

Customer Satisfaction on How McDonald's Performs on Post-Pandemic

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ARTICLE INFORMATION

Publication information

Research article

HOW TO CITE

Jian, O. Z., Liem, G. S., Han, L. C., Xing, L. W., Yie, L. Q., Kang, L. B., ... Daifullah, D. D. (2023). Customer Satisfaction on How McDonald's Performs on Post-Pandemic. *International Journal of Tourism & Hospitality in Asia Pasific*, 6(2), 1-14.

DOI: :

<https://doi.org/10.32535/ijthap.v6i2.2372>

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Received: 27 April 2023

Accepted: 16 May 2023

Published: 20 June 2023

ABSTRACT

The Covid-19 has driven the entire planet to a dangerous tipping point, and no one is spared from this crisis, including our nation, Malaysia. Malaysia imposed the movement control order (MCO) on March 18, 2020, to blunt the exponential rise of Covid-19 cases and transition to the endemic phase of the Covid-19 pandemic on April 1, 2022. On account of that, this paper identifies customer satisfaction in the ways (social distancing, use of masks and hand sanitizers, contactless and cashless system, hygiene and cleanliness, and checking body temperature) McDonald's adopted in Malaysia to surmount the outbreak of Covid-19. The researchers have collected primary data via Google Forms, with 150 participants partaking in this survey, and secondary data from different sources to conduct a deeper study on the research topic. Therein, this paper can enhance the understanding of how McDonald's performed post-pandemic. The researchers have used the IBM SPSS Statistic software to analyze the data collected. Overall, researchers find that most customers are satisfied with the measures taken by McDonald's to combat Covid-19.

Keywords: McDonald's, Covid-19, Malaysia, ways, Post-Pandemic,

INTRODUCTION

Founded around the mid-19th century, McDonald's is one of the most famous restaurants in the world today. McDonald's was founded by two brothers, Richard Dick and Maurice. The first restaurant to open was in San Bernardino, California. A small restaurant designed to produce large quantities of food at low prices with a limited menu of hamburgers, milkshakes, and potato chips. In running their restaurant, they both innovate using the Speedee Service System, which emphasizes speed of service and low prices with maintained quality. They prepare the burgers and then keep the food under a heat lamp to keep it warm and fresh. McDonald's does not use waitpersons in its service, but customers will pick it up later. The concept used by the two brothers made one of Donald's mac suppliers, Ray Kroc, interested in their business. Kroc acquired the rights to open McDonald's restaurants in the United States in 1955. Finally, in 1961, Kroc paid the McDonald brothers \$2.6 million, which is comparable to almost \$22.3 million in 2019. The brothers are still operating their old eatery, which they have rebranded as Big M. But then Kroc built a McDonald's across the street, which quickly put them out of business.

Until now in 2022, McDonald's has been established for 67 years and has more than 38,000 restaurants in 100 countries worldwide. McDonald's is the world's largest fast-food restaurant chain and number 2 the largest restaurant in the world. As of September 2022, McDonald's has posted revenue of \$19.3 billion, up from the previous year. In addition to the famous McDonald's food such as hamburgers, cheeseburgers, and French fries. Moreover, they also provide local/traditional food based on where the restaurant is located. For instance, there is rice or traditional food such as rendang in Indonesia. In Malaysia, they add nasi lemak to the menu. Consumers who are used to eating local food but like McDonald's products can still feel the combination of the two. Consumer behavior can affect a company's success because it can reflect customer loyalty and satisfaction (Ang et al., 2022).

