

Effective Marketing Strategies of McDonald's in Malaysia and Indonesia

Oh Zi Jian¹, A.A. Gde Satia Utama², Wan Nurin Afrina Binti Wan Musa³, Wafiq Bin Hasly⁴, Ramizah Fatimah Binti Al-Rifae⁵, Nur Syawaltul Aisyah Binti Mohamad Hussain⁶, Nofel Andriawan⁷

Kolej Vokasional Batu Lanchang^{1,3,4,5,6}
Jelutong, 11600 Penang, Malaysia
Universitas Airlangga^{2,7}

Jl. Airlangga No.4 - 6, Airlangga, Surabaya, Indonesia

Correspondence Email: ohzjian@gmail.com

ORCID ID: <https://orcid.org/0000-0001-6152-7437>

ABSTRACT

The purpose of this study is to examine the effective marketing strategies of McDonald's in Malaysia and Indonesia. The research method used online survey and analyzed by using SPSS version 24. Literature reviews, journals, and papers also are analyzed to support the collected data. The findings indicated that 87.07% of respondents are satisfied with the existing services whereas 69.83% of respondents are satisfied with the food by McDonald's. The findings also showed that the majority of consumers knew McDonald's from social media. The findings provide suggestions for future research and improvement provided by McDonald especially for offering more options and providing more discounts in their services.

Keywords: Indonesia, Malaysia, Marketing Strategies, McDonald's, Service

JEL Classification Codes: M30, M31, L84

INTRODUCTION

The McDonald's Corporation was founded in 1940 in San Bernardino, California by Richard and Maurice McDonald. They renamed their business a hamburger store and eventually converted it into a franchise, with the Golden Arches as logo, and debuted in 1953 at a Phoenix, Arizona site. Ray Kroc, a businessman, joined the firm as a franchise agent in 1955 and eventually bought the company from the McDonald brothers. McDonald's had previously been headquartered in Oak Brook, Illinois, but in June 2018, the company relocated its worldwide headquarters to Chicago.

McDonald's is the world's most profitable restaurant company, with over 69 million daily customers served over 37,855 locations in over 100 countries as of 2018. McDonald's is most known for its hamburgers, cheeseburgers, and french fries, but they also provide chicken, breakfast dishes, soft drinks, milkshakes, wraps, and desserts. The company has introduced salads, fish, smoothies, and fruit to its menu in response to shifting consumer tastes and negative criticism over the unhealthy nature of its cuisine. Rent,

royalties, and fees paid by franchisees, as well as sales in company-operated restaurants, are the sources of revenue for the McDonald's Corporation. With 1.7 million employees, McDonald's is the world's second-largest private employer (after Walmart with 2.3 million employees), according to two reports released in 2018. McDonald's has the tenth highest brand value in the world in 2020.

In December 1980, the world's largest fast-food chain began in Malaysia. In April 1982, McDonald opened their first restaurant in Malaysia at Jalan Bukit Bintang, Kuala Lumpur. McDonald's Corporation granted Golden Arches Sdn Bhd permission to open a McDonald's restaurant in Malaysia. They currently have 185 franchise locations around the country after twenty-six years. After their arrival in Malaysia, McDonald's has provided over 7000 job opportunities. Their vision is to become the customers' favorite place and way of eating. McDonald's gets the benefit from Malaysia's fast-food trend as it allows them to gain more market share and customers. McDonald's offerings have become more efficient, as a result of technological advances, customers can order online. Malaysia's growing internet users support this kind of service because consumers want 24-hour fast food.

McDonald's restaurants in Malaysia adhere to Islamic norms (halal standards), which are enforced by the Malaysian Islamic Development Department (McDonald's Malaysia, 2020). As a result, the animal slaughtering method follows the same halal guidelines as in Indonesia. It also does not provide pork and bacon ingredients. McDonald's fried chicken is their best-selling item. The other popular menu items include spicy chicken Mc Deluxe (burger with crispy spiced chicken thighs, lettuce, and special sauce in corn flour bread), grilled chicken burger (a burger served with grilled chicken thigh, iced lettuce and charcoal sauce, and toasted sesame seed bread), chicken rice package served with traditional chili sauce, cucumber slices, fried chicken package, beef eye egg, and iced Milo drink. Malaysian breakfast favourites including Teh Tarik and Cakoi fried bread are featured in the McSavers Breakfast (McDonald's Malaysia, 2020). McDonald's services have become more efficient as a result of technological advancements, such as the ability for clients to purchase over the phone or through online e-commerce applications. Furthermore, there is a 24-hour service that will improve sales and income since customers will be able to visit McDonald's or buy online at any time of day or night.

