

# Examine the Level of Customer Satisfaction with McDonald's in the City of Mumbai

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**Abstract:** *The concept of delight in a nation, known as "Country of Delight," hinges on a combination of psychological and physical factors that are closely linked to behaviours related to happiness, such as returning for repeat business and recommending the service or product. For businesses, customer satisfaction serves as a valuable marketing tool and a distinct value-added benefit. It is frequently regarded by customers as being just as important as the core product or service offered by a company. The main objective of this research is to gain insights into the factors that impact customer satisfaction with respect to McDonald's. To achieve this, primary and secondary data, along with a sample of 120 respondents, were utilized as research methodologies.*

- Simple percent evaluation.
- Rating evaluation.
- Likert analysis.

*These are the statistical tools. Majority (54.2%) are Male. This observations were carried out in Mumbai metropolis, McDonald's offer excellent meals which have an impact on the client to select it.*

**Keywords:** Mc Donald's, Fast food, Satisfaction, Customer

## I. INTRODUCTION

Client satisfaction a term often utilized in marketing is a measure of how products and provider furnished via a corporation meet or surpass consumer expectation. Consumer pride is described as "the quantity of customers, or percentage of total clients whose stated revel in with a company its products or its offerings (rating) exceeds designated pleasure dreams. The state of pride depends on some of each mental and physical variables which correlate with satisfaction behaviours including go back and endorse charge. The level of delight also can range relying on other alternative the patron can also have and other merchandise towards which the purchaser can compare the agency merchandise. Consumer pleasure is a marketing device and a definite fee introduced advantage. It's far often perceived by clients as crucial because the primary product offers company your service. Consumer delight is a degree of the way products and services provided via a business enterprise meet or surpass purchaser expectation.

### Problem Statement

With a view to hold logo loyalty from the loyal purchaser and appeal to new ability purchaser and appeal to new potential customer, McDonald's want to observe the stage of patron delight for the food and carrier it offer. While consumer thinks about the ease and rate of a restaurant has a vital role in determining the increase of fast meals, additionally to compete the competition in the market and to fulfil the rising wishes of the purchaser.

### Scope of study

The study has been undertaken to know the customer satisfaction of Mc Donald's in Mumbai city. This would help Mc Donald's to know the level of satisfaction and expectations of their customers, the impacts of different features of their service and the ways to improve their service which would increase both sales and reputation.

**Objectives**

- Investigating the factors influencing McDonald's purchase decisions.
- Gaining insights into McDonald's customers' requirements.
- Identifying the overall satisfaction levels among McDonald's customers.

**II. RESEARCH METHODOLOGY**

**Data collection:** Both primary and secondary data were used.

**Primary data:** Primary data is the data that is collected for the first time by the researcher. The primary data are collected with specific set of objective to assess the current status of any variable studied. The primary data were collected using structure questionnaire in Google form.

**Secondary data:** Source of secondary data include journals, websites, etc. All this helped in authenticating the kind of information obtained from our primary sources and thus helped to get a very objective view of the study.

**Research design**

**Area of the study:** The study is conducted only in Mumbai city.

**Sample size:** For the study sample size of 120 respondents.

**III. DATA ANALYSIS AND INTERPRETATION**

The data collected from the samples have systematically applied and presented in tables under various headings in the following pages. They were also arranged in such a way that, a detailed analysis can be made so as to present suitable interpretations for the same. The data have been analyzed using the following statistical tools.

- 1 Simple percentage Evaluation
- 2 Rating evaluation.
- 3 Likert scale analysis

**Simple percent evaluation**

The proportion evaluation is specially employed to find the distribution of different classes of respondents. as the price are expressed in percent it centres contrast and standardization. This analysis describes the category of the respondents failing beneath every category.

Formula

Percentage =  $\frac{\text{Number of Respondents}}{\text{Total number of respondents}} \times 100$

**Table No 1: Table showing GENDER of the respondents**

Sr. No	Particulars	No of Respondents	Percentage
1	Male	58	48.33
2	Female	62	51.66

(Source: Primary Data)

Interpretation: It is revealed that 48.33 %of the respondents are Male and the 51.66% of the respondents are Female. Majority 51.66% of the respondents are female

**Findings**

- Majority 48.33% of the respondents are Male.
- Majority 51.66% of the respondents are 18- 27years.
- Majority 81.7% of the respondents are Unmarried.
- Majority 56.7% of the respondents are Graduate in Degree.
- Majority 40.8% of the respondents Occupation is others.
- Majority 33.3% of the respondents are earning Below Rs.10,000.
- Majority 37.5% of the respondents are Advertisement.
- Majority 54.2% of the respondents prefer Chicken Strips.
- Majority 34.2% of the respondents use Occasionally

**Rank analysis**

A Rank analysis is any of several satisfies that measure an ordinal association. The relationship between ranking of different ordinal variables or different ranking of the same variable, where a “ranking” is the assignment of the label “first”, “second”, “third”, etc. to different observations of a particular variable. A rank analysis measures the degree of similarity between two rankings, and can be used to assess the significance of the relation between them.

