THE INFLUENCE OF SERVICE QUALITY ON PERCEIVED VALUE AND CUSTOMER SATISFACTION AT MCDONALD'S ARION MALL ON STUDENTS AT STATE UNIVERSITY OF JAKARTA

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ABSTRACT

This study aims to determine the effect of service quality on perceived value and customer satisfaction at McDonald's Arion mall among students at Jakarta State University (UNJ). This study used a survey method with a questionnaire collection tool and an even Likert scale type and the sampling technique used was purposive sampling of 200 respondents. This study uses two factor analyzes, namely EFA (Exploratory Factor Analysis) and CFA (Confirmatory Factor Analysisi). Data processing uses SPSS version 25 software to test validity and reliability while AMOS Graphics software is used to test hypotheses and model feasibility. The results of this study indicate that there is a positive and significant influence between Service Quality on Perceived Value, and there is a positive and significant influence between Perceived Value on Customer Satisfaction and there is a positive and significant influence between Service Quality on Customer Satisfaction. The fit value of the model with a probability value of 0.051, a CMIN/DF value of 1.566, a TLI value of 0.980, a CFI value of 0.986 and an RMSEA value of 0.053.

Keyword : Service Quality, Perceived Value, Customer Satisfaction
Abstract:

BACKGROUND

In this era, there are many changes and developments in technology that are more modern and bring influences or habits, both in lifestyle and consumption patterns.Changes in people's lifestyles and lifestyles in everyday life cause people's lifestyles to prefer everything that is practical. This changing pattern of public consumption has resulted in many companies appearing in the culinary industry. The culinary industry has a very strong potential for development.Kreatif (2019)states that the culinary sub-sector makes a fairly large contribution, namely 30% of the total income of the tourism and creative economy sector. The culinary industry has enormous potential to grow every year. Therefore, the government fully supports this culinary sub-sector so that it will be more advanced in the future. To support the culinary sector, the Indonesian Jasaboga Company Association [APJI] plays a role in achieving growth in the food and beverage industry. The food and beverage sector was able to provide the highest

contribution in 2018 of 12.7%. So that APJI needs to synergize with many related parties such as the agriculture, trade and other sectorsTrihendrawan (2019).

From this data, it is clear that the culinary industry is growing rapidly, thus opportunities arise for companies to open culinary businesses by following people's lifestyles and consumption patterns. Changes in people's lifestyles and consumption patterns in daily life are increasingly influencing people's interest in consuming fast food. The level of busyness and activities carried out every day has caused a shift in people's lifestyles to become increasingly modern by choosing something that is instant and follows trends. Fast food is chosen because of several things, including short ordering times, good service, taste and quality offered by fast food companies.

One of the fastest growing fast food companies in Indonesia is McDonald's. McDonald's restaurant is the world's largest fast food restaurant franchise. The first McDonald's restaurant was founded in 1940 by brothers Dick and Mac McDonald's. The first McDonald's restaurant entered Indonesia on February 23, 1991, which is located in Sarinah, Jakartacontributors (2021). Over time, McDonald's has had 200 outlets in various regions of Indonesia and has thousands of employees Dinisari (2019). The development of the McDonald's fast food restaurant proves that the service provided to customers is very good so that McDonald's becomes