McDonald's Malaysia has also launched its own edition of Nasi Lemak "Mekdi", which is already becoming a Malaysian favourite, as a part of Malaysian Day. The dish includes coconut rice, crispy anchovies, fresh cucumber slices, fried egg, and sambal. Because of the popularity of Nasi Lemak among Malaysians, McDonald's Malaysia has launched a petition on the Change.org website to get Nasi Lemak recognized as Malaysia's official national dish, with a target of one million signatures by Malaysia Day on 16 September 2019.

Meanwhile in Indonesia on February 23 1991, the first McDonald's restaurant in Indonesia opened in the Sarinah building on Jalan M. H. Thamrin in Jakarta. Initially, the franchisee of McDonald's in Indonesia was PT Bina Nusa Rama owned by Bambang Rachmadi. On June 3, 2009, the franchise rights of McDonald's in Indonesia were taken

over by PT Rekso Nasional Food, a subsidiary of Rekso Group, which is the parent business of the Sinar Sosro soft drink company. McDonald's outlets in Indonesia switched to Tony Jack's Indonesia on October 1, 2009, but not all of them. There are 13 McDonald's stalls owned by Bambang Rachmadi which changed, among others, located in Sarinah (Thamrin), Melawai Plaza, Blok M Plaza, Arion, Kelapa Gading, Sunter, Bandung Indah Plaza, Plaza Surabaya, Soekarno-Hatta Airport, ITC Mangga Dua, Citra Land, Gajah Mada Plaza, and Kebon Jeruk. Unfortunately, the existence of Tony Jack's Indonesia did not last long. A few months later, Tony Jack's Indonesia went bankrupt and was taken back by McDonald's.

Indonesia is a Muslim-majority in their country, all McDonald's restaurants are halal certified in Indonesia. In Indonesia, they do not provide pork-based goods and only use beef, poultry, and fish in accordance with Halal rules. Breakfast menu, beef, poultry, fish, drinks, desserts, happy meals, McCafe, and snacks are some of their most well-known items. They also provide breakfast specials with assured quick service and low rates. In 2020, McDonald's Indonesia has a greater range of local cuisine options, including chicken porridge, nasi uduk, spicy chicken, rica-rica chicken rice, Sosro bottled tea, and klepon pastries.

People nowadays are chasing a fast-paced period, it makes the demand for fast food is increasing in Malaysia and Indonesia. The economy of Malaysia and Indonesia have both grown considerably in recent years, this causes the purchasing power of middle-class consumers to increase. McDonald's may implement strategies that will help to penetrate Asian markets more effectively. Both the consumer base and income will grow as a result of this. A PESTLE study, which includes political variables, economic elements, socio-cultural aspects, technical aspects, legal issues, and ecological aspects, is useful for analyzing and monitoring macroenvironmental elements that have a significant influence on an organization's performance.

The macroenvironment of McDonald's business and economic McDonald's already has established operations in over 100 countries, owing to the company's political clout. McDonald's is like any other restaurant in terms of service. It is required to follow the government's health and hygiene requirements are influenced by political variables, which are government policies and acts. Several governments, like those in Malaysia and Indonesia, have put pressure on the fast-food industry. Fast-food restaurants are increasingly being perceived as less healthy, encouraging obesity, high cholesterol, and cardiovascular diseases, and leading the market to decline.

Economic considerations are concerned with the influence of economic circumstances and trends on McDonald's macroenvironment (Greenspan, 2018). Economic developments have a direct and indirect impact on business success. External issues such as sluggish but stable growth (opportunity) in underdeveloped nations, the Covid-19 epidemic (danger) in developed nations, and quick growth in developed nations will all have an influence on McDonald's industrial environment (opportunity). McDonald's development across the world is influenced by economic considerations. The exchange rate is a deciding element in deciding whether to import or buy raw materials from a local



supplier. Other aspects to consider for successful and intelligent decision-making include tariffs on imported raw materials, unemployment rates, severances, and taxes.

