MEASURING CUSTOMER SATISFACTION OF MC DONALD'S FAST FOOD RESTURANT

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ABSTRACT

Purpose- The aim of this study is to measure the customer satisfaction of Mc Donald's and to identify the shortfall areas for improving the services if any.

Research methodology- To collect the information non-probability sampling method is used. 100 consumers in Adajan rigion, Surat were contacted with face-to-face personal interview method through questionnaire.

Findings- The study represents the result of a survey among the consumers in the Adajan region, Surat. Study proved that the consumers are more than agree with the products and services offered by Mc Donald's. Also there are some parameters in which their services are below the satisfaction level. Focusing on these parameters they can improve services and increasing customer satisfaction.

Implications – The results of this study provides very important information in formulating competitive marketing strategies. It shows the critical points where the Mc Donald's should be compete more effectively to improve satisfaction and loyalty than other competitors in fast food industry.

Key words: Customer satisfaction, Mc Donald's, Fast food industry.

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INTRODUCTION

Customers are viewed as a group whose satisfaction with the organization must be incorporated in strategic planning efforts. With better understanding of customers' perceptions, companies can determine the actions required to meet the customers' needs. Organization can identify their own strengths and weaknesses, where they stand in comparison to their competitors, chart out path future progress and improvement. Customer satisfaction measurement helps to promote an increased focus on customer outcomes and stimulate improvements in the work practices and processes used within the company.

CUSTOMER SATISFACTION

Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals."

Satisfied customers are central to optimal performance and financial returns. Placing a high priority on customer satisfaction is critical to improved organizational performance in a global marketplace. A study conducted by Levesque and McDougall inform that confirmed and reinforced the idea that unsatisfactory customer service leads to a drop in customer satisfaction and willingness to recommend the service to a friend. The working of the customer's mind is a mystery which is difficult to solve and a challenging task. This exercise in the context of the banking industry will give us an insight into the parameters of customer satisfaction and their measurement. This vital information will help to build satisfaction amongst the customers and customer loyalty in the long run which is an integral part of any business. With the phenomenal increase in the country's population and the increased growth of fast-food industry; service quality and customer satisfaction are going to be key differentiators for each fast-food company's future success. Thus it is imperative for company to get useful feedback on their offerings and service quality aspects of them, which in turn will help them take positive steps to maintain a competitive edge. The customer's requirements must be translated and quantified into

measurable targets. This provides an easy way to monitor improvements, and deciding upon the attributes that need to be concentrated on in order to improve customer satisfaction.

ABOUT THE COMPANY

McDonald's India is an employer of opportunity, providing quality employment and long-term careers to the Indian people. A McDonald's restaurant employs around 50 people on an average, performing 25 different job responsibilities - from the counter crew to the restaurant manager. Starting with 50 employees in 1996, McDonald's world-class training inputs to its employees can today be seen in close to 10.000+ employees currently employed directly with McDonald's restaurants across India. Additional indirect employment contributes to over 2000 people (Suppliers /service agents etc.)

McDonald's has always believed in providing value to the customer. McDonald's menu has always been priced at a value that the largest segment of the Indian consumers can afford. McDonald's does not sacrifice quality for value – rather McDonald's leverages economies to minimize costs while maximizing value to customers

OBJECTIVES OF THE STUDY

Primary objective:

"To know the level of customer satisfaction of products and services provided by Mc Donald's"

Secondary objectives:

➢ To know the usage pattern of consumers'.
➢ To know the most important parameters for the customers.

RESEARCH METHODOLOGY

Research design:-

Research design is a master plan specifying the method and procedure for collection and analyzing needed information. For this study, descriptive research design is used where the data

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is collected through the questionnaire. The information is gathered from the consumers of Mc Donald's. Consumers were contacted personally in order to seek fair and frank responses on the various parameters which are leads to overall customers' satisfaction.

Sampling Design:-

Sampling method: Non-probability Convenience Sampling method has been used.

Sampling unit: Consumer's of Mc Donald's.

Sample size: 100 consumers.

Extent: Adajan region, Surat-Gujarat.

Survey Time: 1st Jan to 12th Feb 2013.

Choice of Survey Method: Here face-to-face personal interview method used.

