

***THE EFFECT OF PRICE, SERVICE QUALITY, AND DIGITAL
MARKETING ON CUSTOMER SATISFACTION WITH
MCDONALD'S IN JEMBER REGENCY***

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ABSTRACT

The increasing competition in the fast-food industry requires companies to implement effective marketing strategies to enhance customer satisfaction. This study aims to examine the influence of price, service quality, and digital marketing on customer satisfaction with McDonald's in Jember Regency. A quantitative approach was employed using a non-probability sampling technique with a purposive sampling method involving 100 respondents. Data were collected through questionnaires and analyzed using validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, the coefficient of determination (Adjusted R²), the F-test, and the t-test with the assistance of IBM SPSS Statistics 25. The findings indicate that price, service quality, and digital marketing simultaneously have a significant effect on customer satisfaction. Partially, price and digital marketing have a positive and significant effect on customer satisfaction, whereas service quality does not have a significant effect. The coefficient of determination (Adjusted R²) of 0.379 indicates that 37.9% of the variation in customer satisfaction can be explained by the three independent variables, while the remaining 62.1% is influenced by other factors outside the research model. The findings of this study are expected to serve as a reference for McDonald's Jember Regency in formulating pricing strategies, improving service quality, and optimizing digital marketing to enhance customer satisfaction.

Keywords: Price, Service Quality, Digital Marketing, Customer Satisfaction.