

ASSESSMENT OF MCDONALD'S SERVICE OPERATIONS IN RELATION TO GUEST SATISFACTION

ABSTRACT

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McDonald's is known for efficient service delivery in the fast-food industry, however, service speed, employee behavior, food quality, cleanliness, and responsiveness may create service gaps affecting guest satisfaction. Prior research identifies service quality, operational efficiency, customer-relationship management, delivery speed, and cleanliness as factors associated with customer satisfaction and loyalty. This study evaluated these service-operation dimensions from customers' perspectives. The study used a quantitative research design. Fifty McDonald's customers with firsthand service experience were selected through convenience sampling. Data were collected using a researcher-developed and validated questionnaire with a four-point Likert scale. Frequency and percentage described respondent characteristics, weighted mean and ranking summarized satisfaction levels, and Pearson's correlation coefficient examined the relationship between service operations and guest satisfaction. Most respondents were aged 21–25 years (58%), female (52%), and visited McDonald's 1–2 times per week (58%). Service quality received a mean of 3.36, service efficiency 3.28, customer relationship 3.32, delivery speed 3.32, and staff behavior 3.28. Cleanliness received a lower mean of 2.29. A very strong relationship was reported between service operations and guest satisfaction ($r = 0.9061$). Respondents also identified long waiting times, unavailable menu items, unclean dining areas, and slow service. The findings indicate generally favorable perceptions of staff behavior, delivery speed, and customer interaction, alongside a need to improve cleanliness. Strengthening sanitation practices, staff training, service efficiency, menu availability, and customer-feedback mechanisms may improve operations. The correlation indicates association and does not establish that service operations caused higher satisfaction.

RECOMMENDED CITATION

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