FINDINGS

Findings of the study according to objectives are explained below:
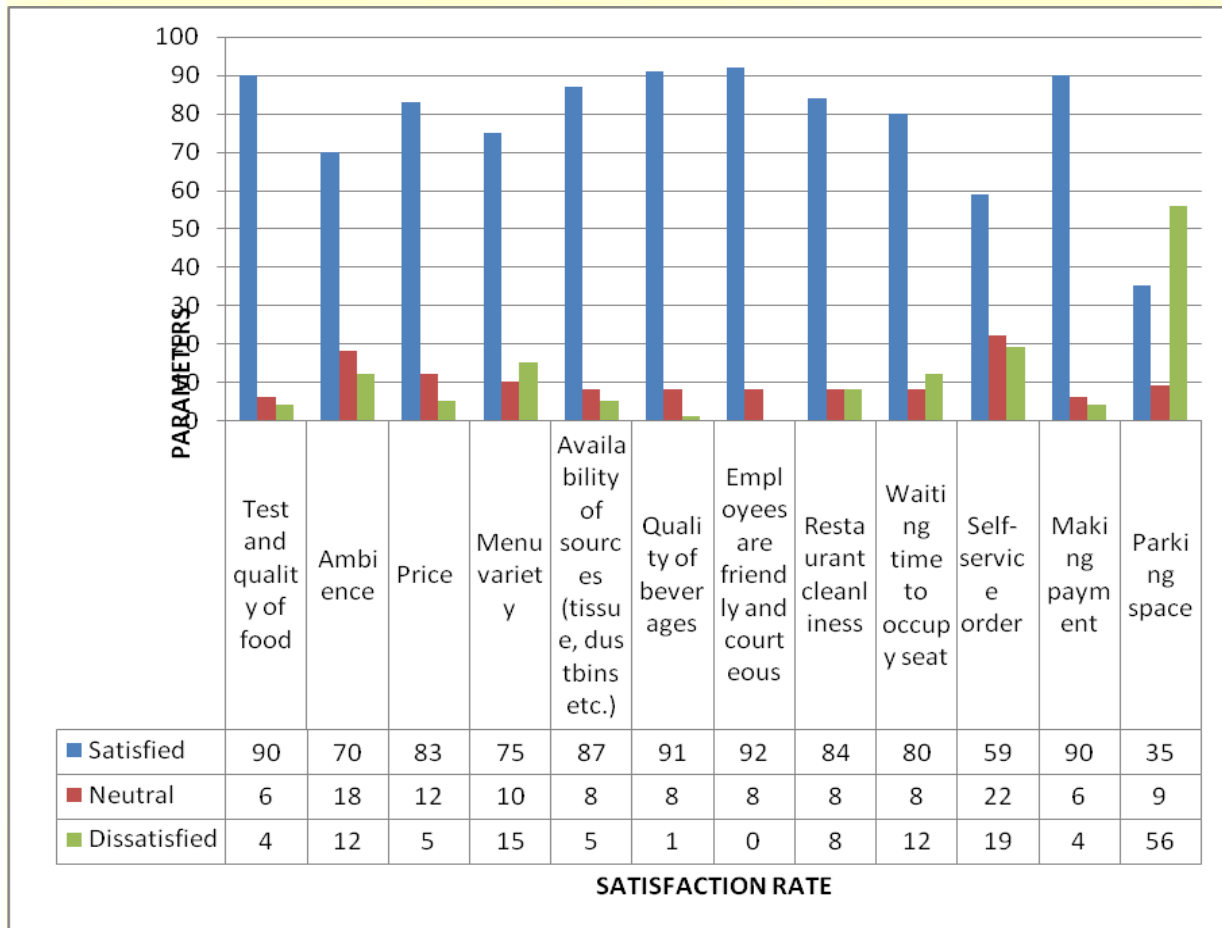
1) *Primary objective*

Primary objective is to know the level of customer satisfaction of products and services provided by Mc Donald's.

To achieve this objectives there are various parameters have taken, which are important for clients to make a decision for evaluate the services. These parameters are like

- Test and quality of food
- Ambience
- Price
- Menu variety
- Availability of sources (tissue, dustbins etc.)
- Quality of beverages
- Employees are friendly and courteous

- Restaurant cleanliness
- Waiting time to occupy seat
- Self- service order
- Making payment or ease of payment
- Parking space

|	Test and quality of food	Ambience	Price	Menu variety	Availability of sources (tissue, dustbins etc.)	Quality of beverages	Employees are friendly and courteous	Restaurant cleanliness	Waiting time to occupy seat	Self-service order	Making payment	Parking space
■ Satisfied	90	70	83	75	87	91	92	84	80	59	90	35
■ Neutral	6	18	12	10	8	8	8	8	8	22	6	9
■ Dissatisfied	4	12	5	15	5	1	0	8	12	19	4	56

SATISFACTION RATE

Interpretation

The above table indicates that Most of the respondents are satisfied towards the parameters. There are parameters like ambience, self service and parking space have lower satisfaction rate than other parameters so they can increasing their efforts to increase satisfaction in these areas.

