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THE INFLUENCE OF SERVICE QUALITY ON CONSUMER PERCEPTION OF MCDONALD'S GADING SERPONG

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Abstract

McDonald's is a widely recognized fast-food chain known for its efficient service and convenience, particularly through its drive-thru options. Despite this, customers have expressed complaints about inconsistencies in food portions and slow service, which can influence their views on service quality. This study aimed to assess how service quality affects consumer perceptions at the McDonald's Gading Serpong drive-thru. A quantitative approach was taken, using questionnaires distributed to 50 participants, and the data were analyzed through simple linear regression in SPSS. The results indicated that service quality positively and significantly impacts consumer perception, with a correlation (R) value of 0.742 and a significance level of 0.000 ($p < 0.05$). These results highlight the importance of ensuring consistent food portions to foster positive perceptions among customers at McDonald's Gading Serpong.

Keywords: Service Quality, Consumer Perception, Drive Thru, McDonald's

1. INTRODUCTION

Anggraini, Herviana, and Rizma (2024) explain that fast food is a type of food that is not very nutritious but is high in sugar, salt, and fat, and is served quickly. The rise in fast-food popularity is driven by social media promotions that make it appear attractive and practical. Consumers consider fast food an efficient option because it can be obtained quickly. One of the largest global fast-food chains is McDonald's, founded in the United States in 1940 and opening its first branch in Indonesia in 1991 at Sarinah, Jakarta. Today, McDonald's has more than 300 branches, including one in Gading Serpong, and is known for its drive-thru service that allows customers to order without leaving their vehicles.

However, there are still consumer complaints regarding inconsistencies in food portions, especially for items such as sauces or condiments provided by staff, as well as main menu items that are not uniform across orders (Sugiharto et al., 2020). Additionally, some consumers have reported that the service is not always fast and tends to be slow at certain times, such as during long queues at peak hours. These issues can affect consumers' perceptions of efficiency and the reliability of the drive-thru service. Such inconsistencies and service delays may influence consumers' perceptions of service quality, as they assess it based on consistency, time effectiveness, and attention to detail.

When service quality is perceived as inconsistent, it can create a negative view of the brand, whereas fast, friendly, and accurate service can generate a positive perception of the restaurant.

Therefore, McDonald's needs to maintain and improve its service quality, especially for drive-thru services. Good service quality is an important factor in shaping consumer perceptions, as direct interaction between employees and customers significantly influences the restaurant's image in consumers' minds. Friendly, fast, accurate, and consistent service will create a positive impression, while service that fails to meet expectations can diminish McDonald's image and consumer perception. With its strong reputation, consumers have high expectations of McDonald's, making service quality improvement a key priority.

Although drive-thru services are now widely used in the fast-food industry, but on the previous research only has focused on general service quality and customer satisfaction during dine-in or in the overall experience. Furthermore, existing research is limited in its examination of the dimensions of service quality that influence consumer perception of drive-thru service, especially in Indonesia. Also, there are still inconsistency in service times and customer waiting time during the peak hour. This also indicates the need for research that focus spesifically on the service quality factors influencing consumer perceptions of drive-thru services.

Therefore, this study aims to analyze the influence of service quality on consumer perception of drive-thru service at McDonald's Gading Serpong. Spesifically, this study not only to assess the level of service quality perceived by consumer in drive-thru services but also to analyze consumer perception of their experience during the drive thru process. Furthermore, this research seeks to measure the extent to which service quality significantly influences consumer perceptions. Furthermore, from a theoretical perspective, this study can contribute to the existing literature by providing empirical evidence regarding the relationship between service quality and consumer perceptions in drive-thru services. From a practical perspective, these findings are expected to provide additional insights for restaurant management in improving service consistency, customer experience, and efficiency.

2. LITERATURE REVIEW

A restaurant is a business that provides food to meet consumer needs while offering a place to rest from daily activities (Sihombing & Arnomo, 2023). Fast food is a type of food that can be served in the shortest time possible. Fast food has various forms, ranging from light snacks to full meals (Isnaiar, Norlita, & Oktavia, 2024). According to Cahya, Mulia, and Hidayat (2024), a drive-thru is a business or restaurant service that serves consumers who remain inside their vehicles. Orders are placed and service is provided through a dedicated window without consumers having to get out of their cars. Irawan et al. (2024) explain that drive-thru services offer a practical solution for consumers who want to purchase food without having to enter the restaurant.

2.1 Service Quality Theory

Kotler and Armstrong (2003) argue that service quality refers to the overall characteristics of a product or service that are capable of satisfying needs both directly and indirectly, and can be measured based on consumer perception. Satisfactory service quality gives a positive impression of the provider, while disappointing service leads to a negative impression. According to Yurindera (2023), service quality is defined as

consumer evaluation of how well service standards are delivered consistently to meet their needs and wants. Service quality encompasses how good or bad a service is perceived directly. Examples include speed, consistency, accuracy, and friendliness. Quality service providers are those who consistently meet the needs, wants, and expectations of consumers. Service quality has a significant impact on customer perception of a brand or service (Hidayat, Putra, & Digdowiseiso, 2024). Ulhaq, Hariasih, and Prapanca (2023) explain that service quality is built upon indicators such as reliability, responsiveness, assurance, and empathy. Among these indicators, responsiveness contributes the most, reflecting the ability of restaurant staff to respond quickly and accurately to customer needs, requests, and complaints. Based on Kotler and Keller (2016), good service quality will provide customer satisfaction if it meets consumer expectations. Furthermore, the service quality theories comprise five main dimensions such as tangible, empathy, responsiveness, reliability, and assurance. Although this model has widely used in the previous research, but recent studies focused more on how it can be applied in service environments expected to provide rapid service, like drive-thru services.