The SARS-CoV-2 virus was found at the end of 2019 in Wuhan, China. The virus causes mild to chronic respiratory illness that can cause death or coronavirus disease (Covid 19). Wuhan is one of the most crowded cities in China, with a population of 11 million people. With a large population, the transmission of Covid 19 quickly spread throughout the city, even abroad. The city of Wuhan turned into a deserted town, where only a few people were seen crossing the streets. The Chinese government imposed a lockdown in the town of Wuhan to minimize the virus from escaping and spreading to other areas. Most people infected with mild to moderate respiratory symptoms will recover without special treatment, usually experienced by young people who still have strong immunity. On the other hand, older people and people with comorbid illnesses such as diabetes, chronic kidney disease, high blood pressure, and respiratory problems will experience more serious illnesses. The virus can be spread from an infected person's mouth or nose in small liquid particles when they cough, sneeze, talk, sing, or breath. Symptoms of covid 19 will only appear after a few days of exposure to the virus. We must remain vigilant when meeting people who appear to have no symptoms. The coronavirus, which has spread to surrounding countries such as Japan, South Korea, and Hong Kong, has spread to almost the entire world. A cure for this virus was not found at first; it took about one year to find a vaccine. Until November 20, 2022, the total number of corona cases reached 638 million, with a total death of 6.62 million.

The coronavirus has brought the world's economic activity to an almost complete halt. Many countries implement social restrictions; people are restricted from going out, and almost all work is done online. Countries worldwide have been affected by Covid-19 due to changes in business and consumer behavior (Donthu & Gustafsson, 2020). It can be said that COVID-19 has changed the way we work, communicate, and shop more than any other disruption in this decade (Despin, 2020). Such as buying food, not eating on

the spot, Working from Home (WFH), and no crowds. In addition to changes, consumers are expected to order food online and use an e-wallet as payment through various widely available applications. One of them is McDonald, with its application, namely McDelivery, which has been around for a long time before the pandemic. McDonald's continues to innovate and use various technologies to provide consumers with better quality service and products. In service during the McDonald's Malaysia pandemic, they have taken steps such as requiring buyers to wear masks and wash their hands with hand sanitizers, as well as checking body temperature, keeping queue distance, and using cashless payments. This protocol makes buyers feel safer when they buy at McDonald's, and employees are also safer in serving buyers. The focus of this paper identifies customer satisfaction in ways like social distancing, use of masks and hand sanitizers, contactless and cashless systems, hygiene and cleanliness, and checking body temperature McDonald's adopted in Malaysia to surmount the outbreak of Covid-19.

LITERATURE REVIEW

Social Distancing

Social distancing is reducing the number of activities outside the home and interactions with other people who are considered capable of reducing direct face-to-face contact. To prevent the transmission of COVID-19, one of the most effective strategies that may be implemented is to create social distance. For instance, the state of California's guide on reopening restaurants encourages businesses to "take steps to guarantee physical distance of at least six feet between staff and customers." Apart from this, McDonald's also uses their iconic logo to urge customers and staff to stop the spread of coronavirus and COVID-19, practicing social distancing (Walansky, 2020). In addition, McDonald's restaurants that let customers into the lobby for takeaway orders or dine-in meals are required by these standards to construct protective panels and display signs informing customers about the need for social distancing (SEIU, 2020). For dine-in guests, orders are served at the table utilizing a serving cart to ensure a safe distance between personnel and clients. Employees operate in zones 1.5 meters apart and, if appropriate, with Plexiglas dividers.

Use of Masks and Hand sanitizers

COVID-19 is a virus that is currently on the rise in 2020 and can make a scene all over the world because there is no antidote yet. Vital employees have raised concerns about whether their companies can equip them with masks and appropriately enforce social distance laws as the number of states planning to reopen rises. The coronavirus guidance from McDonald's stipulates that all personnel must be provided with face masks and gloves and that hand sanitizer must be easily accessible to the general public (Webster, 2020). McDonald's suggests that customers wear masks or other facial coverings when visiting our locations (CDC). In addition, several members of the restaurant staff have begun wearing facial covers for the protection of both themselves and their customers (McDonalds.com, 2020). To prevent the spread of COVID-19, state and municipal health departments have issued orders around the country requiring restaurants and other key businesses to supply their personnel with protective gear, including face masks and gloves. Workers at McDonald's were polled in April, and they reported a severe shortage of protective equipment, including gloves and masks, while they served the public in the first months of the epidemic. McDonald's also requires its restaurants to provide free masks to customers in areas where such headwear is mandated by law (SEIU, 2020).