Around the world that financial recession crisis that began at the end of 2007 resulted in a sharp drop in global commerce and an increase in unemployment in a number of nations (UKEssays, 2018b). However, in comparison to its neighboring nation, Singapore and Malaysia have done so well that it has been unaffected by the recession. Malaysia had already experienced a financial crisis in 1997, and had learned from it (UKEssays, 2018b). Furthermore, McDonald's was able to resolve the problem by reducing food prices and providing value-added meals. McDonald's did the same thing and outperformed its competitors. Malaysia's economy is growing at a pace of 4.5-5 percent per year right now. The Malaysian Ringgit-to-US Dollar exchange rate remained stable at 2.95. (UKEssays, 2018b).

Social culture factors relate to the social conditions that promote or limit McDonald's operations (Greenspan, 2018). Malaysia and Indonesia are multicultural and multireligious countries. Moreover half of the people in both nations are Muslims. As a result, Islam was made an official religion in both Malaysia and Indonesia. The 'Halal' certification plays an important role in the Malaysian food business (Nik Muhammad, Md Isa & Kifli, 2009). McDonald's does not introduce any pork-containing products under the Halal mark in order to respect the culture and adhere to national rules. Furthermore, it adheres to stringent 'Halal' compliance by procuring crucial raw material components from 'Halal' approved sources.

The cultural variety gives lots of opportunities for fast food firms like McDonald's, since it may present endless possibilities for tourist industries (Nurlaila, 2020). McDonald's, for example, creates a variety of goods that appeal to customers in various local and regional markets. Furthermore, the emergence of healthy lifestyles is a challenge, as McDonald's goods feature criticism of the harmful consequences on health. McDonald's, on the other hand, may add fresh fish pieces and fresh veggies to their healthy meals. To attract and retain all consumers, McDonald's has transitioned into a more efficient and innovative technology-based business model that includes self-service ordering kiosks. McDonald's has debuted its digital ordering platform, which has improved the self-service ordering kiosks' experience for consumers. Customers now have a new way to order and pay for their meals thanks to digital technology. It is quite convenient for individuals who are in a hurry to get jobs and improve sales. Furthermore, McDonald's stated that these kiosks would not result in layoffs and those employees will be sent to other areas to free up time to prepare a fresh meal (Peterson, 2017). This underlines how kiosk marketing might increase ordering efficiency and food quality. In the long run, it also provides McDonald's with a competitive edge. The majority of people who purchase food from a kiosk tend to add on to their purchase. McDonald's has also increased the capacity of its contact centers, which can now handle up to 70,000 calls compared to 20,000 previously (Marketing Environment of McDonalds Assignment, 2019).



With the presence of McDonald's in Malaysia and Indonesia, the government will be able to open employment opportunities to the people. With various companies like McDonald's, job opportunities will increase and it will be easier for employees to apply for jobs.

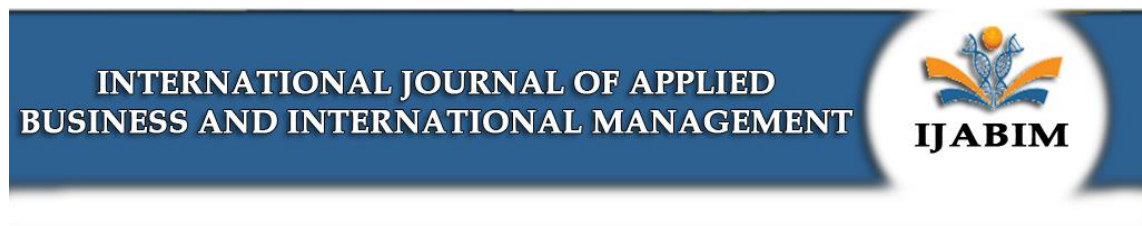
McDonald's provides the easiest way to lunch by demonstrating its efficient working procedures, as this fast-food model provides an effective way for individuals to meet their diverse demands (Ritzer, 1993). People not only satisfy their fundamental hunger needs by eating popular foods but also, they can take into consideration the price. Customers have always been hesitant of spending money on fast food during economic downturns (Mintel, 2009).

For the ecological elements that are connected to natural environment trends, as well as how these trends impact McDonald's distant macro-environment (Greenspan, 2018). It is used to look at how environmental changes affect businesses and customers. McDonald's can improve their environmental programs and sustainability to strengthen their brand and commercial success (Greenspan, 2018), for example, the McRecycle initiative (UKEssays, 2018a). This initiative aims to take advantage of the opportunities that have arisen as a result of the increased interest in corporate environmental initiatives and a rising focus on sustainable business practices (Greenspan, 2018). In addition, the availability and consistency of McDonald's food supplies were impacted by changing weather conditions. As a result, in order to mitigate this effect, McDonald's needs to expand their supply chain. McDonald's in Malaysia and Indonesia might benefit from these concepts. They are both absolutely one-of-a-kind in terms of their local cultures, marketing methods, client loyalty, and technological advancements.