From the data above, it shows that McDonald's is one of the people's main choices and has become the Top Brand in 2022 in Indonesia. The high public interest in McDonald's products means that the company must pay attention to the factors that influence customer satisfaction. According toTjiptono (2019) The company will get a good response directly from customers and also give a positive impression that the company pays attention to its customers. Meanwhile according toZeithaml et al. (2018) Customer satisfaction is a customer's evaluation of a product or service in terms of meeting their needs and expectations using an assessment of the features of the product or service provided.
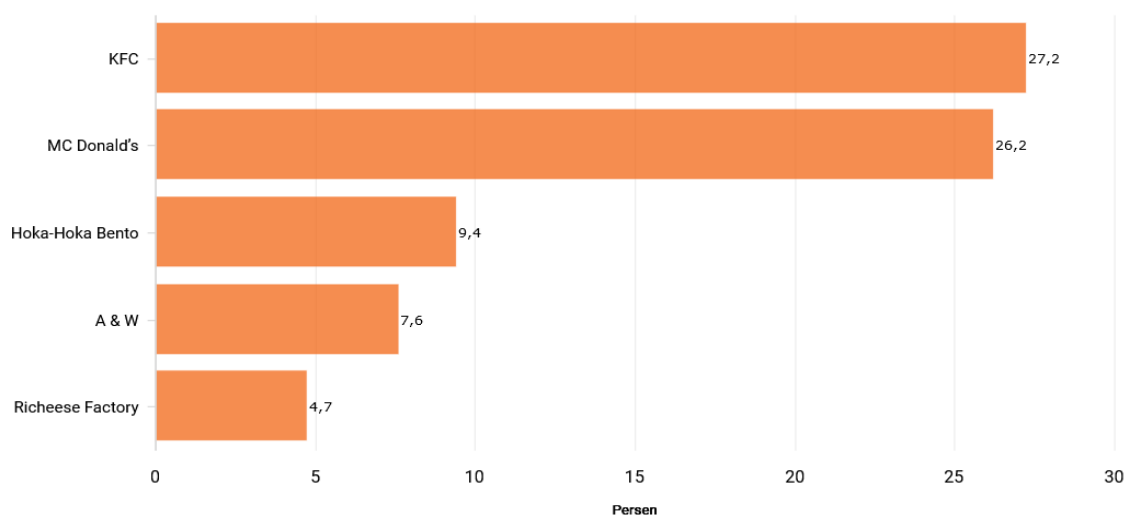

FIGURE 1. MOST POPULAR FAST FOOD RESTAURANTS IN INDONESIA IN 2022

Customer satisfaction is related to several factors such as service quality and perceived value. Lewis and Booms in Tjiptono (2019) define service quality as a measure of how well the level of service provided is able to match customer expectations. Service quality is a

measure of how good the level of service provided is in accordance with the expectations of the customer. Good service quality will affect customer satisfaction.

Another thing thatcan affect customer satisfaction is the perceived value. Good customer perceived value will benefit the company. Perceived value is a concept or overall comparison of customer expectations regarding the usefulness of a product with what is received.Ryu et al. (2012) defines the customer's perceived value as the result of a comparison between the overall perceived benefits and all costs paid by the customer. Besides thatMardo (2016)states four definitions that describe the value that customers feel, namely value is a low price, value is everything that customers want in service, value is the quality that customers get for the price paid and value is all that customers want to get for everything that is given.

Looking at this explanation, it can be said how important service quality is to perceived value and customer satisfaction, so the author is interested in conducting this research. Therefore, the aim of this research is to determine the influence of service quality on perceived value and customer satisfaction.

THEORETICAL WORK
CUSTOMER SATISFACTION

Customer satisfaction is a measure that determines how well a company's product or service meets their expectations. Customer satisfaction is an important factor in a company's business activity and really needs to receive special attention from each company so that it is always the customer's choice. Intense competition and the increasing number of producers involved in fulfilling consumer needs and desires have resulted in every company being able to place an orientation on customer satisfaction as its main goal.

Kotler & Keller (2010) defines that customer satisfaction is a person's happiness or disappointment that comes from a comparison between their impression of the performance or results of a product and their expectations. Then Zeithml and Bitner enteredJasfar (2012)suggests that customer satisfaction is a comparison between the customer's perception of the taste they receive and their expectations before using the product. Meanwhile,Zeithaml et al. (2018)also stated that satisfaction is the fulfillment of customer responses, in this case it is an assessment of the features of the product or service itself which provides a pleasant level of consumption satisfaction. Besides thatZeithaml et al. (2018) also defines customer satisfaction as an evaluation of a product or service in terms of whether the product or service has met their needs and expectations.

Strengthening the opinion of Kotler and Zeithml, Umar in Lusiah (2018) said that consumer satisfaction is the level of consumer feelings after comparing what he received with his expectations. Adding the opinion above Wahyuni et al. (2015) Explaining consumer satisfaction is a feeling that is owned by someone if the product purchased (goods/services) is in line with expectations. Customer satisfaction according to Sudaryono (2014)is the consumer's appraisal of the product or service that has provided the fulfillment of consumer expectations.Further moreTjiptono (2019) In the expectancy disconfirmation theory, the model states that customer satisfaction is the basis of a consumer's assessment that the perceived experience is at least as good as what he expected.