Contactless and Cashless Systems

The COVID-19 epidemic has caused several changes in the restaurant business, and the expansion of cashless payment options at restaurants stands out among these. Limiting physical contact is crucial in the post-COVID-19 world, even if it isn't the norm

in most eateries. These precautions not only increase safety but also make clients feel more secure. Contactless dining, as the name implies, is a dining experience with no direct interaction with restaurant workers and minimum touching of common surfaces (Pendrell, n.d.) This implies that customers may browse the menu, make their orders, and pay for their meals using technology such as McDonald's self-service kiosks. On the other hand, a restaurant that does not take cash payments is said to be cashless. Only debit cards, credit cards, and digital payments are permitted during check-out. According to research, the demand for contactless payment solutions is increasing globally, with 50 nations reporting a rise in contactless payment transactions (Clark, 2020). In this case, COVID-19 continues to push the economy toward a cashless economy. Despite assurances from health experts that currency is safe as long as staff and customers wash their hands, many are anxious that touching cash might spread the virus. Therefore, the implementation of cashless payment is unquestionably more efficient and alleviates customer worries about the transmission of the virus via cash transactions.

Hygiene and Cleanliness

The definition of hygiene, which includes the science of preventive medicine and health maintenance, is wide enough to include ideas like exercise and food. However, the original application, which is still widely accepted, relates to halting the spread of infection (Nicolle, 2007). From a business perspective, determining the level of customer satisfaction with cleanliness regarding a product or service is a significant aspect (Lim et al., 2021). Kim and Bachman (2019) found that restaurants' cleanliness ranks the highest among customers' priorities when considering the overall quality of a restaurant and their likelihood of returning. Since the onset of the COVID-19 pandemic, restaurants' hygiene practices have alarmed consumers and politicians (Siddiqi, Akhtar, & Islam, 2022). It is safe to say that nowadays, customers' top priorities have shifted to issues of hygiene and cleanliness, especially in this post-pandemic era, as customers are concerning the potential transmission of the virus. Taking this into account, McDonald's Malaysia has improved its hygiene and cleanliness program to preserve the health of its inhabitants and customers. Within the restaurants, high standards for hygiene and food safety have been upheld by the company (McDonalds.com, 2020). For example, each restaurant will designate a manager and four staff members to clean the establishment after closing hours thoroughly. This applies to areas inside each restaurant, such as the kitchen, Drive-Thru Lane, dining area, and storage spaces (McDonalds.com, 2020).

Checking Body Temperature

In the field of medicine, temperature measurements are among the most common physical values measured. Determining and controlling temperature are crucial diagnostic factors since it offers information about an object's internal energy (Dolibog, Pietrzyk, Kierszniok, & Pawlicki, 2022). In late December 2019, a previously unnamed coronavirus arose from Wuhan, China, causing a severe outbreak that spread throughout numerous cities in China and around the globe. That is, the Coronavirus Disease-2019 or Covid-19 (Wu, Chen, & Chan, 2020). The common symptoms that those infected by Covid-19 will experience include cough, sore throat, diarrhoea, headache, pain in the muscles or joints, exhaustion, and a loss of taste and smell (Di Filippo et al., 2021). Fever (body temperature > 37.5 °C), on the other hand, is the most widely experienced symptom (Di Filippo et al., 2021). A meta-analysis by Hu et al. (2020) shows that fever is the most common disease symptom in 85.6% of COVID-19 patients. Additionally, another study showed that the patient's body temperature is a major factor in determining the likelihood that they have COVID-19 (Di Filippo et al., 2021). Since a high body temperature is strongly associated with Covid-19 infection, numerous governments have mandated the screening processes that involve checking a person's body temperature be a prerequisite before entering facilities (Filippo et al., 2021). From a purely pragmatic point of view, in a short period, every store, place of business, and public building employed staff members who were predominantly outfitted with contactless infrared devices to measure people's body temperatures as they entered,

thereby reducing the risk of viral transmission via asymptomatic carriers (Di Filippo et al., 2021). In this context, crew members in McDonald's Malaysia have been tasked with checking customers' and delivery drivers' temperatures (McDonald's.com, 2020).