- a. Tangible aspect in drive-thru service includes physical elements that can be directly observed by customers, such as an organized drive-thru lane, informative digital menu boards, and accessible payment and food pick-up booths. It also includes the cleanliness of the drive-thru area, communication tools (like headsets and speakers) used to facilitate the ordering process, and the neat, professional appearance of staff. These physical elements significantly contribute to customers' perceptions of drive-thru service quality. In the previous studies indicated that the tangible dimensions significantly influence the first impression and also perceived professionalism (Ulhaq et al, 2023). However, in drive-thru aspects, tangible dimension may be under-optimized based on to stronger focus on operational speed, and can potentially reducing their impact on service perception.
- b. Empathy reflects the willingness of employees to pay attention to customer needs and complaints. In drive-thru service, empathy is shown when staff listen to complaints about incorrect or mismatched orders. Good empathy is demonstrated through quick responses and offering solutions, such as replacing incorrect items with the correct ones without causing inconvenience for customers. Yurindera (2023) explained that even a small gesture like attentive listening and also giving quick response of the problem can significantly enhance customer perception. This also suggest that empathy, although limited in duration still plays meaningful role in shaping service experience.
- c. Responsiveness refers to the company's readiness to help customers and provide prompt and accurate service. In drive-thru settings, responsiveness is visible in how quickly staff take orders, serve food, and manage queues. Ulhaq et al., (2023) found that responsiveness has the strongest influence on the customer satisfaction compared to SERVQUAL dimensions. Additionally, fast responses to complaints whether on-site or via social media reflect the company's responsiveness.
- d. Reliability is the ability to deliver consistent, accurate service that meets customer expectations. Sugiharto et al., (2020) founds that frequent order errors and inconsistent in portion can reduce customer trust. In a drive-thru, this is reflected through accurate orders, consistent food portions, and timely service. If the service is inconsistent, such as frequent order mix-ups or uneven portions, customer trust in the restaurant may decline.

- e. Assurance relates to the staff's ability to inspire trust and guarantee service quality. In restaurants, assurance can be seen through friendly staff interactions at the drive-thru and the certainty that orders will be handled professionally. According to Kottler and Keller (2016), assurance is an essential aspect on building customer trust, specifically in the situation where the interaction is on the brief and transactional. The presence of official complaint channels, such as hotlines, email, or social media, also shows the company's commitment to listening to customer feedback.

2.2 Consumer Perception Theory

Consumer perception refers to the way an individual interprets and gives meaning to something received from their surroundings, such as products, services, brands, or experiences (Alicia & Dewantara, 2024). According to Kotler and Keller (2016), perception is defined as the process through which individuals select, organize, and interpret information to form a view of something. This perceptual process can be explained through three main stages:

- a. Selection stage is the initial step in which consumers determine what to focus on. In the context of a restaurant, this stage occurs when customers choose to use the drive-thru service instead of ordering inside the restaurant. This decision is influenced by time efficiency, ease of access, and the restaurant's reputation for being fast and practical. Beside that, recent studies also suggest that the consumer are more likely to choose their drive-thru services when they perceive time savings as primary benefit.
- b. Organization stage involves the process through which consumers group and arrange information from their experiences using the drive-thru service. For example, consumers evaluate the design of the drive-thru lane, the clarity of the digital menu, service speed, and order accuracy. All this information is organized in the consumer's mind and forms the basis for assessing the quality of the restaurant's service. Furthermore, according to Hidayat et al., (2024), inconsistencies in these elements can impact into fragmented services, including reducing overall service evaluation.
- c. Interpretation stage occurs when consumers give meaning to their experience based on the information they have previously received and organized. If customers experience quick service, friendly staff, and accurate orders, they will interpret the experience positively. Conversely, if there are order mistakes or slow service, consumer perception may become negative and influence future purchase decisions.

3. RESEARCH METHODS

This study uses a quantitative approach because it aims to empirically test and analyze the influence of service quality on consumer satisfaction with the drive-thru service at McDonald's Gading Serpong. This approach was chosen to obtain measurable and objective data so that the relationships between variables can be statistically explained. The research method used is a survey method, in which data were collected through the distribution of a Google Form questionnaire to consumers who have used the drive-thru service at McDonald's Gading Serpong. The research instrument was developed based on service quality and consumer satisfaction indicators adapted from the SERVQUAL model, covering the dimensions of tangibles, reliability, responsiveness, assurance, and empathy. The survey research method is used to collect data from a group of individuals representing a population, with the aim of measuring specific opinions, attitudes, behaviors, or characteristics. Data collection is typically conducted using instruments such as questionnaires, interviews, or online surveys (Waruwu et al., 2025).