Perceived Value

Perceived value is considered as one of the most important concepts for understanding customers in service industries, especially restaurants. Perceived value is a comparison of overall customer expectations of the usefulness of a product for what is received and provided by the product. Konuk (2019), reveals that perceived value refers to consumers' overall assessment of the benefits of a product based on perceptions of what is received. Konuk also

said that perceived value also has a concept as an exchange between perceived quality and sacrifices made by customers.

Ryu et al. (2012), defines customer perceived value as the result of a comparison between the overall perceived benefits and all costs paid by the customer. The overall benefits felt by customers consist of economic benefits, customer benefits and emotional benefits. While the fees paid consist of monetary costs and non-monetary costs.Mardo (2016), states four definitions that describe the value perceived by customers, namely value is a low price, value is everything the customer wants in service, value is the quality the customer gets for the price paid and value is everything the customer wants to get for everything given.

From the discussion above, it can be concluded that perceived value is a comparison of the overall benefits felt or desired by the customer. According to Monroe onTjiptono (2019)states that perceived value is a comparison between the price paid and the customer's perception of the quality or benefits of the product received. According to Kotler onKomala et al. (2019)Perceived value is a comprehensive evaluation of the usefulness of a product based on the customer's perception of the number of benefits to be received compared to the sacrifices made.

Then another opinion regarding the value felt by Zeithaml atJalilvand et al. (2017) Perceived value represents a customer's 24 assessment of the utility of a product/service based on perceptions of what is received and what is given. Furthermore, according to Ryuetal onJalilvand et al. (2017) explains that perceived value is an exchange between the customer's perception of the quality of the benefit and the sacrifice they feel by paying the price.

From the discussion above, it can be concluded that perceived value is the perception felt by customers regarding a number of benefits they will receive. Next accordingKotler & Keller (2007)Perceived value is the difference between the customer's assessment of all the benefits and all the costs of a particular offer and other available options. More onTjiptono (2019)defines that perceived value is the emotional bond that exists between the customer and the producer after the customer uses a product/service that meets customer expectations. Based on this theory, perceived value is a factor of the close relationship that exists between the seller and the customer, which can create a perspective on the goods/services.

From some of the definitions of perceived value above, it can be concluded that perceived value is the comparison between customer expectations regarding the product/service that will be obtained compared to the total costs incurred by the customer. Perceived value can be measured by 4 dimensions, the first dimension is emotional value, the second dimension is social value, the third dimension is performance value, the fourth dimension is value of money.

Service Quality

Service quality is a customer's reference for whether or not a fast food restaurant is good at serving customers. The better the level of customer satisfaction with food service, the higher the likelihood that customers will feel comfortable in making transactions. For this reason, companies must pay attention to customer desires by providing good service to meet customer expectations.

Goetsch and Davis in Tjiptono (2019) defines that quality is a dynamic condition associated with products, services, human resources, processes, and the environment that meets or exceeds expectations. So, quality relates to products, services, human resources and the environment to meet consumer expectations.

According to Gronroos in Lovelock et al. (2011) Service quality is the result of an evaluation process in which customers compare their perceptions of service and results with what they expect. Hoffman and Bateson (2016) states that, "service quality is an attitude formed

by a long-term, overall evaluation of a firm's performance". That is, service quality is an attitude that is formed from a long-term evaluation of the overall performance of a company.Parasuraman is deepTjiptono (2019)states that there are two main factors that influence service quality, namely expected service and perceived service.

Meanwhile, Lewis and Booms are deep Tjiptono (2019) was an expert who first defined service quality as a measure of how well the level of service provided meets customer expectations. In accordance with the theory above, service quality is a measure of how well the level of service provided meets customer expectations.

It can be concluded from several experts above that service quality is identifying the quality of a service as a measure of whether or not the service provided to customers is good and is able to meet customer expectations.

Deep Wyckof on Tjiptono (2019) stated that service quality is the expected level of excellence and control over this excellence to fulfill customer desires. According to Parasuraman, Zeithmal and Berry are cited Sudarso (2016) Service quality is a global assessment or attitude regarding the superiority of a service. Hult et al. (2013) said that "Service quality is defined as customers' perceptions of how well a service meets or exceeds their expectations". This means that service quality is defined as the customer's perception of how well a service meets or exceeds consumer expectations.

Based on the opinions of several experts above, service quality is an assessment of attitudes towards how well a service meets consumer expectations as measured by tangible, empathy, responsiveness, reliability, and assurance.