**TABLE NO 2: TABLE SHOWS MOST INFLUENCE DECISION TO EAT MCDONALD’S (RANKING ANALYSIS)**

Sr. No	Factors	Rank I	Rank II	Rank III	Rank IV	Rank V	Total Score	Rank
1.	Quality	36(5)	26(4)	23(3)	31(2)	4(1)	419	1
2	Taste	23(5)	35(4)	25(3)	31(2)	6(1)	398	3
3	Price	17(5)	34(4)	43(3)	23(2)	3(1)	399	2
4	Easy delivery	13(5)	36(4)	31(3)	34(2)	6(1)	376	5
5	Service	15(5)	43(4)	25(3)	24(2)	13(1)	383 4	4

(Source: Primary Data)

**Interpretation:** The table 1 shows that the out of 120 respondents, Quality is in the rank1, Price is in the rank 2, Taste is in the rank 3, Service is in rank 4 and Easy delivery is in the rank 5.

**Inference:** It resulted that Quality is in rank 1 and it influences the respondents to take decision to eat at McDonald’s

**Findings:**

It resulted that quality of McDonald’s is in the rank 1 and it influences the respondents to take decision to eat at McDonald’s.

**Likert scale analysis**

A Likert scale analysis is a method of meaning attitude. Ordinal scale of responses to a question or statement. Ordered in hierarchical sequence from strongly negative to strongly positive. Used mainly in behavioural science, in Likert’s methods a person’s attitude is measured by combining (adding pr averaging) their responses all items.

Formula: Likert scale

$$= \sum(Fx)/\text{number of respondents}$$

F= no of respondents

X=Likert scale value

(fx)=total score mid value: mid-value indicates the middle most value of the Likert scale.

**Table No: 3 Table showing Agree and Disagree HOME DELIVERY of respondents**

S.no	Factors	No. Of the respondents(f)	Likert scale value(x)	Total(fx)
1	Strongly agree	37	5	185
2	Agree	50	4	200
3	Neutral	24	3	72
4	disagree	5	2	10
5	Strongly Disagree	4	1	4
	Total	120		471

(Source: Primary Data)

$$\text{Likert scale} = \sum(FX)/\text{total no. of respondents} = 471/120 = 3.925$$

**Interpretation:** Likert scale value is 3.925 greater than the middle value(3), so the consumers are agree in the home delivery

**Findings:**

Likert scale value is 3.925 greater than the middle value (3), so the consumers agree in the home delivery.

Likert scale value is 3.642 greater than the middle value (3), so the consumers agree in the delivery time.

Likert scale value is 3.692 greater than the middle value (3), so the children agree in the McDonald'.  $\omega$  Likert scale value is 3.775 greater than the middle value(3), so the consumers agree in the easy to place order.

Likert scale value is 3.65 greater than the middle value (3), so the consumers agree in the expectations level.  $\omega$  Likert scale value is 2.99 greater than the middle value(2), so the consumers are agreed in the price.

Likert scale value is 2.78 greater than the middle value (2), so the consumers agree in the taste.  $\omega$  Likert scale value is 2.82 greater than the middle value(2), so the consumers are agreed in the flavour.

Likert scale value is 2.7 greater than the middle value(2), so the consumers agree in the colour.

Likert scale value is 2.9 greater than the middle value(2), so the consumers agree in the delivery.

#### IV. CONCLUSION

McDonald's places its primary focus on factors such as flavour, quality, location, and pricing, which are the key determinants of customer satisfaction. The study has shown that among these determinants, the quality of McDonald's offerings ranks highest. The restaurant should strive for automation, and regardless of menu changes or food variations, it should maintain a commitment to providing customers with healthy and nutritious options. Enhancing the delivery process and meeting customer expectations can contribute to increased sales.

Furthermore, the research highlights that the McChicken product enjoys strong recommendations from customers, underscoring McDonald's strength in delivering flavourful food products. Although McDonald's excels in terms of taste, there is room for improvement by addressing service-related issues to achieve the highest level of quality.

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