McDonald's also has its own website and uses other online social media platforms to disseminate information about promotions and events in other regions. However, it is lacking in a number of areas where its competitors are well ahead. McDonald's for example has only lately introduced an internet ordering system. However, the delivery service is poor and does not always reach the majority of Kuala Lumpur and other major cities. As a result, in order to flourish in the dynamic business environment of the new century or internet era, McDonald's must design the finest plan to adapt to changing consumer demand.

Malaysians and Indonesians are the most majority Muslims, halal (permissible) is a major concern in Malaysia and Indonesia. McDonald's Malaysia requires 100% halal certification from Jakim (McDonald's Malaysia, 2020), but McDonald's Indonesia requires the Sistem Jaminan Halal (SJH) accreditation from LPPOM MUI (McDonald's Indonesia, 2020). Furthermore, McDonald's major supplier is MacFood Services, which assists the company in exporting grocery products to the market in northeast Islamic nations (Rajawat et al., 2020).

McDonald's engaged at least two Muslim kitchen employees and assigned two Sharia specialists as Sharia consultants to the internal halal committee to satisfy the halal criteria (Rajawat et al., 2020). Before employees can work, they must receive a flu



vaccination from a government-approved health center (McDonald's Malaysia, 2020). In addition, McDonald's protein provider in Malaysia, MacFood Services Malaysia Sdn Bhd, is a global halal market provider. All protein ingredients, such as chicken slices and nuggets, are prepared in compliance with Islamic hygiene and safety standards (Rajawat et al., 2020).

McDonald's should produce menu improvements that are exclusively accessible in specific regions in order to maintain its appeal among competitors such as Domino's Pizza, Pizza Hut, KFC, and Burger King. The evolution of performing the promotion influences the inventiveness of fast-food businesses. Alternative promotions must continually be considered by central developers in order to reach more customers in areas where McDonald's is franchised. McDonald's launches Nasi Lemak McD and Mix and Match in Malaysia, adapting to local tastes (McDonald's Malaysia, 2020). McDonald's in Indonesia caters to local tastes with PaNas Special and Pamer 5 McD (McDonald's Indonesia, 2020). In addition to television commercials, additional techniques of marketing include using social media platforms such as Facebook, Instagram, and Twitter, as well as creating campaigns to introduce new items based on local market demand.

For the continue to exist in the competitive fast-food market and gain consumer attention in Malaysia and Indonesia, McDonald's must provide convenience for consumers through a variety of promotional techniques. Furthermore, in order to make McDonald's a leader in the fast-food market, it is vital to develop strategies for ensuring that customers are happy with the services provided.

McDonald's in Malaysia and Indonesia was able to transition into a more efficient service because of technological advancements, such as the introduction of self-order kiosks and the McDonald's app to attract consumers. McDonald's has established and enhanced its digital ordering systems in response to customers' positive experiences with the kiosks (Duprey, 2019). It is also enhanced revenues since the amount of time spent serving consumers was reduced.

The Difference of McDonald's between Malaysia and Indonesia.

As a part of their global plan, McDonald's uses franchises (Yeu et al., 2012). As the franchisor supervises the decision-making of the company operations in various geographical locations throughout Malaysia and Indonesia, the original ideals continue to be implemented (Yeu et al., 2012). McDonald's main menu items include burgers of various flavours, french fries, soft drinks, and dessert varieties, which are available at all McDonald's locations in Malaysia and Indonesia. Furthermore, the application of marketing tactics at McDonald's locations throughout the world is comparable and unique. In terms of products, McDonald's Malaysia and Indonesia are almost similar in culture in which all the food and beverages produced by McDonald's requires halal certification.

Both McDonald's Malaysians and Indonesians, they provide their self-service kiosks where customers can place their orders in front of them. For example, paying by using a

credit card, e-wallet or debit card, or such as GrabPay, then pick up their purchases to take away or eat in the McDonald's. Most McDonald's restaurants across the world feature a similar interior or outside decor. They employ social media and television as promotion platforms. McDonald's in Malaysia charges a somewhat higher price for its meal than McDonald's in Indonesia. Thus, McDonald's in Malaysia and Indonesia is not very different. Malaysia and Indonesia have very similar characteristics as well as very similar cultures between these two countries. If these two countries have a difference it can be raised as a difference in the price of food and food supplements, for example in Malaysia McDonald's serves Nasi Lemak, Bubur McD, while in Indonesia McDonald's serves Nasi Uduk. These two countries have almost the same characteristics.