Customers Satisfaction

The degree of customer satisfaction is a measure of how content consumers are with a company's products and services. Feedback from customers in the form of ratings and questionnaires may help a company figure out how to improve its products and services (ASQ, 2019). Customer satisfaction is an indispensable element in the service sector. Customers will swiftly switch to other similar services if they are dissatisfied with the services they currently use in a particular company. This scenario occurs because of the low brand loyalty and the low distinction in the services provided (Dani, 2014).

RESEARCH METHOD

Pilot Study

A pilot study examined the feasibility of undertaking research and the way of researching if it is feasible. Nevertheless, a pilot study has a unique design element in that it is launched on a smaller size than the main or full-scale research. Moreover, the pilot study is essential for enhancing the quality and efficacy of the main research (In, 2017). Besides, the reliability coefficient indicates the trustworthiness of a test. It is symbolized by the letter "r" and expressed as a value between 0 and 1, with $r = 0$ representing no reliability and $r = 1$ representing perfect reliability. In contrast, a coefficient value of 0.6 will be considered may have limited applicability, 0.7 will be seen as adequate, 0.8 will be interpreted as good, and 0.9 will be deemed excellent. Do not expect to discover tests with perfect reliability. Generally, the reliability of a test is expressed as a decimal, such as $r = 0.80$ or $r = 0.93$. The greater the reliability coefficient, the more repeatable and trustworthy the test results (Hr-Guide.com, n.d.). Researchers conducted a pilot study with 30 respondents to test the reliability of the structured instrument. Cronbach's alpha, the reliability coefficient, was calculated and found to be 0.980, which is relatively high. Thus, the adapted questionnaire was deemed suitable for the research.

Sample and Procedure

Researchers have used primary and secondary data to conduct a deeper study on the research topic. For primary data, researchers have decided to carry out an online survey questionnaire for this study in light of the Covid-19 pandemic. The data were collected through a questionnaire survey created by Google Forms. All group members spread the questionnaire through social media applications and group chats such as WhatsApp and Telegram. In turn, secondary data were drawn from multiple sources using Google Search, such as websites and journals from IJTHAP and IJAFAP. The sample frames of this research were targeted at the people in Malaysia who have experience with McDonald's regardless of their age, gender, race, and district. Furthermore, the target for the sample size of this study was 150 consumers, and we successfully achieved our targeted sample size, where 150 respondents were partaking in this research.

After gathering adequate raw data, data analysis was performed. Data analysis is a pivotal process that helps extract useful information from the data collected and make decisions based on the data analysis. This step allows researchers to transform raw data into a piece of more meaningful information which can be readily interpreted, analyzed, and discussed by the researchers. The data from the questionnaire survey form were verified after data collection and before data analysis to eliminate missing data. The data were analyzed and processed using IBM SPSS Statistics software and descriptive analysis. Moreover, visual representations such as tables and computations were used in the analysis to enhance the presentation of the obtained data. Last but not least, the discussion and conclusion stages were conducted based on the result of the questionnaire survey forms.

Measures

The questionnaire consists of a total of 4 pages with 34 questions. It is divided into three distinguished sections, A to C, each serving a different purpose concerning the research topic. Prior to the questions, a brief explanation of the research topic was provided on the initial page of the questionnaire. The intention was to provide participants with a basic comprehension of the study topic and ideas on what sorts of questions might be asked. The three sections included in the questionnaire survey form are as follows:

(A) Respondents' Demographics

(B) Usage Behaviour

(C) Ways and means McDonald's adopted in Malaysia to surmount the outbreak of Covid-19

