

# Improving Customer Satisfaction Through the Role of Mediation Word of Mouth Case Study at Mcdonald's Cut Meutia Bekasi

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## ABSTRACT

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*This . study aims to analyze and determine the effect of product quality and brand image on customer satisfaction through word of mouth mediation at McDonald's Cut Meutia Bekasi. Respondents in this study were McDonald's customers who had visited at least 2 times and bought McDonald's food products. This sampling technique is purposive sampling with a total of 150 respondents. The analytical method used is descriptive and quantitative methods. The results of this study indicate that product quality and brand image have a significant effect on customer satisfaction, product quality and brand image have a significant effect on word of mouth, word of mouth has a significant effect on customer satisfaction and there is an indirect effect on product quality and brand image on customer satisfaction through word of mouth has a significant effect.*

## 1. INTRODUCTION

The development of the era of fast food restaurants in Indonesia is currently very broad. In today's competition, fast food restaurants sell more food that is easy to carry, in a situation where people start with a lot of activities and work, they prefer to buy food and drinks faster. Everyone has basic needs in the form of food and drink. Because food and beverages are one of the promising businesses and are in great demand by consumers.

As time goes by, now companies in the food and beverage sector are very wide in Indonesia, because of that *fast food companies* will make packaging that is different from the others. According to Kotler & Keller (2012), many people think of a product as tangible, but a product is anything that can be offered to consumers to satisfy their expectations or desires, for example, services, experiences, events, people, places, assets, and inspiring ideas.

The success of a fast food restaurant in attracting consumers to buy the product and promote it to other potential customers. It turns out that this activity is to influence consumers so that they can look for products offered by *fast food restaurants* and then be interested in buying these products. According to Kruger & Stumpf ( 2013) , brand image is confirmed across various industries by a simple comparison: the absolute value for purchase intention or purchase among people who know what a brand means. Ideally, being part of the origins of the concept of marketing communications, companies carefully adapt these elements of brand image to attract customers and deliver a clear, consistent and compelling message about the company and its brand.

*Fast food* restaurant products are also very attractive in terms of shape, color, technological sophistication, and brand. Brands also have different characteristics because that is what distinguishes one product from another. For example, *fast food restaurants* make various efforts to protect their brand image, starting from technological innovation, competitive prices, and restaurant promotions. The better the brand image in the community, the higher the number of consumers who come to the *fast food restaurant* . A culinary business \_ determined by applying the art of perfect marketing management and establishing good relationships with consumers or customers to win the competition. . Thing this lah which encourages business people to continue to compete by issuing new ideas in running their business. To achieve the goal of McDonald's continues to improve excellence and continue to innovate by utilizing

and using technology that is increasingly developing in this era , in order to meet people's desires. And by continuing to pay attention to several factors such as product quality, brand image , and *word of mouth* (WOM) in order to create repurchase intentions so as to meet customer satisfaction. Apart from the success of a business, *word of mounth* plays an important role in a restaurant business engaged in *fast food*. With word of mouth , it becomes a source of information for consumers to influence other consumers in customer satisfaction with the purchased product, whether they are satisfied or dissatisfied with the product. According to Irawan (2007) WOM This is an important part of a marketing communications strategy. Consumers who want to buy new products, relatively expensive products or complex products are increasingly using word of mouth.

Customer satisfaction is also a goal as well as a marketing tool for the company. To give consumers the tools to quickly spread good and bad rumors around the world, companies need to pay attention to the satisfaction of their existing customers. It guides customer satisfaction, asks follow-up questions, measures purchase intention, and respondents' ability and willingness to recommend the company or brand to others (Kotler & Keller, 2012) . The level of customer satisfaction is always based on the company serving these customers. For companies that focus on customers, customer satisfaction is a marketing goal and a marketing tool for companies that implement customer satisfaction programs.

McDonald's is also a fast food restaurant with the best service among fast food restaurants. *McDonald's* always guarantees the quality of its products, provides satisfactory service, provides clean and safe food as well as added value and an important consumer smile for *McDonald's*. One of the unique services only offered McDonald's is a *self service service* . This service allows customers to buy food without having to queue . *McDonald's* as one of the largest *fast food restaurants* in Indonesia, it also provides *self-service* for its customers . This self service service is a form of The *service* offered by *McDonald's* is closely related to service . The purpose of this study was to prove the influence of product quality and brand image on customer satisfaction through *word of mouth*.