The population in this study consists of all McDonald's Gading Serpong consumers who have used the drive-thru service, while the sample includes 50 respondents selected using a non-probability sampling technique with a purposive sampling approach respondents who meet the criteria of having made at least one purchase through the drive-thru service.

The collected data were analyzed using SPSS software with several stages of analysis, including:

- a. Descriptive Statistical Analysis to determine the general overview of service quality and consumer satisfaction levels.
- b. Normality Test to examine whether the data are normally distributed.
- c. Simple Linear Regression Analysis to determine the extent to which service quality influences consumer satisfaction.
- d. Anova Test to assess the significance of the regression model.

The analysis results show that service quality has a positive and significant effect on consumer perception, with a correlation value (R) of 0.742 and a significance value of 0.000 (< 0.05). These findings confirm that the better the service quality provided in the drive-thru service, the higher the level of satisfaction perceived by consumers. Therefore, the quantitative approach effectively provides empirical evidence supporting the issue presented in the background, namely the importance of improving service quality to maintain customer satisfaction at McDonald's Gading Serpong.

However, this study has several methodological limitations. This study using of a non-probability purposive sampling technique with only 50 respondents. It may limit the representativeness of the sample and also can reduce the generalization of the findings from this study. Furthermore, about the data were collected through a self-reported Google Form questionnaire. Using this technique can make bias and also limit the accuracy of the responder's answer. Beside that, this study also employs a cross-sectional design, with capturing data at a single point in time. It does not reflect changes in any consumer perception over time. This study also only research to single location that make not reflect on other branches.

a. Hypothesis

Based on the theoretical framework and the results of data analysis, the hypotheses of this study are formulated as follows:

- Null Hypothesis (H_0): Service Quality does not have a significant effect on Consumer Perception. ($\beta = 0$).
- Alternative Hypothesis (H_1): Service Quality has a positive and significant effect on Consumer Perception. ($\beta > 0$).

Based on the results of the simple linear regression analysis:

- Regression coefficient (β) = 1.782.
- t-value = 7.675 with Sig. = 0.000 < 0.05 .

Since the significance value is smaller than 0.05, H_0 is rejected and H_1 is accepted. Thus, it can be concluded that Service Quality has a positive and significant effect on Consumer Perception. This means that the better the service quality provided, the more positive the consumer perception toward the service will be.

b. Descriptive Statistics

	N	Descriptive Statistics			Std. Deviation
		Minimum	Maximum	Mean	
Service Quality	50	9	32	17.12	6.113
Consumer Perception	50	20	78	47.06	14.672
Valid N (listwise)	50				

Figure 1. Descriptive Statistics
 Source: Researchers (2025)

According to Priandanagari in the book “A Comprehensive Guide to Understanding and Applying Descriptive Statistics in Data Analysis”, descriptive statistics refers to the process of collecting, organizing, processing, and presenting data in numerical form through tables or diagrams, with the aim of providing a clear and concise overview of a situation or event (Priandanagari & Kurniati, 2024). This SPSS data analysis presents descriptive statistics for two variables, namely Service Quality and Consumer Perception. The data were collected from 50 respondents for each variable. For the Service Quality variable, the lowest score recorded was 9 and the highest score was 32. The average service quality score was 17.12, with a standard deviation of 6.11, indicating a fairly large variation of data around the mean.

Meanwhile, for the Consumer Perception variable, the minimum score was 20 and the maximum reached 78. The average consumer perception score was 47.06 with a standard deviation of 14.67, meaning that the variation in consumer perception data is greater compared to service quality. In conclusion, both variables have the same number of respondents, but Consumer Perception shows a wider range of values and greater variability than Service Quality. The mean values of these two variables can be used as a general overview of the level of service quality and consumer satisfaction within the studied sample.

c. Regression

Models	Variables Entered/Removed ^a		Method
	Variables Entered	Variables Removed	
1	Service Quality ^b		Enter

a. Dependent Variable: Consumer Perception
 b. All requested variables entered

Figure 2. Variables for the Service Quality Model
 Source: Researchers (2025)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.742 ^a	.551	.542	9.933

a. Predictors: (Constant), Service Quality

Figure 3. Regression Model Summary for Service Quality
 Source: Researchers (2025)

According to Iba and Wardhana (2023), regression in quantitative research is a statistical method used to examine the relationship between dependent and independent variables. This method helps researchers understand the extent to which the independent variable influences the dependent variable, and it can also be used to make predictions, evaluate causal relationships, and identify the effect of the independent variable on the dependent variable.

This table presents a summary of the regression model used to analyze the relationship between the Service Quality variable as the predictor and the dependent variable, which is not explicitly stated in the table (typically consumer satisfaction or another dependent variable).

- The R value of 0.742 indicates a fairly strong correlation between the predictor variable (Service Quality) and the dependent variable.
- The R Square value of 0.551 means that approximately 55.1% of the variation or changes in the dependent variable can be explained by the Service Quality variable.
- The Adjusted R Square value of 0.542 provides a more accurate estimate of the model's ability to explain data variability, taking into account the number of predictors and sample size.
- The Standard Error of the Estimate of 9.933 indicates the model's average prediction error in the units of the dependent variable.