Section A was used to collect the demographic information of each respondent to gain more background information on the respondents. This section consisted of five (5) questions which were gender, age, ethnicity, occupation, and level of education. All the possible answers for each question were listed down, and the respondents could only choose the answer related to themselves. On top of that, Section B was used to investigate the usage behavior of McDonald's consumers. This section consisted of four (4) questions. All the possible answers for each question were listed down, and the respondents could only choose the answer related to themselves. The last section of the questionnaire survey form, Section C, is about how and means McDonald's adopted in Malaysia to surmount the outbreak of Covid-19. Respondents are required to state whether they are satisfied or dissatisfied with the statement by selecting one of five options on a Likert scale from 1 to 5, where 1: Very Dissatisfied, 2: Dissatisfied, 3: Neutral, 4: Satisfied, and 5: Very Satisfied. Moreover, the dependent variable is customer satisfaction. In turn, independent variables were adapted from a 16-item from Kee et al. (2021) and Edeh et al. (2021) to assess social distancing, use of masks and hand sanitizers, contactless and cashless systems, hygiene and cleanliness, and checking body temperature. The items encompass "McDonald's has ensured that there is space for everyone to practice social distancing, "McDonald's has provided hand sanitizers at their entrance and counters, "McDonald's has encouraged customers to pay via E-Wallet and Debit/Credit Card, "McDonald's has ensured employees wash their hands frequently, and "McDonald's have ensured those who enter the restaurants are below the specific temperature.

RESULTS

Table 1. Demographic of respondents(N=150)

Response	Frequency	Percentage (%)
Gender		
Male	80	53.3
Female	70	46.7
Age		
Gen Z: Born: 1997-2012 (Age: 10-25)	129	86.0
Millennials: Born: 1981-1996 (Age: 26-41)	15	10.0
Gen X: Born: 1965-1980 (Age: 42-57)	4	2.7
Boomers: Born: 1946-1964 (Age: 58-76)	2	1.3
Ethnicity		
Chinese	90	60.0
Indian	25	16.7
Malay	35	23.3
Other	0	0
Occupation		
Government sector employee	9	6.0

Private sector employee	8	5.3
Self-employed/own business	8	5.3
Unemployed	1	0.7
Retired	3	2.0
Student	121	80.7
Level of Education		
Primary School	0	0
Secondary School	17	11.3
Diploma/ STPM/ Matriculation /and the equivalent	14	9.3
Bachelor's Degree	118	78.7
Master's Degree	1	0.7
PhD	0	0

Table 1 above shows that of 150 respondents, 53.3% of them are male, whereas 46.7 of them are female. 86% of these responses are from millennials born which is between the ages of 10 to 25, and the least number of responses are from boomers, which is 1.3%. For ethnicity, most respondents are Chinese, which is 90%, followed by Malay (23.3%), and Indian (16.7%). For employment status, 80.7% of respondents are students, 6% from government sector employees, 8% for private sector employees and self-employed, 3% from retired, and 1% from unemployed. This indicates that McDonald's regular customers are students. The level of education among the respondents mostly are bachelor's degree which is 78.8%. The second highest education level of the respondents is a secondary school (11.3%), followed by diploma/STPM/matriculation/and the equivalent (9.3%).

Table 2. Usage Behavior

Respondents	Percentage (%)
Have you ever tried McDonald's?	
Yes	100
No	0
In the past three months, how often do you purchase McDonald's?	
0 time	0
1-3 times	70
4-7 times	24
8-10 times	6
What is the most used method that you used to purchase McDonald's during the post-pandemic?	
Walk-in	27.3
Drive-thru	11.3
McDonald's App	8.7
Food Delivery App	52.7
What is the most used payment method you used when purchasing McDonald's during the post-pandemic?	
Cash	18
E-wallet (Touch 'n Go, Boost, MAE, etc.)	10.7
Debit/Credit Card	71.3

Table 2 shows that all the respondents (100%) have tried McDonald's. In the past three months during the post-pandemic, there are 70% of respondents purchased McDonald's about 1-3 times, 24% of respondents purchased McDonald's about 4-7 times, and 6% of respondents purchased about 8-10 times. For the purchase method, most of the respondents (52.7%) preferred using the food delivery app, followed by the walk-in method (27.3%), the drive-thru method (11.3%), and McDonald's app (8.7%). For the

payment method, 71.3% of respondents preferred the payment method of debit/credit card, 18% of respondents preferred cash, and 10.7% of respondents preferred E-wallet.