## Theory Review and Hypothesis Development

### Product quality

According to Wijaya (2019) explained that product quality is a comprehensive combination of product and service characteristics based on marketing, implementation, engineering, and maintenance that can meet customer expectations . Product quality is also one of the most important determining tools for marketers. Quality affects the performance of a product or service and affects consumer satisfaction (Kotler & Armstrong, 2012) Quality is the appearance of the product or performance which is the main part of the strategy of business people in the tourism industry in order to achieve sustainable excellence, in the market or market innovator (Widokarti & Priansa, 2019) . Quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. Quality is increasingly important for differentiation as companies adopt a value model and deliver higher quality at less cost. customized qualities of durability, reliability, ease of use and ease of use . Quality is something that is decided by the customer. That is, quality is based on the actual experience of the customer or consumer with the product or service as measured by these requirements. There are 3 aspects of product quality according to Vaclavik and Christian (2008) namely Appearance (Appearance ) , Texture ( *Texture* ), and Taste (*Flavor*).

Wjiaya (2019) explains that product quality is a comprehensive combination of product and service characteristics based on marketing, implementation, engineering, and maintenance that can meet customer expectations. Sernovitz (2012) describe *Word Of Mouth* as the result of determining the desired effective from a product and occupying the minds of customers. Based on the results of the previous analysis conducted by Pratami *et.al* (2020) stated that there was a large positive influence between product quality and *Word Of Mouth* . From the explanation above, the researcher describes the hypothesis as follows:

**H1** Product quality has a positive effect on *Word Of Mouth*

**H2** Product quality has a positive effect on customer satisfaction

## Brand Image

Image is the main way people differentiate products. As systems and methods become more mainstream, staff differentiation becomes more important. The functional strength of the company provides a competitive advantage. A strong brand commands strong consumer loyalty and at its core is a great product or service. Brands are offerings from known sources for example McDonald's brings many associations of many consumers; fast food, fun, kids. This association forms the brand image of all companies trying to build a strong and profitable brand image. Brand Image according to Kotler & Keller (2012) , is strong by developing premium products and packages, ensuring availability and supporting them with attractive and reliable communication services. Brand image is important to determine how easy it is to retrieve existing connections and responses and how easy it is to connect additional connections and responses to the brand from memory. According to Effendi (2016), brand image represents the general perception of the brand and includes information about the brand itself and past experiences. A company's brand image must convey a unique and distinct message, conveying the core benefits and positioning of the product (Kotler et al., 2005) . There are 3 aspects of brand image according to Keller (2013) , namely Brand Strength ( *Brand Strength*), *Brand Favorability* ( *Brand Favorability*), and Brand Uniqueness ( *Brand Uniqueness*).

Kotler et al (2005) say brand image refers to the name, term, sign, and design to differentiate from competitors' goods and services. Irawan (2007) to reveal that word of mouth is an important part of marketing communication strategy through knowledge and expectations that are expected through products and services. Based on the results of previous research conducted by Christian Lasander (2013) stated that there is a large positive effect between Brand Image on Word Of Mouth. Kotler & Keller (2012) reveal brand image as a result of determining the desired effective brand and occupying the customer's mind starting from the store exterior, which uses architectural elements and signage to attract customer attention and interest and influence customer satisfaction about the shopping experience. Sudaryono (2014) states that satisfaction is the result of a customer's assessment that a product or brand provides joy at that level of satisfaction and more or less satisfaction. Based on the results of previous research conducted by Ristanti & Iriani (2020) stated that there was a large positive effect on brand image on customer satisfaction. From the description above, the researchers formulated the following hypothesis:

**H 3** Brand Image has a positive effect on *Word Of Mouth*

**H 4** Brand Image has a positive effect on customer satisfaction

## Word Of Mouth

*Word Of Mouth* is an Indonesian term which means the power of the mouth. The Indonesian word means word and *Mouth* means mouth. This marketing strategy involves word of mouth. This type of promotion is effective because people trust promotions from relatives more than direct promotions from product owners. However, to make consumers recommend a product to others, the strategy must be fully explained in this article. Sumardy et.al (2011) defines WOM as a consumer's desire to discuss, recommend and even sell a brand to others. Febiani & Dewi (Ferbriani & Dewi, 2018) define WOM as the totality of person-to-person communication about a particular product, service or company at a time. According to Irawan (2007) , word of mouth marketing is an important part of the marketing communication strategy. Consumers who want to buy new products are increasingly communicating by word of mouth. Marketing activities through personal agents, oral, written, or Internet electronic means of communication related to experiences with products or services (Kotler & Keller, 2009) . There are 5 aspects of *word of mouth* according to Sernovitz (2012) namely *Talkers* (speakers), *Topics* ( topics ), *Tools* ( equipment ), *Talking Part* (talking section), and *Tracking* (tracking). The human factor holds the highest contribution of around seventy percent, so from this it can be stated that customer satisfaction with positive *word of mouth* to develop existing companies. Based on the results of previous research conducted by Mertayasa & Giantari (2020) stated that there was a large positive effect, namely *word of mouth* on customer satisfaction . From the description above, the researchers formulated the following hypothesis:

