using rational-empirical or quantitative research methods. Research with a quantitative approach aims to test objective theories by conducting research on the relationship between variables. The type of research chosen is convenience

sampling. According to Sugiyono (2021), this type of sampling technique is that the sample is determined based on certain considerations. The population in this study are consumers who have made purchases at McDonald's Indonesia. The population of this study cannot be known with certainty, so in determining the sample, calculations were made using the Cochran formula with a sampling error of 5%. Based on these calculations, a minimum sample of 385 respondents was obtained. This questionnaire was distributed via the Google Form platform, and the questions are below.

**Table 1:** Operational Variable

Variable	Code	Statement
Product Quality (X1)	X1.1	McDonald's Indonesia products always have an aroma that increases appetite
	X1.2	McDonald's Indonesia serves a wide variety of products
	X1.3	McDonald's Indonesia products are always served in a hygienic condition.
	X1.4	McDonald's Indonesia always provides new product innovations that are based on current trends.
	X1.5	McDonald's Indonesia offers Bundling Packages that can be customized according to your wishes.
	X1.6	McDonald's Indonesia products can be customized according to your tastes
	X1.7	McDonald's Indonesia offers interesting collaboration products
	X1.8	McDonald's Indonesia offers products that are customized according to your preferences.
Service Quality (X2)	X2.1	Easy ordering through Self Service Machine at McDonald's Indonesia
	X2.2	McDonald's Indonesia employees are quick to assist you in using the Self-Service Machine.
	X2.3	McDonald's Indonesia employees are quick to help you clear the table.
	X2.4	McDonald's Indonesia employees are informative when providing the information you need.
	X2.5	McDonald's Indonesia Self Service Machine makes ordering activities fast
	X2.6	McDonald's Indonesia serves you anytime
	X2.7	McDonald's Indonesia is responsive in providing service to you
	X2.8	McDonald's Indonesia is precise in serving products according to orders
Store Atmosphere (X3)	X3.1	Availability of parking lots at McDonald's Indonesia outlets that are quite adequate
	X3.2	The exterior of McDonald's Indonesia outlets attracts you to come.
	X3.3	There are adequate Wi-Fi facilities at McDonald's Indonesia outlets
	X3.4	McDonald's Indonesia lighting makes you comfortable
	X3.5	The music served by McDonald's Indonesia makes you comfortable
	X3.6	The smell of McDonald's Indonesia outlets gives you comfort
	X3.7	The interior layout of the outlet makes it easy for you to move around.
	X3.8	There are enough tables available at McDonald's Indonesia for your use
	X3.9	There are instructions for facilities at McDonald's Indonesia
	X3.10	McDonald's Indonesia provides a cash and non-cash payment area
	X3.11	Self Service Machine displays available products so that it can support you in placing an order
Purchase Decision (Y)	Y1.1	The appearance of McDonald's Indonesia outlets is eye-catching.
	Y1.2	When you think of fast-food restaurants, you think of McDonald's.
	Y1.3	McDonald's Indonesia new products make you interested in making purchases

	Y1.4	You can do other activities inside McDonald's Indonesia outlets
	Y1.5	McDonald's Indonesia is fast in serving your order
	Y1.6	The variety of McDonald's Indonesia products can fulfill your desire to make a purchase
	Y1.7	McDonald's Indonesia is the first choice in choosing a fast-food restaurant
	Y1.8	You would still choose McDonald's Indonesia over other fast-food restaurants.

This research questionnaire uses the Likert scale method. Value 1 means Strongly Disagree, value 2 means Disagree, value 3 means Undecided, value 4 means Agree, and value 5 means Strongly Agree. The questionnaire was processed using SmartPLS 4.0 software.

**RESULTS AND DISCUSSION**

Respondents obtained after distributing questionnaires were 413 respondents. The criteria for this study are having made purchases at McDonald's Indonesia. Respondents obtained in distributing questionnaires, namely 71.4% are

female and 28.6% are male. In the age group, respondents consisted of 2.9% aged > 41 years, 8% aged 28-41 years, and 89.1% aged 12-28 years.