Table 3. Customer Satisfaction Level during post-pandemic

	Percentage (%)					M	SD
	1	2	3	4	5		
The implementation of social distancing							
McDonald's has ensured that there is space for everyone to practice social distancing.	0	1.3	8.0	39.3	51.3	4.41	0.696
McDonald's has arranged for employees to monitor and ensure their customers practice social distancing in their restaurants.	0.7	2.7	37.3	8.7	50.7	4.06	1.025
McDonald's has put remarks on the floor to ensure that their customers practice social distancing at the correct distance.	0	2.0	8.0	36.7	53.3	4.41	0.725
McDonald's has served food based on social distancing measures	0.7	3.3	6.7	21.3	68.0	4.53	0.817
McDonald's has set table limits to ensure that customers can practice social distancing even while eating.	0	6.7	8.0	15.3	70.0	4.49	0.903
The use of masks and hand sanitizers							
McDonald's has ensured employees and customers wear masks before entering the restaurants.	1.3	4.7	6.0	8.7	79.3	4.60	0.897
McDonald's has ensured employees and customers sanitize their hands before entering the restaurants.	0.7	5.3	6.0	20.0	68.0	4.49	0.880
McDonald's has provided hand sanitizers at the entrance.	0	0	3.3	16.0	80.7	4.77	0.494
McDonald's has provided hand sanitizers at the counters.	0	1.3	4.0	24.0	70.7	4.64	0.627
Where available, McDonald's has increased the use of alcohol-based hand sanitizer as a supplement to frequent handwashing, where available.	0	1.3	11.3	8.0	79.3	4.65	0.733
The implementation of the contactless (Drive-thru, Delivery) and cashless system (E-Wallet, Debit/Credit Card)							
McDonald's has provided customers to place orders via food delivery app and Drive-thru.	0	0	3.3	10.7	86.0	4.83	0.460
McDonald's has encouraged customers to pay via E-Wallet and Debit/Credit Card.	0	0	2.0	22.7	75.3	4.73	0.487
McDonald's has updated and upgraded the McDonald's app to cope with the increase in customer usage.	0	0	8.7	6.7	84.7	4.76	0.598
McDonald's has increased the number of self-checkout counters.	0	4.0	5.3	16.7	74.0	4.61	0.768

McDonald's has increased the number of food deliveries.	0	0	2.0	16.7	81.3	2.79	0.453
The enhancement of hygiene and cleanliness							
McDonald's has ensured employees wash their hands frequently.	0	0.7	14.0	7.3	78.0	4.63	0.747
McDonald's has ensured employees wash the toilet frequently.	0	7.3	5.3	8.7	78.7	4.59	0.891
McDonald's has ensured the tables, chairs, and floor are always clean.	0	7.3	4.7	18.7	69.3	4.50	0.888
McDonald's has increased the frequency of cleaning, sanitizing, and disinfection of high-touchpoint surfaces.	0	1.3	8.7	11.3	78.7	4.67	0.690
McDonald's has continued high standards of promoting regular and thorough handwashing and reminding crew members of their best practices for personal hygiene.	0	3.3	9.3	45.3	42.0	4.26	0.764
The implementation of checking body temperature							
McDonald's has checked their employee body temperature before starting their business.	0	4.7	12.7	5.3	77.3	4.55	0.886
McDonald's has ensured customers check their body temperature before entering the restaurants.	0.7	1.3	11.3	8.0	78.7	4.63	0.790
McDonald's has ensured those who enter the restaurants are below the specific temperature.	1.3	1.3	10.0	6.7	80.7	4.64	0.822
McDonald's will prohibit those who exceed the specific temperature from entering the restaurants.	0	2.7	8.7	8.7	80.0	4.66	0.749
McDonald's has recorded and written the temperature reading of their rider and crew on customers' takeout bags for added peace-of-mind.	0.7	0.7	10.7	9.3	78.7	4.65	0.752

Note: 1- Very dissatisfied, 2- Dissatisfied, 3- Neutral, 4- Satisfied, 5- Very satisfied, M- Mean, SD- Standard Deviation

Factors of customer satisfaction level during post-pandemic encompass the implementation of social distancing, the use of masks and hand sanitizers, the implementation of the contactless (Drive-thru, Delivery) and cashless system (E-Wallet, Debit/Credit Card), the enhancement of hygiene and cleanliness, and the implementation of checking body temperature. This segment will discuss customer satisfaction on how McDonald's adopted in Malaysia to surmount the outbreak of Covid-19 on post-pandemic. The respondents are given a scale from Very Dissatisfied to Very Satisfied to indicate their level of satisfaction with how McDonald's performed post-pandemic.