**H 5** *Word of Mouth* has a positive effect on customer satisfaction

## Customer satisfaction

Satisfaction is a person's feelings of pleasure or disappointment resulting from their evaluation of the performance (or results) of a product or brand compared to their expectations. If the experience does not meet customer expectations, performance is also likely to be below average. If the customer is satisfied with the product, that's great. If the customer is more satisfied than they expected, the customer is happy. If customers are satisfied with the product and the company, they are more likely to tell others about their experience and recommend the company. Dissatisfied customers, on the other hand, are more likely to turn to competitors and give them bad reviews (Kotler & Keller 2016) . According to Firmansyah (2018), satisfaction/customer is the overall emotional response of the customer to the customer's experience after buying and using a particular product or brand. According to Kotler & Keller (2012) , customer satisfaction is a goal as well as a marketing tool. To give consumers the tools to quickly spread good and bad news around the world , businesses must care about the satisfaction of their existing customers. . There are 5 aspects of customer satisfaction according to Irawan (2003) namely product quality, price, service quality, emotional factors, and cost and convenience.

Companies need to have a strategy to compete with other businesses in order to attract people 's attention to buy these goods , by increasing product quality, giving trust to consumers by using *word of mouth* so that consumers feel satisfied and can promote to other consumers so that they can influence purchasing decisions . (Sernovitz, 2012) Based on this research , it is stated that there is a large positive influence between product quality on customer satisfaction and *word of mouth* . From the description above, then formulate the hypothesis as follows:

**H 6** Product quality has an indirect effect on customer satisfaction through *word of mouth*

**H 7** Brand Image has an indirect effect on customer satisfaction through *Word Of Mouth*

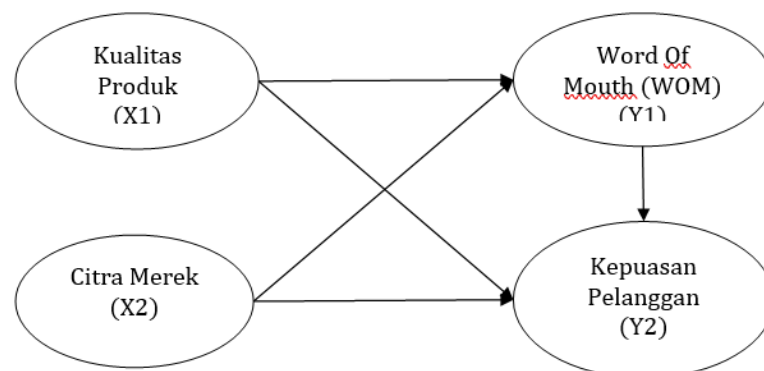


Figure 1. Thinking Framework

## 2. METHODS

The method used in this study is a quantitative method using path analysis. The data obtained in this study means primary data. Primary data is data collected by researchers personally through survey questionnaires from field information where the research was conducted. The population in this study are customers who visit McDonald's Cut Meutia Bekasi with a minimum requirement of 2 times. *Purposive sampling* technique is a technique that used in this study, with certain considerations, namely with a minimum requirement of 2 times to come and buy products at McDonald's Cut Meutia Bekasi and researchers took 150 samples from the population.

### Research Instrument Test

Instrument testing was carried out on 25 respondents, which were processed using a data processing program, namely *Partial Least Square (PLS)* operated by Smart PLS 3.0, through the results of the validity and reliability tests as follows.

### Validity test

The validity test was carried out to find out whether there were statements in the questionnaire that had to be omitted because they were considered less relevant. The validity of an indicator can be

assessed by looking at the value of the *loading factor* (LF) or *outer loading* . Based on the PLS system, LF values above 0.7 are said to be valid. However, for research in the early stages of developing a measurement scale, the LF value of 0.5 to 0.6 is still acceptable (Chin, 1998), which means that the correlation value is considered to meet *convergent validity* if all indicators have an LF value of 0.5. According to (Hair et al., 2017) in measuring validity, it is also necessary to look at the *Average Validity Extract* (AVE) value by meeting the value > 0.5. The following are the results of the validity test:

**Table 1.** Validity Test Phase 1

Variable	Indicator	Loading Factor ( LF)	Information	AVE
Product quality	X1.1	0.322	Invalid	0.491
	X1.2	0.821	Valid	
	X1.3	0.546	Invalid	
	X1.4	0.860	Valid	
	X1.5	0.801	Valid	
Brand Image	X2.1	0.840	Valid	0.531
	X2.2	0.588	Invalid	
	X2.3	0.881	Valid	
	X2.4	0.724	Valid	
	X2.5	0.550	Invalid	
Word Of Mouth	Y1.1	0.364	Invalid	0.505
	Y1.2	0.887	Valid	
	Y1.3	0.628	Invalid	
	Y1.4	0.798	Valid	
	Y1.5	0.758	Valid	
Buying decision	Y2.1	0.890	Valid	0.623
	Y2.2	0.823	Valid	
	Y2.3	0.504	Invalid	
	Y2.4	0.775	Valid	
	Y2.5	0.890	Valid	

Source: PLS 3.0 (edited by the author, 2022)

After retesting stage 1, there are two other indicators that are not valid, namely product quality with X1.3 indicator, X2.5 brand image because the *loading factor value* <0.7. However, all AVE values have met the criteria, namely > 0.5. So on one indicator that is not valid, deletion is carried out again and retested, which can be seen in the results in the table below.