Convergent Validity is a value that parameterizes the measurement of indicator validity. This value can be said to be valid when the AVE value is >0.5 for each variable and indicator loading > 0.7 for each indicator. Indicator loading can still be considered when the value is between 0.4 and 0.7, but if it is below 0.4 then it needs to be removed (Hair *et al.*, 2021).

**Table 2:** Convergent Validity

Variable	Code	Loadings	Status	AVE
Product Quality (X1)	X1.1	0,716	VALID	0,572
	X1.2	0,789	VALID	
	X1.3	0,752	VALID	
	X1.4	0,799	VALID	
	X1.5	0,719	VALID	
	X1.6	0,714	VALID	
	X1.7	0,749	VALID	
	X1.8	0,807	VALID	
Service Quality (X2)	X2.1	0,755	VALID	0,622
	X2.2	0,787	VALID	
	X2.3	0,703	VALID	
	X2.4	0,849	VALID	
	X2.5	0,744	VALID	
	X2.6	0,796	VALID	
	X2.7	0,867	VALID	
	X2.8	0,795	VALID	
Store Atmosphere (X3)	X3.1	0,686	VALID	0,566
	X3.2	0,735	VALID	
	X3.3	0,682	VALID	
	X3.4	0,827	VALID	
	X3.5	0,742	VALID	
	X3.6	0,810	VALID	
	X3.7	0,826	VALID	
	X3.8	0,718	VALID	
	X3.9	0,783	VALID	
	X3.10	0,708	VALID	
	X3.11	0,739	VALID	
Purchase Decision (Y)	Y1.1	0,711	VALID	0,582
	Y1.2	0,758	VALID	
	Y1.3	0,750	VALID	

	Y1.4	0,718	VALID
	Y1.5	0,816	VALID
	Y1.6	0,843	VALID
	Y1.7	0,768	VALID
	Y1.8	0,725	VALID

Indicators with factor loading  $<0.7$ , namely indicators X3.1 and X3.3, can still be said to be valid because referring to the AVE value  $> 0.5$  can still be said to be valid. With this, referring to the factor loading and AVE values, all indicators of the variable are in accordance with the requirements of convergent validity to be considered

valid.

In conducting the reliability test, the Composite Reliability and Cronbach Alpha values are used. Research can be said to be reliable when both values are  $> 0.7$  on each variable. The following is the calculation for reliability.

**Table 3:** Discriminant Reliability

Variable	Cronbach 's Alpha	Composite Reliability (rho_c)	Status
Product Quality (X1)	0,893	0,914	Reliable
Service Quality (X2)	0,912	0,929	Reliable
Store Atmosphere (X3)	0,923	0,935	Reliable
Purchase Decision (Y)	0,897	0,917	Reliable

The calculation results above show the discriminant reliability value of the variables in the study processed using SmartPLS 4.0. The discriminant reliability value displays a reliable composite reliability and Cronbach's alpha value, this can be seen from the value listed which is  $>0.7$  which is in accordance with the reliability requirements. The simultaneous test shows how the independent variables

influence the dependent variable together. The following are the results of the simultaneous test conducted using the SPSS application to see the effect given simultaneously or simultaneously by product quality, service quality, and store atmosphere as independent variables on purchasing decisions as the dependent variable:

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9009.271	3	3003.090	404.960	$<.001^b$
	Residual	3033.049	409	7.416		
	Total	12042.320	412			

a. Dependent Variable: Y1

b. Predictors: (Constant), X3, X1, X2

**Figure 2:** Simultaneous Test

The F value in the SPSS calculation is 404.960, which is greater than the F table, namely 2.62 and the significance obtained is 0.001, this figure is smaller than 0.05. This indicates that the independent variables in this study simultaneously affect the dependent variable, namely purchasing decisions.

formulation of existing problems or has been formulated in research (Sugiyono, 2021). Hypothesis testing is carried out by considering the t-statistic value and the t-table value provided that if the t-statistic value  $\geq$  t table, then  $H_0$  is rejected and  $H_a$  is accepted, but if the t-statistic value  $\leq$  t table, then  $H_0$  is accepted and  $H_a$  is rejected.