This regression model is considered fairly good in explaining the relationship between service quality and the dependent variable, with about 55% of the dependent variable's variation explained by service quality.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5812.776	1	5812.776	58.913	.000 ^b
	Residual	4736.044	48	98.668		
	Total	10548.820	49			

a. Dependent Variable: Consumer Perception

b. Predictors: (Constant), Service Quality

Figure 4. Anova Results for the Service Quality Model

Source: Researchers (2025)

This table presents the results of the Anova test for the regression model that examines the effect of the Service Quality variable on the dependent variable, namely Consumer Perception.

- The Sum of Squares value for the regression is 5812.776, which indicates the amount of variation that can be explained by the model (Service Quality).
- The Sum of Squares value for the residual is 4736.044, which represents the variation that cannot be explained by the model.
- The degrees of freedom (df) for the regression is 1, and for the residual is 48, with a total of 49.
- The Mean Square value for the regression is 5812.776, and for the residual is 98.668.
- The F value of 58.913 indicates how well the regression model explains the variability in the data overall.
- The significance value (Sig.) of 0.000 (less than 0.05) indicates that the regression model is statistically significant, meaning that the Service Quality variable has a significant influence on Consumer Perception.

These Anova results show that the regression model using Service Quality as a predictor is highly significant in explaining the variation in Consumer Perception. In other words, Service Quality has a meaningful effect on Perception based on the data analyzed.

d. Linear Regression Analysis

Model		Coefficients ^a		Standardized Coefficients Beta	t	Sig.
		Unstandardized B	Coefficients Std. Error			
1	(Constant)	16.559	4.215		3.929	.000
	Service Quality	1.782	.232	.742	7.675	.000

a. Dependent Variable: Consumer Perception

Figure 5. Coefficients Table
 Source: Researchers (2025)

This table presents the results of the regression analysis that examines the effect of the Service Quality variable on the dependent variable, namely Consumer Perception.

- The constant (Intercept) value of 16.559 means that if service quality is zero, the predicted value of consumer satisfaction is 16.559.
- The regression coefficient for the Service Quality variable is 1.782, which indicates that every one-unit increase in service quality will increase consumer satisfaction by 1.782 units, assuming other variables remain constant.
- The Beta value of 0.742 shows the standardized influence of Service Quality on Consumer Satisfaction, indicating a relatively strong effect.
- The t-value of 7.675 with a significance value (Sig.) of 0.000 (less than 0.05) shows that the effect of service quality on consumer perception is statistically significant.

These results indicate that service quality has a positive and significant effect on consumer perception. In other words, the better the service quality, the higher the level of consumer satisfaction.

e. Tests of Normality

	Kolmogorov-Smirnov ^a			Statistic	Shapiro- Wilk df.	Sig.
	Statistic	df	Sig			
Consumer Perception	.246	50	.000	.864	50	.000

a. Lilliefors Significance Correction

Figure 6. Tests of Normality for Consumer Perception
 Source: Researchers (2025)

This table shows the results of the normality test for the Consumer Perception variable using two methods: the Kolmogorov-Smirnov test and the Shapiro-Wilk test.

- In the Kolmogorov-Smirnov test, the test statistic is 0.246 with a significance value (Sig.) of 0.000.
- In the Shapiro-Wilk test, the test statistic is 0.864 with a significance value (Sig.) also of 0.000.
- The significance values of both tests are below 0.05, which means the data are not normally distributed according to both tests.

These results indicate that the consumer perception data do not meet the normality assumption. This is important to note because many statistical tests, including linear regression, assume that residuals are normally distributed. If the data are not normal, data transformation or non-parametric statistical methods may be required.