**Table 2.** Validity Test Phase 2

Variable	Indicator	Loading Factor (LF)	Information	AVE
Product quality	X1.1	0.915	Valid	0.813
	X1.2	0.889	Valid	
	X1.3	0.901	Valid	
Atmosphere	X2.2	0.915	Valid	0.798
	X2.3	0.889	Valid	
	X2.4	0.901	Valid	
Brand Image	Y1.1	0.887	Valid	0.793
	Y1.2	0.883	Valid	
	Y1.4	0.902	Valid	
Buying decision	Y2.1	0.842	Valid	0.758
	Y2.7	0.871	Valid	
	Y2.8	0.858	Valid	
	Y2.9	0.911	Valid	

Source: PLS 3.0 *Outer Loading*



The data above shows that there is no indicator that has an outer loading value above 0.7 so that all indicators are declared feasible for research and can be used for further analysis. Then the results of the AVE data , it can be seen that the value for each variable of Product Quality (X1), Brand Image (X2), *Word Of Mouth* (WOM) (Y1), and Customer Satisfaction (Y2) has an AVE value  $> 0.5$ . Thus, it can be stated that each variable has good *convergent validity* .

### Data analysis technique

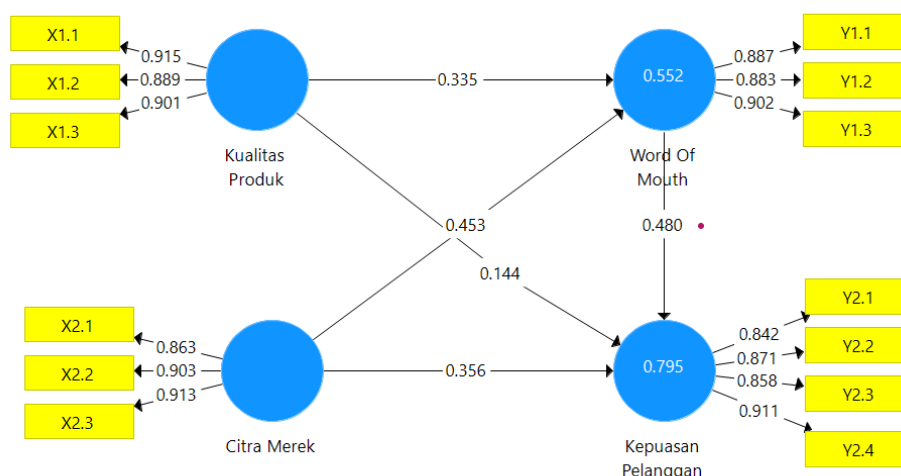
This study uses a quantitative analysis approach that applies *Partial Least Square* (PLS). The advantages of this PLS are that the data does not have to have a multivariate normal distribution, the sample size does not have to be large, it can confirm the theory, and explain the relationship between latent variables. Based on the hypothesis made, this study uses inferential statistical data analysis. Inferential statistics, (inductive or probability statistics) are statistical techniques used to analyze sample data and the results apply to the population. Then it is processed using a computer device, namely Smart PLS 3.0. The stages of data processing for *path analysis* using the PLS system are divided into two, namely the *Outer* and *Inner Model*, with several constituent components, as follows:

1. Evaluation of the Measurement Model ( *Outer Model* ), determines how each indicator relates to its latent variable.
  - a. Convergent Validity Test
  - b. Discriminant Validity Test
  - c. Construct Reliability Test
2. Evaluation of the Structural Model ( *Inner Model* ), to determine the correlation between the constructs measured, which is a t-test with *bootstrapping*
  - a. R- Square ( $R^2$ )
  - b. *Standardized Root Mean Square Residual* (SRMR)
  - c. F- Square
  - d. Q- Square

## 3. RESULTS AND DISCUSSION

### Modeling in Research

The modeling in this study contains two exogenous variables, namely Product Quality and Brand Image, as endogenous variables there are *Word Of Mouth* , and customer satisfaction.