The Implementation of Social Distancing

Section 1 of Table 3 summarises the level of customer satisfaction towards implementing social distancing in post-pandemic. As much as 90.6% of respondents responded affirmatively, indicating that they are pleased with the way McDonald's has ensured that everyone has space to practice social distancing. Besides, most responders (59.4%) are satisfied that McDonald's has arranged for employees to monitor and ensure their customers practice social distancing in their restaurants. Moreover, 90% were satisfied that McDonald's has put remarks on the floor to ensure that their customers practice

social distancing at the correct distance. Furthermore, the survey shows most respondents (89.3%) are pleased that McDonald's has served food based on social distancing measures. Next, 85.3% of respondents responded positively as they were satisfied that McDonald's has set table limits to ensure that customers can practice social distancing even while eating.

The researchers assume that respondents were very satisfied with McDonald's implementation of social distancing. This is because social distancing is an effective way to vanquish the pandemic. According to the Centers for Disease Control and Prevention, some viruses, such as the COVID-19 virus, are highly contagious. Social distancing creates distance between people. A virus cannot spread if no other individuals surround a sick person. Ruff (2020), a family medicine physician at the University of North Carolina, explains that social distance entails avoiding individuals as much as possible to prevent the transmission of coronavirus. The healthcare system would be overwhelmed if everyone had coronavirus simultaneously and required hospitalization (Ruff, 2020). Thus, McDonald's has played their role in social responsibility in combating the outbreak.

The Use of Masks and Hand Sanitizers

Section 2 of Table 3 summarises the level of customer satisfaction towards the use of masks and hand sanitizers in post-pandemic. As much as 88% of respondents were well pleased that McDonald's has ensured employees and customers wear masks before entering the restaurants. Besides, most responders (88%) are satisfied that McDonald's has ensured employees and customers sanitize their hands before entering the restaurants. Furthermore, 96.7% were satisfied that McDonald's provided hand sanitizers at the entrance. Next, the survey shows that most respondents (94.7%) are pleased that McDonald's has provided hand sanitizers at the counters. Moreover, 87.3% of respondents responded positively as they were satisfied that McDonald's has increased the use of alcohol-based hand sanitizer as a supplement to frequent handwashing, where available.

The mask must be donned to limit the risk of infection. When everyone purchasing McDonald's food wears a mask, the consumer would feel more secure and happy. Dr. Adalja, an infectious disease specialist and senior scholar at the Johns Hopkins Center for Health Security, states that face masks may help safeguard against numerous respiratory infections transmitted by the droplet route, including coronavirus and influenza (John Hopkins, 2021). Moreover, viruses such as the coronavirus might transmit from an infected person to others via the air by coughing and sneezing or by contacting a contaminated surface and then touching your mouth, nose, or eyes before washing your hands. When wearing a face mask, it is possible to prevent droplets from touching the face or mouth before falling to the ground (Humphreys, 2020). Thereto, numerous specialists have mandated the use of hand sanitizers on account of the concerns about the spread of COVID-19. According to Prajapati, Desai, and Chandarana (2022), the finding has proven that hand sanitizers are extremely efficient in combating the virus. Therein, McDonald's has imposed the use of masks and hand sanitizers when an individual is around McDonald's. This is to ensure that Covid-19 can be contained.

The Implementation of the Contactless (Drive-thru, Delivery) and Cashless System (E-Wallet, Debit/Credit Card)

Section 3 of Table 3 summarizes the level of customer satisfaction towards implementing the contactless (Drive-thru, Delivery) and cashless system (E-Wallet, Debit/Credit Card) in post-pandemic. As much as 96.7% of respondents were pleased that McDonald's had allowed customers to place orders via the food delivery app and Drive-thru. Then, most responders (98%) are satisfied that McDonald's has encouraged customers to pay via E-Wallet and Debit/Credit Card. Likewise, 91.4% were satisfied that McDonald's has updated and upgraded the McDonald's app to cope with the increase in customer usage.