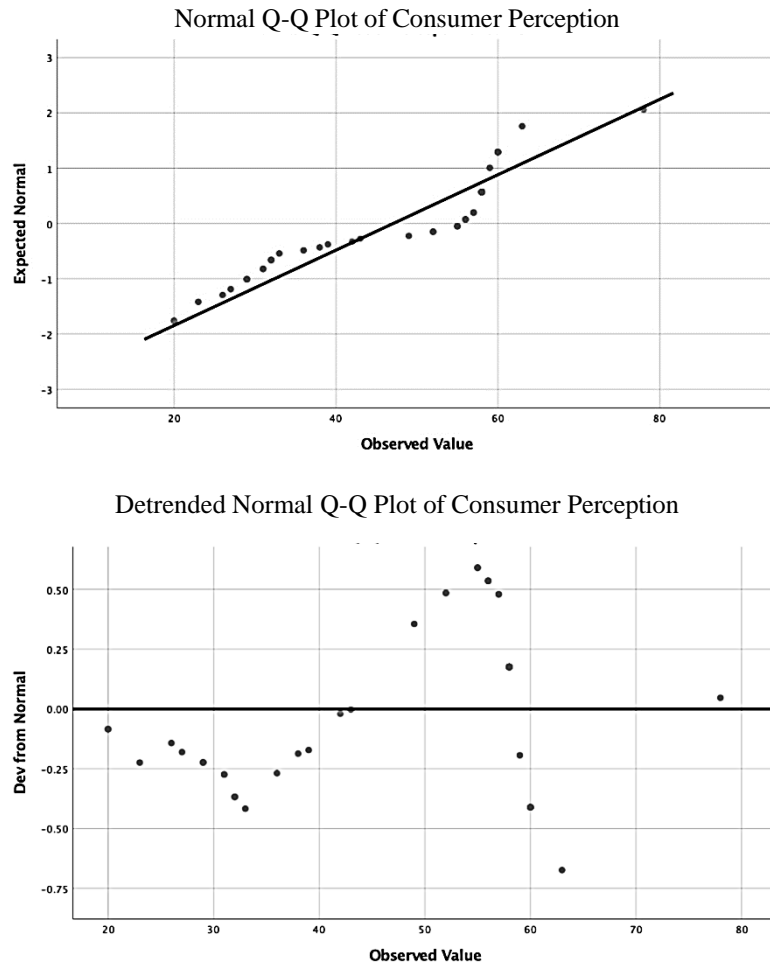


Figure 7. Q-Q Plot for Consumer Perception
 Source: Researchers (2025)

The normality test was conducted to determine whether the research data are normally distributed. The test was performed using the Normal Q–Q Plot and Detrended Q– Q Plot for each variable, namely Service Quality and Consumer Perception. Based on the figure, the points in the Normal Q–Q Plot for Consumer Perception are scattered around the diagonal line and follow its direction. This indicates that the consumer perception data are normally distributed. Meanwhile, in the Detrended Q–Q Plot, the points appear randomly distributed around the zero line, which further supports the indication that the data do not show significant deviation from a normal distribution.

	Kolmogorov-Smirnov ^a			Statistic	Shapiro- Wilk df.	Sig.
	Statistic	df	Sig			
Service Quality	.136	50	.022	.940	50	.014

a. Lilliefors Significance Correction

Figure 8. Test of Normality for Service
 Source: Researchers (2025)

This table presents the results of the normality test for the Service Quality variable using two methods: the Kolmogorov-Smirnov test and the Shapiro-Wilk test.

- In the Kolmogorov-Smirnov test, the test statistic is 0.136 with a significance value (Sig.) of 0.022.
- In the Shapiro-Wilk test, the test statistic is 0.940 with a significance value (Sig.) of 0.014.
- The significance values for both tests are below 0.05, indicating that the data are not normally distributed according to both tests.

These results show that the service quality data do not meet the normality assumption. This is important because many statistical tests, such as linear regression, assume that residuals are normally distributed. If the data are not normal, data transformation or non-parametric methods may need to be considered.

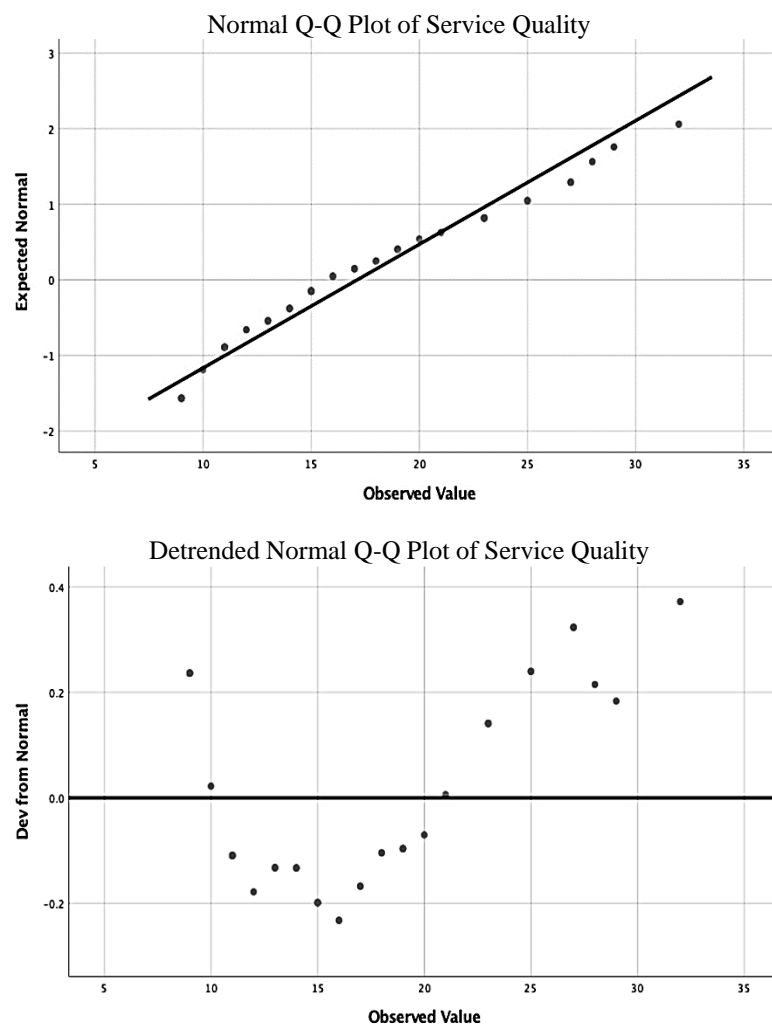


Figure 9. Q-Q Plot for Service Quality
Source: Researchers (2025)