Source : PLS 3.0 . output  
Figure 2. Modeling in Research

## Evaluation of Outer Loading Model

### a. Convergent Validity

To see the data obtained from the outer loading or loading factor in testing convergent validity, if the value of outer loading  $\gg 0.7$  then every indications can be considered to meet the standard of convergent validity to a good level. The outer loading value of each indicator on the relevant variable is shown in below:

**Table 3.** Convergent Validity

Variable	Indicator	Loading Factor (LF)	AVE
Product Quality (X <sub>1</sub> )	X1.1	0.915	0.813
	X1.2	0.889	
	X1.3	0.901	
Brand Image (X <sub>2</sub> )	X2.1	0.915	0.798
	X2.2	0.889	
	X2.3	0.901	
Word Of Mouth (Y <sub>1</sub> )	Y1.1	0.887	0.793
	Y1.2	0.883	
	Y1.3	0.902	
Customer Satisfaction (Y <sub>2</sub> )	Y2.1	0.842	0.758
	Y2.2	0.871	
	Y2.3	0.858	
	Y2.4	0.911	

Source: PLS 3.0 *Outer Loading*

The data above shows that there is no indicator that has an outer loading value below 0.7 so that all indicators are declared feasible for research and can be used for further analysis. Then the results of the AVE data , it can be seen that the value for each variable of Product Quality (X<sub>1</sub>), Brand Image (X<sub>2</sub>), *Word Of Mouh* (WOM) (Y<sub>1</sub>), and Customer Satisfaction (Y<sub>2</sub>) has an AVE value  $> 0.5$ . Thus, it can be stated that each variable has good *convergent validity* .

### b. Discriminant Validity

In the following, the results of the discriminatory validity test data are presented using Fornell-Larcker criteria and cross loading. In the Fornell-Larcker criteria test, the square root value of the AVE (Average Variant Extract) of a mandatory variable is higher than the intercorrelation value in each construct. If an indicator in the cross loading test has the highest indication of cross loading on a variable relative to other variables, it is said to meet the requirements of discriminatory validity. The following is data on Fornell larcker criteria and cross loading of each indicator:

**Table 4.** Discriminant Validity

Indicator	Variable			
	Product Quality (X <sub>1</sub> )	Brand Image (X <sub>2</sub> )	Word Of Mouth (Y <sub>1</sub> )	Customer Satisfaction (Y <sub>2</sub> )
X1.1	<b>0.915</b>	0.755	0.613	0.729
X1.2	<b>0.889</b>	0.649	0.637	0.647
X1.3	<b>0.901</b>	0.678	0.602	0.640
X2.1	0.710	<b>0.863</b>	0.591	0.679
X2.2	0.648	<b>0.903</b>	0.645	0.724
X2.3	0.710	<b>0.913</b>	0.669	0.761
Y1.1	0.584	0.609	<b>0.887</b>	0.757
Y1.2	0.625	0.637	<b>0.883</b>	0.731
Y1.3	0.621	0.655	<b>0.902</b>	0.734
Y2.1	0.613	0.723	0.659	<b>0.842</b>

Y2.2	0.659	0.671	0.800	<b>0.871</b>
Y2.3	0.629	0.677	0.681	<b>0.858</b>
Y2.4	0.697	0.746	0.750	<b>0.911</b>

Source: PLS 3.0 Cross Loading

Information from the Fornell-Larcker table data proves that not all variables have a loading factor in the latent construct being tested which is greater than the other construct variables. Therefore, it can be said that the discriminant validity is not yet valid. In addition to looking at Fornell-Larcker, the value of discriminant validity can also be seen through the Cross Loading method. The following is a table that shows the results of Cross Loading data.

**c. Construct Reliability**

The construct reliability test is an index to show how far the measuring instrument is reliable. With *composite* data reliability > 0.7, it has high reliability. Here are the results of the reliability test;