Secondary objectives:

> ➢ First secondary objective is to know the usage pattern of consumers'.

Here several other questions are found out for knowing the usage pattern of consumers. With focus on it Mc Donald's can increase their customers' satisfaction by spending more resources on it. It is also helps to define target group and their average spending in the Mc Donald's.
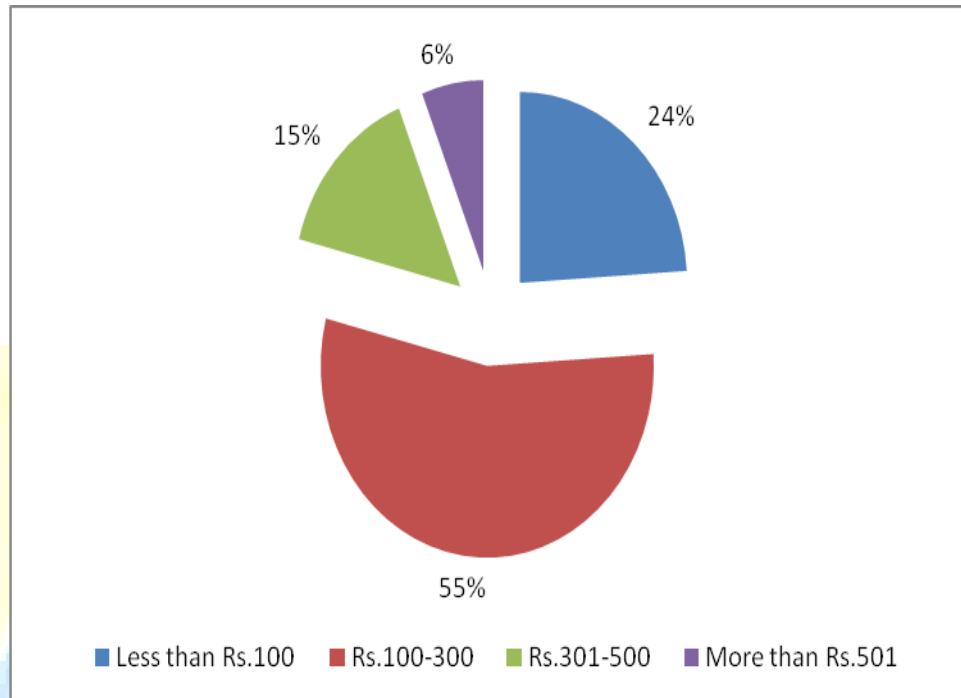
- **How often do you visit the Mc Donald's?**
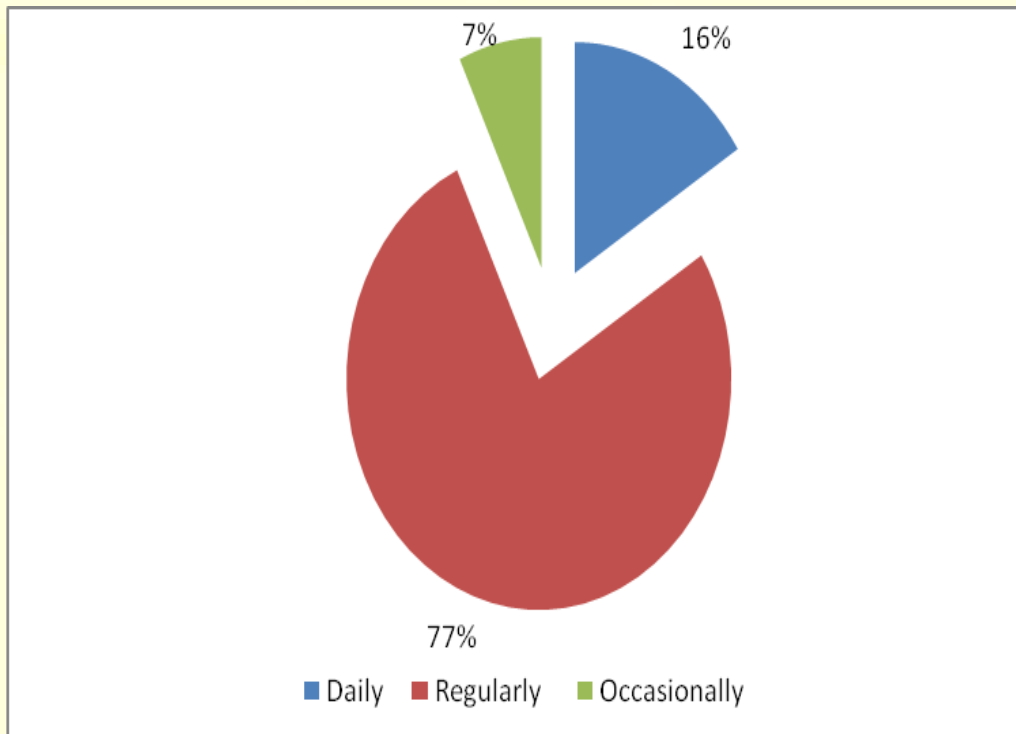
Interpretation