In the figure, namely the Normal Q–Q Plot for Service Quality, the data points appear to follow the diagonal line with a distribution pattern that is relatively close to normal. The Detrended Q–Q Plot shows only minor and random deviations, suggesting that the service quality data also exhibit a normal distribution. Therefore, both research variables Service Quality and Consumer Perception meet the normality assumption, making it appropriate to proceed with the simple linear regression analysis.

f. Data Results

- Descriptive Statistics

Data from 50 respondents show that the average service quality score is 17.12 with moderate variation, while consumer perception has an average score of 47.06 with greater variation. This provides an initial overview of both variables prior to testing their causal relationship.

- Model Summary (Simple Linear Regression)

The R value of 0.742 indicates a fairly strong correlation between service quality and consumer perception. The R Square value of 0.551 means that 55.1% of the variation in consumer perception can be explained by service quality. This supports the hypothesis that service quality has a meaningful impact.

- Anova

The F-value of 58.913 with a significance level of 0.000 ($p < 0.05$) shows that the regression model is statistically significant overall. In other words, the influence of service quality on consumer perception does not occur by chance but is statistically proven.

- Linear Regression Analysis (Coefficients)

The regression coefficient of 1.782 with a significance value of 0.000 indicates that every one-unit increase in service quality will increase consumer perception by 1.782 units. The significant t-value (7.675) further confirms the statistical significance of this influence. This strengthens the hypothesis that service quality has a positive effect on consumer perception.

- Tests of Normality

The normality test results show that the data for both service quality and consumer perception are not normally distributed (significance values < 0.05). This is important for the validity of regression assumptions and may require data transformation or alternative methods to ensure more valid analysis results. Based on the regression analysis results, the hypothesis that "Service Quality has a positive and significant effect on Consumer Perception" can be accepted. This means that the better the service quality provided, the higher the consumer perception within the sampled respondents.

g. Questionnaire Results

Based on the data collected through Google Forms from 50 respondents who have used the drive-thru service at McDonald's Gading Serpong, an overview of respondent characteristics and their perceptions of service quality was obtained.

h. Respondent Data

Respondent Gender 50 Answer

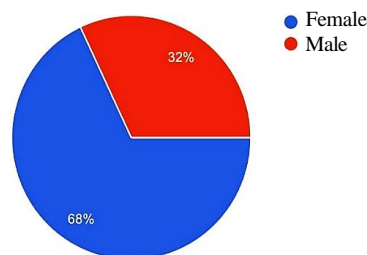


Figure 10. Respondents Gender
Source: Researchers (2025)

In terms of gender, the majority of respondents were female at 68%, while males accounted for 32%. This indicates that female consumers are more dominant in using the drive-thru service at this location.

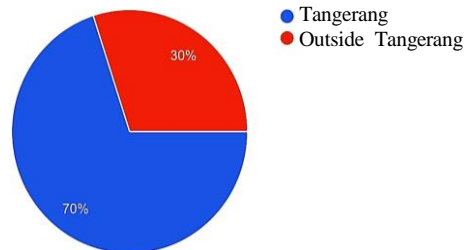


Figure 11. Respondents Domicile
Source: Researchers (2025)

Based on domicile, most respondents live in Tangerang (70%), while the remaining 30% are from outside Tangerang. This suggests that the majority of users are local consumers who reside near the operational area of McDonald's Gading Serpong.

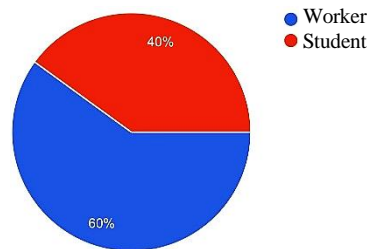


Figure 12. Respondents Occupation
Source: Researchers (2025)

Regarding respondent occupation, 60% are workers and 40% are students. This shows that workers are the main users of the drive-thru service, likely due to time efficiency and the practicality of fulfilling meal needs while engaging in daily activities.

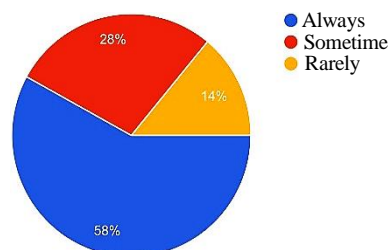


Figure 13. Respondents Frequency using Drive Thru
Source: Researchers (2025)

In terms of frequency of drive-thru usage, 58% of respondents stated that they frequently use the service, 28% use it occasionally, and 14% use it rarely. This means that most consumers have had substantial experience with the McDonald's drive-thru service, making their evaluation of service quality fairly representative.

i. Problem Identification

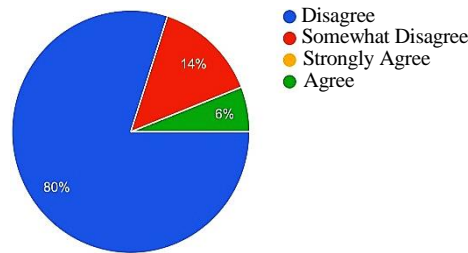


Figure 14. Problem Identification Survey Results
Source: Researchers (2025)