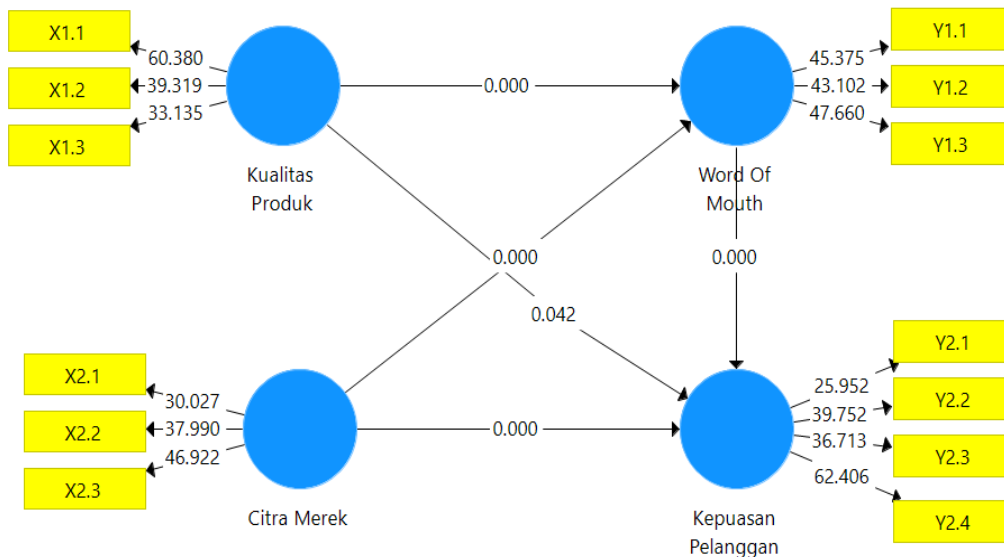
**Table 5.** Construct Reliability

Variable	Cronbach's Alpha	rho_A	Composite Reliability
Product Quality (X1)	0.885	0.886	0.929
Brand Image (X2)	0.873	0.877	0.922
Word Of Mouth (Y1)	0.870	0.870	0.920
Customer Satisfaction (Y2)	0.893	0.896	0.926

Source: PLS 3.0 Construct Validity and Reliability

Based on the data information in table 4.3, it can be seen and calculated that the *Cronbach alpha* and *composite reliability values are* > 0.7. These results prove that each variable has sufficient *Cronbach alpha* and *composite* reliability so that it can be stated that all variables have a high level of reliability.

**Inner Model Evaluation**



**Figure 3** Inner Model Test Source: PLS 3.0 . Output



**Data R - Square ( $R^2$ )**

The output value of R2 using the PLS 3.0 computer program obtains the following data:

**Table 6. R- Square**

Variable	R Square	Adjusted R Square
Word Of Mouth (Y1)	0.552	0.546
Customer Satisfaction (Y2)	0.795	0.790

Source: PLS 3.0 R-Square

R-square is a determining coefficient or overall effect size for the structural model. R<sup>2</sup> main criteria for evaluation of structural models. Table 4.12 shows that the results of R<sup>2</sup> in this study, where the value of the *Word Of Mouth* variable is 0.552 and the customer satisfaction variable of 0.795.

**SRMR (Standardized Root Mean Square Residual)**

SRMR is also referred to as a measure of the approximate fit of the research model. SRMR becomes a measurement of the difference between the studied matrix and the correlation matrix model that is bound or reflects the average size of the difference (Ghozali, 2015). As an absolute measure of the fit criterion, it allows the evaluation of a measure of the value of the difference between the studied and desired correlation (model). SRMR data is said to be quite good. The following is the SRMR data tested using the PLS 3.0 computer program:

**Table 7. SRMR**

	Saturated Model	Model Estimated
SRME	0.053	0, 0 5 3

Source: PLS 3.0 SRMR Test Table

Based on the SRMR data above, it can be concluded that the value of the Saturated Model is 0.053 which indicates that the data is not good because  $< 0.08$

**F-Square Nilai Value**

Calculating the F-square value in the model to see if the deleted variables have a substantive impact on the endogenous construction variables. Determine the size of the effect size, if the value is between 0.02 then the value is small, if the value is in the range of 0.15 then the value is moderate, and if it is in the range of 0.35 then the value is large.

**Table 8. F-Square**

Variable	Word Of Mouth	Customer satisfaction
Product Quality (X1)	0.102	0.037
Brand Image (X2)	0.186	0.212
Word Of Mouth (Y1)		0.502
Customer Satisfaction (Y2)		

Source : PLS 3.0 F-Square Table

So based on the table of F-Square values above, the large effect size with the F-Square criteria  $> 0.35$  is the variable Y1 to Y2 with a data value of 0.502, X1 to Y1 0.102. Then the variables X2 to Y1 with a data value of 0.186 and X1 to Y2 with a data value of 0.037 and X2 to Y2 with a value of 0.212 have a small effect size. While the effect that has a value of f-Square  $< 0.02$  is non-existent.

**Q-Square ( $Q^2$ )**

The method of prediction accuracy can be seen by the acquisition of the value of  $Q^2$ . The guidelines state to determine how much prediction accuracy is 0.02 (weak), 0.15 (moderate), and 0.35 (strong).

Table 9. Q- Square

Variable	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
Product quality	450,000	185,253	0.588
Brand Image	450,000	195,471	0.566
Word Of Mouth	450,000	200,306	0.555
Customer satisfaction	600,000	249.514	0.584

Source: PLS 3.0 *Blindfolding*

Based on the Qs *square results* in the table above, it can be concluded that the model has *predictive relevance* because Q2 has a value  $> 0$ .

### Hypothesis test

Based on the results of data processin that has been tested using the bootstrapping test, it can be used to answer the hypothesis in this study. The relationship between variables can be said to be significant if the T-statistic  $>$  T-table is 1.96 and P-value  $< 0.05$ . The following table presents the results of the bootstrapping test with path coefficients. The test results of table 4.8 serve as a reference in making hypotheses.