The chart indicates that majority consumers visited regularly to the Mc Donald's restaurants. They are very much aware about the offers and service offered by Mc Donald's so that it is very useful to generate effective results.
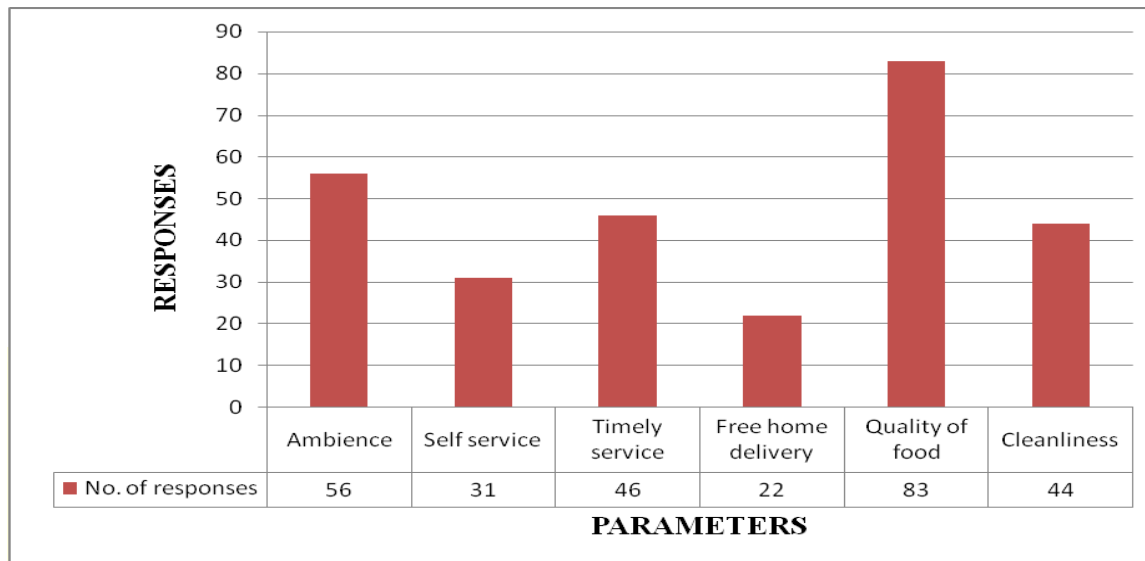
- **How much do you spend in one visit at Mc Donald's?**

Interpretation

The chart indicates that majority consumers are spending 100 to 300 Rs at one time visit to the Mc Donald's restaurants. Mc Donald's can use this data for marketing strategies as well as to format pricing strategies.

➢ Second secondary objective is to know the parameter which is most important.
  To fulfill this objective one multiple response type question has been asked with taking six parameters.

	Ambience	Self service	Timely service	Free home delivery	Quality of food	Cleanliness
No. of responses	56	31	46	22	83	44

Interpretation

The above chart indicates that majority respondents rate the quality of food as the most important parameter. To free home delivery and self service customer rates as less important parameters. This will help to taking effective managerial decision with focusing more on most important parameters by putting extra efforts.

CONCLUSION AND FUTURE RESEARCH DIRECTIONS

The results of the study can provide a valuable guide for the top management in formulating competitive marketing strategies. Independent and uniform measurement characteristics provide a useful tool for tracking performance and systematic benchmarking over time. In general customer satisfaction must be matching or greater than the importance level. From this research study conclude that customers are satisfied with majority of criteria given to measure the effectiveness of Mc Donald's. Yet there are some aspects are noted, where Mc Donald's need to focus more in order to achieve optimum customer satisfaction. So if they focus on these aspects, there is no doubt about their success in satisfying customers and thereby maintaining long term healthy relationships with customers. Hence this study is done only for the Adajan region in Surat city, a small geographical area; future research may be done for broader area. This study also can be helpful for others players in fast food industry for making their marketing strategies and offerings.

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