METHOD

This research uses quantitative research methods to obtain clear data about how service quality influences perceived value and customer satisfaction. Sampling used in this research is a purposive sampling method which is widely used in research. In this study, researchers used SEM (*Structural Equation* Modeling) techniques with Amos 24 software. SEM (*Structural Equation* Modeling) is an analysis that combines *factor analysis, structural models and path analysis.* Analysis methods are carried out to interpret the collected data and draw conclusions. This researchThis research was conducted on Jakarta State University students, in total there were 200 students who participated in this quantitative research. This demographic respondent is dominated by men compared to women with percentages of 56 percent and 44 percent.

Several questions were designed for service quality variables by adapting the six indicators from Kotler & Keller (2010). Meanwhile, to measure perceived value, adapting five indicators from Al-Tit (2015), apart from that, customer satisfaction is explained by five from Tjiptono (2019).

RESULTS

Exploratory factor analysis

Tabel 1 Explains that the Exploratory Factor Analysis of the variables studied. From the results of this analysis, it can be seen that there are 16 factors, including service quality Deng et al. ( ), perceived value Yani et al. ( ) and customer satisfaction Yani et al. ( ). Apart from that, it can be seen that all variables have Cronbach' Alpha values ranging from 0.834 to 0.896 so it can be concluded that these factors are reliable for further analysis.

TABLE-I EXPLORATORY FACTOR ANALYSIS TEST		
	Variable	**Loading Factor**
1	**Service quality**	∝= **0.896**
SQ1	The food served was exactly what I ordered	0.899
SQ2	Employees provide fast service	0.827
SQ3	McDonald's employees are always willing to help me	0.817
SQ4	McDona;d's Arion mall employees made me feel comfortable dealing with them	0.800
SQ5	McDonald's Arion mall employees responded well to complaints	0.822
KP6	McDonald's Arion mall provides easy payment	0.739
2	**Perceived Value**	∝= **0.834**
PV1	I feel happy choosing food at McDonald's Arion Mall	0.864
PV2	McDonald's Arion Mall provides reasonable prices for food and drinks	0.848
PV3	McDonald's Arion Mall employees consistently provide good service	0.758
PV4	McDonald's provides accurate payments	0.834
PV5	I am satisfied with what is received at McDonald's Arion Mall	0892
3	**Customer satisfaction**	∝= **0.885**
CS1	I am satisfied with my decision to visit McDonalds Arion Mall	0.839
CS2	I want to Return to visit McDonalds Arion Mall	0.766
CS3	I am satisfied with the facilities provided by McDonalds Arion Mall	0.805
CS4	McDonalds Arion Mall puts me in a good mood	0.812
CS5	I will recommend to visit McDonald's arion mall	0.748

HYPOTHESIS TEST

Based on Structural Equation Modeling Jasfar ( ) calculations with a fitting model calculated with a probability value of 0.51, a CMIN/DF value of 1.566, a CFI score of 0.996, a TLI score of 0.980, and an RMSEA score of 0.053. As illustrated in table 2, it can be seen that H1, H2, H3 are significant with CR scores of 2,942, 2,941, 12,917 respectively. This score shows that each hypothesis shows significance.
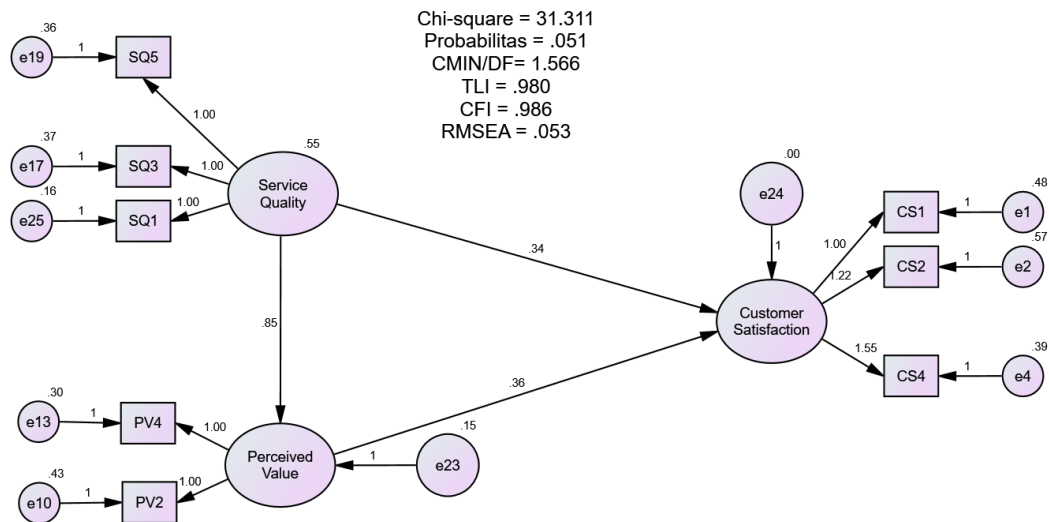
TABLE II TEST THEORETICAL FRAMEWORK			
		CR	**P**	**RESULTS**
H1	Perceived Value <--- Service Quality	12,917	***	Accepted