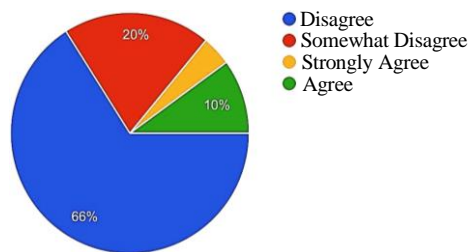


Figure 15. Problem Identification Survey Results
Source: Researchers (2025)

Based on the survey results, several key issues were identified regarding the service quality of the McDonald's Gading Serpong drive-thru. First, there is a significant problem related to food portion consistency. A total of 80% of respondents disagreed that the portions they received were always consistent, 14% slightly disagreed, and only 6% agreed.

This indicates that most consumers feel there is inconsistency in the portions of food served through the drive-thru service. Such inconsistency becomes an important factor affecting consumer perception and satisfaction because customers expect a major brand like McDonald's to maintain standardized and consistent portion sizes in every transaction. This finding aligns with the issues highlighted in the background section, where inconsistent food portions have been noted as a source of customer complaints and a contributor to decreased overall satisfaction.

Therefore, this issue reinforces the urgency to improve service quality, particularly in the aspect of food portion consistency, to maintain positive consumer perceptions of the McDonald's Gading Serpong drive-thru service. Second, the survey results also reveal a problem related to service speed. The majority of respondents, 66%, disagreed that the drive-thru staff at McDonald's Gading Serpong serve customers quickly.

A further 20% slightly disagreed, while only 10% agreed and 4% strongly agreed. This indicates that most customers feel the service speed is not yet optimal. Therefore, improvements in service speed are necessary to meet customer expectations for quick service, which is a defining characteristic of drive-thru operations. Overall, these findings highlight two major issues portion consistency and service speed that need to be addressed to enhance service quality and maintain customer satisfaction at the McDonald's Gading Serpong drive-thru.

j. Spreadsheets Results

Usia	Ukiran Serpong membarhru tertata de	ran baik agar ting Serpong nka terjadi kenal jelas dan r				
24	Setuju	Setuju	Setuju	Tidak setuju	Kurang setuju	Setuju
23	Setuju	Setuju	Setuju	Setuju	Setuju	Setuju
28	Setuju	Setuju	Setuju	Kurang setuju	Setuju	Setuju
30	Setuju	Kurang setuju	Setuju	Kurang setuju	Kurang setuju	Setuju
19	Kurang setuju	Tidak setuju	Kurang setuju	Tidak setuju	Tidak setuju	Tidak setuju
25	Setuju	Setuju	Setuju	Kurang setuju	Setuju	Setuju
46	Tidak setuju	Kurang setuju	Tidak setuju	Kurang setuju	Tidak setuju	Kurang setuju
24	Setuju	Kurang setuju	Kurang setuju	Tidak setuju	Kurang setuju	Setuju
33	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju
40	Kurang setuju	Kurang setuju	Tidak setuju	Kurang setuju	Kurang setuju	Tidak setuju
36	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju
20	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju
19	Kurang setuju	Kurang setuju	Kurang setuju	Kurang setuju	Tidak setuju	Kurang setuju
24	Setuju	Setuju	Setuju	Tidak setuju	Kurang setuju	Setuju
29	Sangat setuju	Sangat setuju	Sangat setuju	Kurang setuju	Sangat setuju	Sangat setuju
25	Setuju	Setuju	Setuju	Setuju	Setuju	Setuju
24	Setuju	Setuju	Setuju	Setuju	Setuju	Setuju
20	Setuju	Setuju	Setuju	Tidak setuju	Setuju	Setuju
23	Tidak setuju	Kurang setuju	Tidak setuju	Kurang setuju	Sangat setuju	Sangat setuju
22	Kurang setuju	Sangat setuju	Sangat setuju	Tidak setuju	Kurang setuju	Sangat setuju
35	Setuju	Setuju	Kurang setuju	Setuju	Setuju	Setuju
22	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju	Sangat setuju	Tidak setuju
53	Tidak setuju	Kurang setuju	Sangat setuju	Tidak setuju	Setuju	Kurang setuju
31	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju
25	Sangat setuju	Kurang setuju	Kurang setuju	Kurang setuju	Tidak setuju	Kurang setuju
18	Sangat setuju	Kurang setuju	Kurang setuju	Tidak setuju	Tidak setuju	Sangat setuju
24	Kurang setuju	Tidak setuju	Kurang setuju	Tidak setuju	Kurang setuju	Tidak setuju
21	Tidak setuju	Kurang setuju	Tidak setuju	Tidak setuju	Kurang setuju	Sangat setuju
19	Tidak setuju	Tidak setuju	Kurang setuju	Tidak setuju	Kurang setuju	Tidak setuju
38	Tidak setuju	Tidak setuju	Setuju	Kurang setuju	Setuju	Tidak setuju
23	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju	Tidak setuju	Kurang setuju
68	Sangat setuju	Tidak setuju	Tidak setuju	Sangat setuju	Kurang setuju	Kurang setuju
26	Setuju	Setuju	Setuju	Setuju	Setuju	Setuju