Table 10. Hypothesis Test Results

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Information
Product Quality -> Word Of Mouth	0.335	0.345	0.079	4,222	0.000	Proven
Brand Image -> Word Of Mouth	0.453	0.446	0.094	4,844	0.000	Proven
Product Quality -> Customer Satisfaction	0.305	0.306	0.069	4,401	0.000	Proven
Brand Image -> Customer Satisfaction	0.574	0.573	0.070	8.149	0.000	Proven
Word Of Mouth -> Customer Satisfaction	0.480	0.476	0.071	6,715	0.000	Proven
Product Quality -> Word Of Mouth -> Customer Satisfaction	0.161	0.164	0.045	3,598	0.000	Proven
Brand Image -> Word Of Mouth -> Customer Satisfaction	0.217	0.211	0.052	4.182	0.000	Proven

Source: PLS 3.0 *Bootstrapping*

### **The Effect of Product Quality Variables on *Word Of Mouth***

The results of testing the first hypothesis based on the values that have been obtained, shows that the relationship between product quality and brand image directly has a path coefficient value of 0.335, with a T-statistic value of 4.222 which is greater than 1.96. Meanwhile, the P - *value* of 0.000 is less than 0.05. Thus, **hypothesis one is accepted**. So, it can be concluded that there is a direct positive influence between product quality and brand image at McDonald's Cut Meutia Bekasi.

Based on the above results, the quality of McDonald's products is unquestionable, apart from the diverse and distinctive taste, McDonald's always pays attention to the ingredients used to maintain the quality of the food until it reaches the customer's hands. Thus, producing a positive image in the minds of customers about McDonald's . With the *word of mouth* , the company's customers can easily obtain information and assess whether the products offered are of quality or not.

Research conducted by (Mertayasa & Giantari, 2020; Nizar et al., 2019) which states that product quality has a positive and significant effect on *word of mouth* . That way, this supports the hypothesis that better product quality can improve the quality that McDonald's has on an ongoing basis.

### **The Influence of Brand Image Variables on *Word Of Mouth***

The coefficient value of the atmosphere path to the brand image directly results in 0.453, then the T-statistic is 4.844 ( $> 1.96$ ), P- *value* 0.000 ( $< 0.05$ ), meaning that **the second hypothesis is accepted** . Thus, it can be interpreted that there is a direct positive influence of brand image on *word of mouth* at McDonald's Cut Meutia Bekasi.

From the results of the assessment of the data that has been obtained, the brand image shows a significant value. The appearance of a restaurant is important for customers to know whether or not the place is comfortable before visiting the restaurant. McDonald's Cut Meutia Bekasi is known as a place with modern and contemporary nuances with the use of neutral color themes and aesthetic decorations that add value. Thus, it can attract the attention of customers while producing a positive view or image.

Based on the research conducted by Lasander (2013), it was found that brand image has a positive effect on *word of mouth* . This is the same as the results that researchers have done, it can be concluded that if a company has a brand image that looks attractive both from outside and inside, it can form a positive *word of mouth* towards the company.

### **The Effect of Product Quality Variables on Customer Satisfaction**

The results of testing the third hypothesis based on the *p-values* that have been obtained, shows that the relationship between product quality and direct purchasing decisions has a path coefficient value of 0.305, a T-statistic value of 4.401 ( $> 1.96$ ), a P- *value of* 0.000 ( $< 0.05$ ). Thus, **hypothesis three is accepted**. So, it can be concluded that there is a direct positive influence between product quality on purchasing decisions at McDonald's Cut Meutia Bekasi.

Based on the results above, it proves that product quality plays an important role in customer considerations regarding the product standards they want before making a purchase. McDonald's Cut Meutia Bekasi tips to innovate and maintain the quality of its food by continuously maintaining the quality of the products that McDonald's has through each ingredient used. By paying attention to this, it makes customer satisfaction to buy McDonald's products.

This is reinforced by previous research conducted by which states that product quality has a positive effect on customer satisfaction. So, if the quality of the product is further improved, there will be more customers who feel fasting who have bought products at McDonald's Cut Meutia Bekasi. Therefore (Nasirudin et al., 2018) Therefore, by maintaining product quality, it is very possible to get satisfied customers.

### **The Influence of Brand Image Variables on Customer Satisfaction**

The value of the atmosphere path coefficient on direct purchasing decisions is 0.574, with a T-statistic value of 4.653 ( $> 1.96$ ), while the P- *value* is 0.000 ( $< 0.05$ ), meaning that **the fourth hypothesis is accepted** . Thus, it can be interpreted that there is a direct positive influence of brand image on customer satisfaction at McDonald's Cut Meutia Bekasi.

