

# Customer Satisfaction Analysis of McDonald's

**Gaurav Singh**

MBA-Innovation and Entrepreneurship  
Students of MIT-WPU

**Vrushabh Raut**

MBA-Innovation and Entrepreneurship  
Students of MIT-WPU

**Professor Dr. Meenal Pendse**

Faculty of Management, MIT-WPU,  
Pune

**Abstract – The study has been conducted in order to obtain a brief knowledge about the behavior of customers towards McDonald's in Pune, Maharashtra, India. The main objectives of conducting the study are:**

1. To understand the customer mentality towards the Fast Food Industry and international brands.
2. To understand the demands of the customers towards the Fast Food Industry which they are willing to achieve.
3. To measure the service quality provided by McDonald's in Pune to its customers with the help of five dimensions of SERVQUAL model namely tangibles, assurance, reliability, empathy, responsiveness.
4. To come up with various Strategies and alternatives which can be utilized by the McDonald's in Pune in order to increase its sales and quality of its services to delight the customers.

**Keywords–McDonald's, Customer Satisfaction, SERVQUAL Model.**

## I. INTRODUCTION

Pune is the city of huge potential. Every year multiple organizations set up their offices of plants in Pune. Also Pune has an advantage of its growing educational sector which helps it with multiple new opportunities to develop the market. Pune has become one of the most trendy market as it has more youth power and the spending capital city of the people in Pune have consistently increased over the last few years. Considering this the food industry or we can see the Fast Food Industry have been drastically increased in Pune which led to huge competition in the market.

McDonald's is one of the leading brands in Fast Food Industry all over the world. It has been continuously implementing the expansion strategies for its overall growth. There is a huge competition in the market in Pune the market share of McDonald's has been affected. Also as the customers are having multiple options because they are willing to get high degree quality of service from Fast Food Industry. The one who is able to provide them service the customer approaches that service provider. The customer Expectations have been increased and the players in the Fast Food Industry are coming up with new Strategies and technologies in order to satisfy their customers. They are working more on customer satisfaction and improvement in the quality of the food and its delivery.

It is extremely important to service firms to have a clear understanding to customer expectation to the service quality delivery and value to be received by the customers prior to customers' early judgments or personal perception towards them. Since SERVQUAL is to test the expectation values, therefore validity of the results is not questionable.

### 1. Servqual Model:

The SERVQUAL Model is an empiric model by Zeithaml, Parasuraman and Berry to compare service quality performance with customer service quality needs. It is used to do a gap analysis of an organization's service quality performance against the service quality needs of its customers.

The SERVQUAL model was initially designed for use for service firms and retailers. In reality, while most organizations will provide some form of customer service, it is really only service industries that are interested in understanding and measuring service quality. Therefore, SERVQUAL takes a broader perspective of service; far beyond simple customer service.

### 2. Dimensions of Servqual Model:

The SERVQUAL Instrument measures the five dimensions of Service Quality. These five dimensions are:

- Reliability: Ability to perform the promised service dependably and accurately.
- Assurance: Knowledge of accuracy of employees and their ability to convey trust and confidence.
- Tangibles: Appearance of physical facilities, equipments, personnel & communication materials (physical evidence of facilities).
- Empathy: Caring, individualized attention the firm provides its customers.
- Responsiveness: Willingness to help customers and provide prompt services.

### 3. Research Method:

In order to measure the service quality provided by McDonald's in Pune, we distributed a questionnaire to the people residing in Pune with the help of a Google form. We have received 78 responses from distinct

demographic segment. All the collected responses are taken as a sample data in order to analyze.

Microsoft Excel was used to run the data, sort the data, analyze the data, making various calculations and statistical evaluations.

## II. RESULTS AND ANALYSIS

Table I: Customer Details.

		Frequency	Percentage
Gender	Female	20	25.64
	Male	58	74.36
Age Group	Under 18	1	1.28
	18-24	63	80.77
	25-34	10	12.82
	35-44	4	5.13
Frequency of Visit	Everyday	1	1.28
	Multiple times a week	2	2.56
	Once a week	48	61.54
	Once a month	13	16.67
	Once a year	14	17.95

In the above table 1, the details of the respondents are sorted on the basis of various parameters such as gender, age and frequency of visit. This criterion explains the characteristics of the customer base and how frequently the customers repeatedly visit McDonald's.

The above data can be interpreted as follows:

1. McDonald's in Pune has a major customer base with the age group between 18-24 years i.e. 80.77% which is followed by the age group between 25-34 years i.e. 12.82%.
2. Majority of its customers are availing the services of McDonald's once in a week. Which means a customer visits McDonald's at least 52 times in a year.

Table 2: Descriptive Statistics

Dimensions	Mean	Standard Deviation
Tangibles	3.983974359	0.60482334
Reliability	3.933333333	0.667358948
Assurance	4.096153846	0.656177896
Empathy	4.002564103	0.681094299
Responsiveness	3.958333333	0.709875454

As per Table 2, the customers are more satisfied with the assurance provided by McDonald's in relevance to its food and service. The mean rating given by the customers is approximately 4.09 out of 5. Followed by assurance, the customers have averagely rated empathy to approximately 4.00 out of 5 and the tangibles, reliability and responsiveness are averagely rated as 3.98, 3.93 & 3.96 respectively.

The standard deviation of tangibles is lowest i.e. 0.605 and that of responsiveness is highest i.e. 0.709. The standard deviation of responses of reliability, assurance and empathy are 0.667, 0.651 and 0.681; respectively.

## III. CONCLUSION

In accordance with the research and analysis it can be concluded that majority of the customer base of McDonald's in Pune is between the age group of 18-24 years. They generally prefer to visit McDonald's as it provides what is assured and the physical evidence provided by them is satisfactory.

However, it needs to work on its food and services in order to attract customers within the age group of below 18, 25-34, 35-44 and above. Also they should provide their customers with uniqueness in their food so that the customers tend to visit more often every week. They should make feel more sense of reliability to their customers and be prompt in responding to the customers queries, suggestions & feedbacks.

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