Based on the spreadsheet results, the data show that respondents generally provided any kind of positive evaluations of both service quality (X) and the consumer perception (Y) in the drive-thru service at McDonald's Gading Serpong. Most responses fall within in the categories of Agree and Strongly Agree. It can indicate that consumer perceive the service as the satisfactory across multiple aspects. On the service quality variables represent the SERVQUAL in 5 aspects like tangibles dimensions like tangible, reliability, responsiveness, assurance, and also empathy. The majority respondent rated positive on the service. This indicates that customer perceive the drive-thru facilities, staff performance, service speed, and also communication as generally effective. Beside that related to responsiveness and reliability appear consistently strong, it is reflecting that the customers value quick service and accurate order fulfillment in drive-thru settings. The total score further supports this finding, shows relatively high cumulative any values across the respondents. This also indicates that overall service quality is perceived to be good, but there are still somewhat disagree, disagree response that indicates there still inconsistencies as order accuracy on peak hour. In aspect of consumer perception variables, the data also shows of positive responses. This indicates that customer in general feel satisfied with their experience in drive-thru. This also including the suitability of orders, the consistency of food quality, and also overall service performance. Overall, the results that get from spreadsheet confirmed that while McDonald's Gading Serpong drive-thru service performs well in delivering quality service, but there is still need improvement, especially in maintaining consistency across all of service encounters. These findings also give an important thing to improving efficiency in service standardization.

4. FINDINGS AND DISCUSSION

Based on the data collected through Google Form from 50 respondents, it was found that the majority of respondents were female (68%), lived in Tangerang (70%), and were either workers (60%) or university students (40%). A total of 58% stated that they frequently used the drive-thru service at McDonald's, indicating that their evaluations are representative of the service quality provided. The analysis results show a strong relationship between service quality and consumer perception, with a correlation value of 0.742 and a significance level of 0.000, indicating a positive and significant influence between the two variables. The coefficient of determination ($R^2 = 0.551$) shows that service quality explains 55.1% of the variation in consumer perception, while the remaining percentage is influenced by other factors outside this study. The normality test using the Normal Q-Q Plot shows that the data points follow the diagonal line, while the Detrended Q-Q Plot displays randomly scattered points around the zero line.

This indicates that the data meet the assumption of normality and are suitable for regression analysis. Survey findings also reveal specific issues in certain service aspects. A total of 80% of respondents disagreed that the portion sizes received were always consistent, indicating a problem in the reliability dimension. Additionally, 66% of respondents disagreed that the drive-thru staff served quickly, reflecting a weakness in the responsiveness dimension. Overall, although McDonald's Gading Serpong has made efforts to provide good service quality, aspects such as service speed and portion consistency still require improvement. These findings align with the SERVQUAL theory (Kotler & Keller, 2016), which states that reliability and

responsiveness are critical components in shaping perceptions of service quality. The results also support previous studies by Hidayat et al. (2024) and Irawan et al. (2024), which similarly found that service quality significantly influences consumer perception and satisfaction.

Furthermore, from the perspective of Kotler & Keller's (2016) consumer theory, the inconsistencies that arise influence how consumers perceive their service experiences. Negative experiences perceived by consumers, such as slow service or inconsistent portion sizes, are more likely to be remembered and viewed as negative, particularly given the high expectations associated with global brands. This can impact overall perception. The theoretical implications of this study are that it extends SERVQUAL by demonstrating that not all aspects contribute simultaneously, particularly in fast-food services. In practice, the findings suggest that McDonald's itself must prioritise consistency in operational aspects and queue management strategies by providing comprehensive training and standardising food portions, as well as optimising service during peak hours. Thus, overall, although the drive-thru service is considered good, issues regarding reliability and responsiveness indicate that these shortcomings have not been fully optimised, which consequently impacts consumer perceptions consistently.

5. CONCLUSION

Based on the analysis conducted, it can be concluded that service quality has a positive and significant influence on consumer perception of the drive-thru service at McDonald's Gading Serpong. The high correlation value ($R = 0.742$) and significance level (0.000) indicate that the better the service quality provided, the more positive the consumer perception becomes. Factors such as staff friendliness, accuracy, and the overall service experience contribute to the formation of positive perceptions. However, this study also highlights the need to improve service speed and portion consistency. These findings support the SERVQUAL theory and previous studies, which state that service quality plays a key role in shaping consumer perceptions and maintaining customer satisfaction. The recommendations arising from the findings of this study include the need to improve the standard portion sizes applied within the system. Furthermore, queue management and staff allocation at McDonald's Gading Serpong need to be optimised, particularly during peak hours. A real-time monitoring system should be implemented to prevent service delays. Additionally, a limitation of this study is its focus on a single location and a small sample size. Consequently, there are still many factors that could be examined further in subsequent research. The findings cannot be generalised to all McDonald's branches.

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