Hypothesis is defined as a temporary answer to the

**Table 4:** Result of Hypothesis Test

Hypothesis	Variable	Original Sample (O)	T Statistic ( o/STDEV )	P Values	Status
H1	Product Quality (X1) → Purchase Decision (Y)	0,209	3,072	0,002	Positive and Significant
H2	Service Quality (X2) → Purchase Decision (Y)	0,245	3,534	0,000	Positive and Significant
H3	Store Atmosphere (X3) → Purchase Decision (Y)	0,480	7,161	0,000	Positive and Significant

Based on the results of hypothesis testing, the t-table value is 1.96 for each hypothesis. Based on the above calculations, it is found that  $H_1$  is acceptable because it has a t-statistic value greater than the t-table,  $H_2$  is acceptable because the t-statistic value is greater than the t-table, and  $H_3$  is acceptable because the t-statistic value is greater than the t-table.

This study aims to determine the effect of product quality, service quality, and store atmosphere variables on the dependent variable, namely the McDonald's Indonesia Purchasing Decision. Through distributing questionnaires, 413 respondents were obtained who met the criteria. The characteristics of the respondents are classified by gender and age. Research respondents were dominated by women with a value of 71.4% for gender groups and dominated by the age group 12-28 years with a value of 89.1% for age groups.

The calculation results for hypothesis  $H_1$  show that the hypothesis can be accepted, this can be seen through the obtained t-statistic value for  $H_1$ , which is  $3.072 > 1.96$ , path coefficient of 0.209, and p-values of  $0.002 < 0.05$ , it can be concluded that  $H_1$  is accepted and has a positive and significant effect. Angelika & Lego's research (2022) which has been conducted previously has proven that product quality has a positive and significant influence on purchasing decisions.

The results of the hypothesis calculation show that the  $H_2$  hypothesis in this study can be accepted, this can be seen through the obtained t-statistic value for  $H_1$ , which is  $3.534 > 1.96$ , path coefficient of 0.245, and p-values of  $0.000 < 0.05$ , it can be concluded that  $H_2$  is accepted and has a positive and significant effect. Salsabila & Maskur (2022) have proven that service quality has a positive and significant effect on purchasing decisions.

The calculation results for hypothesis  $H_3$  show that the hypothesis can be accepted, this can be seen through the obtained t-statistic value for  $H_1$ , which is  $7.161 > 1.96$ , path coefficient of 0.480, and p-values of  $0.000 < 0.05$ , it can be concluded that  $H_3$  is accepted and has a positive and significant effect. Previous research by Rizkyani & Anggraeni (2022) has proven that store atmosphere has a positive and significant influence on purchasing decisions. In this study, it was also found that product quality, service quality, and store atmosphere have a positive and significant influence on purchasing decisions simultaneously or together. This simultaneous test results in a value of 0.001 which is in accordance with the criteria, which is below 0.05 in the test results. Based on Hismuddin *et al.* (2020) through their research stated that product quality, price, store atmosphere, promotion, and service quality simultaneously have a positive and significant influence on purchasing decisions at Mahkota Gresik Supermarket. Supported by Sutanto *et al.* (2023) who stated in their research, that the store atmosphere, service quality, and product quality of Fat-Fat Restaurant in Bekasi have a significant influence on purchasing decisions for Fat-Fat Restaurant simultaneously and each variable.

## CONCLUSIONS

This study has proven the influence of product quality, service quality, and store atmosphere on McDonald's Indonesia purchasing decisions significantly and positively. The influence that occurs is a partial and simultaneous influence that has been tested through data processing in SPSS and SmartPLS 4.0 software. Practical advice that can be given to companies is to make improvements to aspects of product quality, service quality, and store atmosphere to maintain customer satisfaction. The importance of the comfort presented to consumers through these aspects can lead to other positive consumer behavior. This research still has limitations, so it can be further developed for further research. Researchers suggest conducting research based on events that are or have occurred at this time. In addition, it is recommended to conduct research using other independent variables to be able to see other determinants of purchasing decisions.

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