From the results of the assessment of the data that has been obtained, proving the brand image of a restaurant can be a consideration for customer satisfaction in deciding to make a purchase. McDonald's Cut Meutia Bekasi has an image that suits customer tastes.

Based on previous research conducted by (Kusuma et al., 2020) obtained the results that customer satisfaction has a significant effect on customer satisfaction. So it can be concluded, an attractive brand image, can make customers feel satisfied in terms of the image that is built and make them feel at home to stay longer at McDonald's, which allows customers to provide good information to other customers.

### **The Effect of Word Of Mouth Variables on Customer Satisfaction**

The results of testing the fifth hypothesis based on the values that have been obtained, shows that the relationship between brand image and purchasing decisions directly has a path coefficient value of 0.480, a T-statistic value of 6.715 ( $> 1.96$ ), and a P- value of 0.000 ( $< 0.05$ ). Thus, **hypothesis five is accepted**. Thus, it can be concluded that there is a direct positive influence between brand image on purchasing decisions at McDonald's Cut Meutia Bekasi.

Based on the results that have been described *word of mouth* takes a high role in customer satisfaction in disseminating information. By having a very attractive *word of mouth* , it is possible for potential customers to be more interested in choosing our products, because they believe they will get more value than consuming other products that do not yet have a *brand* . McDonald's itself is known as a fast food restaurant, this certainly makes customers more interested in buying at McDonald's compared to fast food restaurants that sell similar products.

Previous research conducted by (Mertayasa & Giantari, 2020) states that *word of mouth* has a positive effect on customer satisfaction. This proves *word of mouth* to be a significant combination with customer satisfaction. Even the *word of mouth* that is already owned must be maintained, so as not to make customers disappointed, which can be started from the quality of the product, the atmosphere of the restaurant, the quality of service, and others.

### **The Effect of Product Quality Variables on Customer Satisfaction Through Word Of Mouth**

From the results of the research that has been done, the path coefficient value of the indirect influence of product quality variables on customer satisfaction through *word of mouth* is 0.161, with a T-statistic value of 3.598 ( $> 1.96$ ), while the P- value is 0.000 ( $< 0.05$ ), means that **hypothesis six is accepted** .

Based on these results, it can be concluded that there is an indirect positive influence on product quality on customer satisfaction through *word of mouth* at McDonald's Cut Meutia Bekasi. Previous research conducted by (Sugiyanto & Maryanto, 2021) explains that *word of mouth* as a mediating role can have a positive effect on product quality.

### **The Influence of Brand Image Variables on Customer Satisfaction Through Word Of Mouth**

Based on the results of the data that has been tested, the path coefficient value of the indirect effect obtained by the atmosphere variable on purchasing decisions through brand image is 0.217, the T-statistic is 4.182 ( $> 1.96$ ), P- value is 0.000 ( $< 0.05$ ) meaning **hypothesis seven accepted** . Thus, it can be concluded that there is an indirect positive influence of brand image on customer satisfaction through *word of mouth* at McDonald's. Previous research conducted by (Rambe et al., 2017) proves that *word of mouth* plays a mediating role that can significantly influence brand image.

## **4. CONCLUSIONS**

The results of this study indicate that Product quality has a direct and significant effect on *word of mouth* at McDonald's Cut Meutia Bekasi with a contribution value of 0.335 and a *p-value* of 0.000; Brand image has a direct and significant effect on *word of mouth* at McDonald's Cut Meutia Bekasi with a value contribution of 0.453 and a *p-value* of 0.000; Product quality has a direct and significant effect on customer satisfaction at McDonald's Cut Meutia Bekasi with a contribution value of 0.305 and a *p-value* of 0.000; Brand image has a direct and significant effect on customer satisfaction at McDonald's Cut Meutia Bekasi with a contribution of 0.574 and a *p-value* of 0.000; *Word of mouth* has a direct and significant effect on customer satisfaction at McDonald's Cut Meutia Bekasi with a value contribution of 0.480 and a *p-value* of 0.000; The indirect effect of product quality variables on

customer satisfaction through *word of mouth* at McDonald's Cut Meutia Bekasi is significant with a contribution value of 0.161 and a *p-value* of 0.000; The indirect effect of the brand image variable on customer satisfaction through *word of mouth* at McDonald's Cut Meutia Bekasi is significant with a value contribution of 0.217 and a *p-value* of 0.000.

McDonald's Cut Meutia Bekasi, needs to maintain product quality, both product appearance, taste and texture in order to increase customer satisfaction. Then the brand image must give an attractive impression and make customers inform other customers. For further research, it is better to involve other factors that are not discussed in this study, such as: promotion, service quality, and atmosphere that may have a positive effect on the sale of McDonald's Cut Meutia Bekasi.

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