RESEARCH METHOD

This research aims to examine how the marketing strategy used by McDonald's become the most widely known business. This research also focused on the way McDonald's marketing work in particular countries, in this study are Malaysia and Indonesia. Online literature reviews, online surveys, online reviews, journals, and paper analysis have all been used in the research. This report contains all of the details necessary to achieve the project's goal.

Peer-reviewed scholarly papers have also been used to complete this project and produce the results that we have with this project. This method has aided in identifying project gaps, which is extremely beneficial to our project. The literature review was synthesized in order to comprehend the subjects of MacDonalD's marketing campaigns and focused on a multinational corporation based in Malaysia and Indonesia, marketing parameters, and how the company's business environment functions. The literature review was biosynthesized in order to comprehend the subjects of MacDonalD's marketing campaigns and focused on a multinational corporation based in Malaysia and Indonesia, marketing parameters, and how the company's business environment functions. This also helped to put all of the research into perspective and provided context for reviewing all of the questionnaire answers and writing the project reports.

This project was also evaluated and completed using Google Scholar, e-books, and articles that were relevant to our projects. We will include the questionnaire and interpret the effects of the ads in MacDonalD's using those references.

Google Form was also used to perform all of the questionnaire surveys, and this technique was also simple to use to summarize all of the details on how McDonald's marketing functions in Malaysia and Indonesia. The respondents are from Malaysia and Indonesia. To ensure that study ethics principles are followed, participants responded to the survey without including any personal information. The paper review process entailed evaluation and the gathering of all related material from outlets such as MacDonalD's website, the entire report, and all of McDonald's marketing research concerns.



The online questionnaire will also be sent to potential respondents and posted on social media sites to collect information and make it easier to outline our mission. The quantitative data, such as age demographics, were analyzed using graphs and other maps.

RESULTS AND DISCUSSION

This set of questionnaires aims to find the effective marketing strategies used by McDonald's in Malaysia and Indonesia, by distributing the questionnaire to 116 respondents via online Google Form. The majority of the data is taken from girls between the ages of 19 and 20. Everyone knows about McDonald's because of social media, and it is always running a promotion. It is easy to get and it is the main factor of why McDonald's becomes everyone's favorite fast food. The majority of respondents also believe that McDonald's should always provide customers a discount.

Table 1. Summary of Respondents' Demographics (N=116)

RESPONSE	FREQUENCY	PERCENTAGE (%)
Gender		
Male	30	25.86
Female	86	74.14
Age		
18 and below	24	20.69
19-20	42	36.21
21-29	25	21.55
30 and above	25	21.55
Nationality		
Malaysia	70	60.34
Indonesia	46	39.66

Table 1 displays the demographic characteristics of the respondents. The responder provided a total of 116 replies. The demographic profile that we gather is based on their gender, age, and nationality, as shown in table 1. The majority of the respondents are between the ages of 19 and 20, accounting for 42 out of 116 (36.21%), while those aged 18 and under account for 24 out of 116, which means 20.69%. While the other group aged 19-20 and 30 above has the same exact frequency which is 25 out of 116 (21.55%). While most of the respondents are female as many as 86 (74.14%). According to the table that we have analyzed, most of the respondents are from Malaysia based on nationality which is 46 out of 116 (39.66 %). Then we discovered that Malaysia had the most replies (70 out of 116, or 60.34 %), whereas Indonesia had 46 total or 39.66 %. Table 1 shows that there are more Malaysians who participate in this survey. According to table 1, the majority of those who participate in this poll are between the ages of 19 and 20. The majority of them are teenagers. It is because McDonald's is well-known among teenagers, and the majority of teenagers prefer McDonald's meals.