H2	Customer Satisfaction <--- Perceived Value	2,941	,003	Accepted
H3	Customer Satisfaction <--- Service Quality	2,942	,003	Accepted

FIGURE 2 RESULTS OF THE HYOITHESIS

Chi-square = 31.311
Probabilitas = .051
CMIN/DF= 1.566
TLI = .980
CFI = .986
RMSEA = .053

DISCUSSION

Service Quality with Perceived Value

Based on the results of the hypothesis test above in table 2, it can be concluded that this hypothesis has a positive and significant value on the variables Service Quality and Perceived Value. With these results, it can be stated that the researcher succeeded in testing this hypothesis. The findings of this study are in accordance with previous research conducted by Wu (2013),Ryu et al. (2012), Iskandar et al. (2015), Yulianto (2017), And Tuncer et al. (2021). They found that there was a positive and significant influence between the variables of Service Quality and Perceived Value. With the support from the results of previous research, it can be said that the quality of services provided is in accordance with what they expect.

Perceived Value with Customer Satisfaction

Based on the results of the second hypothesis test, the results showed that this hypothesis has a positive and significant value on the Perceived Value and Customer Satisfaction variable. With these results, it can be stated that the researcher succeeded in testing the hypothesis. The findings of this study are supported by many studies by Jalil et al. (2016), Buana & Maftukhah (2019; Wu (2013), Konuk (2019), Ryu et al. (2012), Iskandar et al. (2015), Yulianto (2017),Tuncer et al. (2021). The basic reason is the perceived value of good and positive respondents will increase customer satisfaction itself. With support from the results of previous research, it can be said that if respondents have a good and positive level of hope, this will influence the respondent's level of satisfaction in visiting McDonald's Arion Mall.

Service Quality with Customer Satisfaction

Based on the results of the third hypothesis test, the results showed that this hypothesis has a positive and significant effect on the service quality and customer satisfaction variables. With these results, the researcher succeeded in testing the hypothesis. The findings of this study are also supported byBuana & Maftukhah (2019; Wu (2013), Ryu et al. (2012), Iskandar et al. (2015), Yulianto (2017), Tuncer et al. (2021), Santoso (2016), Dewi (2018).These results explain that the quality of service provided to customers is very good. Therefore, this has an impact on customer satisfaction itself, with an increase in service that is getting better, resulting in satisfaction in consuming products, in this case, McDonald's Arion Mall.

CONCLUSIONS

This research aims to investigate the influence of service quality on the perceived value and customer satisfaction of McDonald's Arion Mall. From this research it can be seen that the service quality variable influences the perceived value. This can be proven through positive results between the service quality variable and the perceived value of the CR and P values obtained which meet the standards for accepting a hypothesis. Service quality has succeeded in influencing perceived value, bthe quality of the service provided creates a positive value from the perceived value of a customer.

On the other hand, the perceived value variable influences customer satisfaction.This is proven by the positive results between the service quality variables and the perceived value of the CR and P values obtained which meet the standards for accepting a hypothesis. So it can be concluded that the perceived value variable is the cause of the emergence of the customer satisfaction variable. Therefore, the value that a customer feels is good and positive will increase customer satisfaction.

Lastly, service quality variables affect customer satisfaction. Service quality has succeeded in influencing customer satisfaction, with good and maximum service provided to customers making customer satisfaction increase. So the quality of service greatly affects customer satisfaction.

This research is limited to the population because it uses only the Jakarta State University student population, and this research only uses 3 variables so that in future research we will use more variables than this research and expand the population and increase research references in order to produce better research.

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