Table 2. Survey on Consumer Satisfaction towards McDonald's Food and Services

RESPONSE	FREQUENCY	PERCENTAGE (%)
Did you find out about McDonald's		
Yes	78	67.24
No	15	12.93
Maybe	23	19.83
How did you find out about McDonald's?		
Social Media	107	56.02
Newspaper	15	7.85
Television	54	28.27
Radio	13	6.81
Others:		
Friends	2	1.05
How often do you visit McDonald's		
Less	71	61.21
Always	32	27.59
Other:		
Never	3	2.59
Sometimes	3	2.59
Rarely	7	6.03
Every time you visit McDonald's, who are you with?		
Own self	18	15.52
Family	54	46.55
Friends	44	37.93
Other:	0	0
Why did you choose McDonald's as your favourite food?		
Easy to get	71	61.21
Favourite	28	24.14
Daily food	3	2.59
Affordable	14	12.07
Do you think McDonald's does not affect your health?		
Yes	21	18.10
No	41	35.34
Maybe	54	46.55
What do you think about the food at McDonald's?		
Extremely Not Good	3	2.59
Not Good	22	18.97
Good	81	69.83
Extremely Good	10	8.62
What do you think about the services in McDonald's?		
Extremely Not Good	0	0



Not Good	6	5.17
Good	101	87.07
Extremely Good	9	7.76
Did you think that McDonald's should improve their food and services?		
Yes	44	37.93
No	18	15.52
Maybe	54	46.55
What changes do you expect from McDonald in the future?		
More food option	68	31.63
Always doing discount offer	78	36.28
Friendly service to customer	36	16.74
Exceeding the limits of internet facilities	30	13.95
Others:		
Open outlet mcd that does not exist in other cities	1	0.47
Improve the quality of materials used	1	0.47
Synergize to promote healthy food	1	0.47

McDonald's customer satisfaction as it is seen in Table 2, there are only 78 people or 67.24 % are aware of McDonald's existence, whereas 15 people or 12.93 % are unaware of McDonald's existence, and 23 people or 19.83 % believe they will know about McDonald's. The fact that McDonald's is a very popular restaurant in the world is one of the reasons why more people are aware of its presence. Also, they are well-known for selling burgers, and the restaurant offers a wide range of burgers from which to pick. On the other hand, some people are unfamiliar with McDonald's, because there is no McDonald's outlet in their town and some people knew about McDonald's, but they have not tried the meals yet.

According to the second portion of Table 2, as many as 107 people (56.02%) and knew about McDonald's through social media like Facebook, Instagram, Twitter, and YouTube. There are also 54 people (28.27%) who knew about the restaurant from television. In addition, 15 people (7.85%) knew about McDonald's from the newspaper and 13 people knew from the radio (6.81 %). We are also allowed to let them say about other platforms where they know about McDonald's, which includes two people (1.05 %) who knew about it from their friends. Social media allows people to communicate with others and provides marketers with many methods to connect with customers. Most people learned about something through social media (Appel, Grewal, Hadi & Stephen, 2019). Many individuals are also familiar with McDonald's because industry norms imply that (legacy) enterprises with lengthy histories of market involvement benefit from advantageous prices to reach the same audiences (Contributor, 2021).

The next survey question asks how frequently the respondent come to McDonald's. According to the table, as many as 71 people (61.21%) said they do not go to the

restaurant as often. The table also revealed that 32 people (27.59 %) come frequently to McDonald's. In addition, 7 people (6.03%) come to McDonald's rarely, 3 people (2.59%) never come to McDonald's and 3 people (2.59%) come to McDonald's frequently. We can tell from the table that the restaurant does not attract a large number of customers, because in the midst of a pandemic, the government prohibits people to leave their homes. Even if a large number of customers do not come frequently, the restaurant is nevertheless frequented by a large number of people, because they buy the meals through via online. Another reason why some people do not come and buy meals in McDonald's is the price is too expensive for some people. McDonald's also increased their price due to the changes in the economic market.

We also included the other person with whom they attended McDonald's. As can be seen, the biggest response is as many as 54 people come to McDonald's with their families (46.55%). While 18 people (15.52%) come to the restaurant by themselves, 44 people (37.93%) come to McDonald's with their friends. Many people come to the restaurant with their families since McDonald's has implemented facilities that allow guests to hold birthday parties at the restaurant for a set charge. This will establish McDonald's as a location where customers may not only eat but also have fun.

The questionnaire also inquired why consumers chose McDonald's as their preferred dining establishment. According to the data above, as many as 71 people (61.21%) believe that McDonald's makes them easier to get the meal. In addition, 28 people (24.14%) claimed it is their favorite item to order because of the menu. As many as 14 people (12.07%) believe that McDonald's has a standard price, and only three people (2.59%) make McDonald's as their daily meal. Most of the respondents said that McDonald's is such a simple food in an urgent condition because they have many outlets spread around town in a country. While many individuals believe that McDonald's is their favorite fast-food restaurant, because McDonald's has a diverse menu from which customers may pick, and they do not only serve burgers but also sweets and fried chicken, as well as having its own café.

We also ask the respondent about the food's healthiness and what they think of it. As many as 54 people (46.55%) claimed that McDonald meals maybe have an impact on their health whereas 41 people (35.34%) said that McDonald's meals have no impact on their health. Surprisingly, 21 people (18.10%) said that McDonald's meals have an impact on their health. Most of the respondents said that McDonald's will occasionally produce a new menu that includes a healthy alternative for their customers, and they will occasionally propose a healthy alternative to their customers. Some firms will undoubtedly use this type of marketing plan in order to attract a large number of customers, and it works since McDonald's is a worldwide restaurant.

While for the taste, as many as 81 people (69.83%) said that McDonald's meals are good, while there are 10 people (8.62%) who said that McDonald's foods are extremely good. As many as 22 people (18.97%) said that McDonald's foods are not good enough, while 3 people (2.59%) said that McDonald's foods are extremely not good. Based on the table, we can agree that there are a lot of people who said that McDonald's food is good

because they always freshly maintain their food, they keep the food hot, their ice cream has a soft texture and has many flavors to choose. Some people said that McDonald's foods are not good because some outlets serve them in bad condition.

By according to Table 2, 101 people (87.07 %) think McDonald's has a merely good service, while 9 people (7.76%) believed their services are extremely good. As many as 6 people (5.17%) think their services are not good, and none of the people think their services are really bad. Most people believe their services are good because McDonald's provides the facilities such as internet access and offering more than one payment option, making it easier and more convenient. Currently, if people want to pay with a credit or debit card or from their e-wallet, they can choose whether to queue at the payment locker or order themselves using McDonald's machine, it is a time-saving technique. Some people also expressed dissatisfaction with McDonald's service due to the fact the serving time is very slow and made customers wait more than the required time.

The study also inquired as to whether McDonald's should enhance their cuisine and customer service. As many as 54 people (46.55%) said that they should enhance the services. Then there are 44 people (37.93%) who believe the restaurant should enhance their services, while as many as 18 people (15.52%) believe they do not need to enhance their services.

The final question concerns what changes customers should expect from McDonald's in the future. As many as 78 people (36.28 %) believe that McDonald's will always give a discount. Then there are 36 people (16.74%) who believe they should provide courteous service to their customers and 30 people (13.95%) believe they should increase the internet capabilities in their outlet. Other ideas include opening McDonald's outlets in the suburbs, improving the quality of the ingredients used, and collaborating to encourage healthy eating. Many individuals also believe that McDonald's should offer additional meal options, mostly since the company frequently releases the same meals, not only once but several times. Then, some people argued that McDonald's should improve internet facilities because some outlets have connection problems and some do not provide internet facilities. Many people said that McDonald's should provide nice treatment to their customers because their customer service has recently deteriorated. Regarding the opening of an outlet, one of the responders stated that this is because some of the outlets are not yet accessible in other cities.

CONCLUSIONS

From the analysis of the study, it can be concluded that the services and products of McDonald's give a big impact on consumer satisfaction but they still expect McDonald's to provide more. According to the findings of the 116 respondents, the majority of McDonald's customers are satisfied with the existing services and products by McDonald's. According to the research, the majority of consumers knew McDonald's from social media. It shows that the power of the internet and social media are more easily to let people get to know new things faster. Mostly the customer is more likely to order the McDonald's because it is easy to get. This is because most customers maybe

live near McDonald's outlet, and when they order online, their delivery is likely to arrive quickly. However, the issue that occurs in McDonald's is all the foods are mainly high in calories and none of them think that the food is likely not that healthy. The majority of customers will only purchase McDonald's meals once a month or on unusual occasions. On the satisfaction scale, the majority of customers are happy with the restaurant's services and meals, with only a small percentage dissatisfied. However, McDonald's needs to enhance and diversify their menu. For suggestions and recommendations on how to increase McDonald's customer contentment, the majority of customers suggested that McDonald's enhance their meal offerings and give discounts to retain the restaurant's high level of satisfaction.

In addition, because the majority of respondents were dissatisfied with the price, variety, and services, McDonald's should enhance their marketing techniques and fix the price of their products. Consumers have more sensitive feelings about price when wages decline and the economy falters. McDonald's is suggested to utilize price tactics like value-based pricing, particularly when the product is no longer in great demand and the economy is shaky. Value-based pricing determines the appropriate price for a product or service based on the requirements, financial capability, and expectations of consumers, as well as the alternatives offered by rivals. It demonstrates the expected value of the service or product from the customer. The profitability might be maintained by reducing the sizes or pricing. Quarterly promotions, such as buy one get one free voucher and cashback, may help to maintain and recruit consumers, as people with a lower income may be able to take advantage of them.

Finally, McDonald's has to standardize service abilities, establish clear standards, and give professional training to new employees before they work. This is in order to improve customer service, keep loyal consumers, and boost profits. It is because outstanding service keeps people coming back, service influences a restaurant's potential to acquire more loyal customers. McDonald's has to acquire strategic data to identify their consumers' wants if they want to increase consumer loyalty. Then commit to providing consumers with services that surpass their expectations and encourage them to remain loyal to McDonald's. As a result, McDonald's should devise particular incentives to promote high performance while punishing underperforming employees. This is to guarantee that employees are working efficiently to satisfy the demands of customers and to achieve customer satisfaction. Despite the worldwide competition, the corporation has effectively adapted to the culture and demands of its customers. With the rules and halal certification, McDonald's is able to go advance and always have success in the future.

REFERENCES

- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2019). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 1-17. doi: 10.1007/s11747-019-00695-1.

- Contributor, C. (2021, June 2). *Product development strategy for McDonald's*. Retrieved from <https://smallbusiness.chron.com/product-development-strategy-mcdonalds-12207.html>
- Duprey, R. (2019, May 6). *McDonald's technology investments are helping to drive sales*. Retrieved from <https://www.fool.com/investing/2019/05/06/mcdonalds-technology-investments-are-helping-to-dr.aspx>
- Greenspan, R. (2018, September 5). *McDonald's PESTEL/PESTLE analysis & recommendations*. Retrieved from <http://panmore.com/mcdonalds-pestel-pestle-analysis-recommendations>
- Marketing Environment of McDonalds Assignment. (2019, May 19). *Concerning McDonald's has also increased the capacity of its contact centers, which can now handle up to 70,000 calls compared to 20,000 previously*. Retrieved from <https://anyassignment.com/art/marketing-environment-of-mcdonalds-assignment-34613/>
- Mintel. (2009). *Restaurant brands-UK*. Retrieved from <https://store.mintel.com/report/restaurant-brands-uk-june-2009>
- Nik Muhammad, N. M., Md Isa, F., & Kifli, B. C. (2009). Positioning Malaysia as Halal-Hub: Integration role of supply chain strategy and halal assurance system. *Asian Social Science*, 5(7), 44-52. doi: 10.5539/ASS.V5N7P44
- Nurlaila. (2020). Management of social culture development of community village Bobanehena tourism, North Halmahera District. *International Journal of Tourism & Hospitality in Asia Pacific*, 3(3), 52-62.
- Peterson, H. (2017). *McDonald's shoots down fears it is planning to replace cashiers with kiosks*. Retrieved from <https://www.businessinsider.com/what-self-servekiosks-at-mcdonalds-mean-for-cashiers-2017-6>
- Rajawat, A., Kee, D. M. H., Malik, M. Z. B. A., Yassin, M. A. Q. B. M., Shaffie, M. S. I. B. A., Fuaat, M. H. B., ... & Santoso, M. E. J. (2020). Factors responsible for McDonald's performance. *Journal of the Community Development in Asia*, 3(2), 11-17.
- Ritzer, G. (1993). *The McDonaldization of society*. Thousand Oaks, CA: Pine Forge Press.
- UKEssays. (2018a). *Innovation and Technology Strategies of McDonalds*. Retrieved November 06, 2020 from <https://www.ukessays.com/essays/marketing/innovation-and-technologystategies-of-mcdonalds-marketing-essay.php?vref=1>
- UKEssays. (2018b). *Pest Analysis of McDonalds in Malaysia*. Retrieved from <https://www.ukessays.com/essays/marketing/pest-analysis-of-mcdonalds-in-malaysia-marketing-essay.php?vref=1>
- Yeu, C. S., Leong, K. C., Tong, L. C., Hang, S., Tang, Y., Bashawir, A., & Subhan, M. (2012). A comparative study on international marketing mix in China and India: The case of McDonald's. *Procedia-Social and Behavioural Sciences*, 00(2012), 1-6.