Next, the survey shows that most respondents (90.7%) are pleased that McDonald's has increased the number of self-checkout counters. Besides, 98% of respondents responded positively as they were satisfied that McDonald's has increased the number of food deliveries.

Tiny droplets created by coughing, sneezing, and talking may transmit the coronavirus to persons in close contact with one another. When someone comes in touch with cash or a check that an infected person, Covid19, has handled. They run the risk of being infected themselves (Yakean, 2020). In this context, the contactless (Drive-thru, Delivery) and cashless systems (E-Wallet, Debit/Credit Card) play a prominent role in circumventing people from getting into close contact with infected people. This is said so because ordering food via the contactless system (Drive-thru, Delivery) allows people to place an order without entering the restaurant or going out from home. Concomitantly, making payment via a cashless system (E-Wallet, Debit/Credit Card) will make the payment process swift, readily, and in line with the World Health Organization. WHO has urged people to use contactless payments, when possible, to mitigate the risk of transmission (Finn, 2020). Thus, McDonald's has offered their customers contactless (Drive-thru, Delivery) and cashless systems (E-Wallet, Debit/Credit Card) to reduce the risk of getting infected and safeguard their health.

The Enhancement of Hygiene and Cleanliness

Section 4 of Table 3 summarises the level of customer satisfaction towards enhancing hygiene and cleanliness in post-pandemic. As much as 85.3% of respondents were pleased that McDonald's has ensured employees wash their hands frequently. Furthermore, most of the responders (87.4%) are satisfied that McDonald's has ensured employees wash the toilet frequently. Thereto, 88% were satisfied that McDonald's has ensured the tables, chairs, and floor are always clean. Moreover, the survey shows that most respondents (90%) are pleased that McDonald's has increased the frequency of cleaning, sanitizing, and disinfection of high-touchpoint surfaces. Besides, 87.3% of respondents responded positively as they were satisfied that McDonald's has continued high standards of promoting regular and thorough handwashing and reminding crew members of their best practices for personal hygiene.

Hygiene and cleanliness are vitally crucial to the food and beverage (F&B) industry, notably with the presence of ominous Covid-19. A customer's first impression of a restaurant is crucial; if it is unclean, they may worry about the safety of the food they are about to eat. Both major chains and independent stores suffer when there is an issue with food safety. Cleaning the kitchen and eating area regularly helps prevent the spread of germs (Integrity Services, 2018). This can ensure that the customers feel relieved about the hygiene and cleanliness at McDonald's and are willing and happy to dine in at McDonald's even the Covid-19 is occurring now.

The Implementation of Checking Body Temperature

Section 5 of Table 3 summarises the level of customer satisfaction towards implementing checking body temperature in post-pandemic. As much as 82.6% of respondents responded affirmatively, indicating that they are pleased with how McDonald's has checked their employee body temperature before starting off their business. Besides, most responders (86.7%) are satisfied that McDonald's has ensured customers check their body temperature before entering the restaurants. Moreover, 87.4% were satisfied that McDonald's has ensured those who enter the restaurants are below the specific temperature. Furthermore, the survey shows most respondents (88.7%) are pleased that McDonald's will prohibit those who exceed the specific temperature from entering the restaurants. Next, 88% of respondents responded positively as they were satisfied that McDonald's has recorded and written the temperature reading of their rider and crew on customers' takeout bags for added peace of mind.

It is imperative to check everyone's temperature to ensure they do not subject the virus to infect them, even though they feel perfectly all right. Keeping an eye on customers' temperature might help them catch diseases in their earliest stages (Torrance, 2020). On account of that, customers are satisfied with McDonald's efforts to aid them in practicing excellent infection control by doing a temperature check before entering the restaurant. This tactic worked well since it allowed McDonald's to serve its customers wherever they enjoyed at McDonald's.

CONCLUSION

Based on the research above, it can be interpreted that most customers are satisfied with McDonald's performance after the pandemic. The implementation of health protocols has been carried out well by McDonald's. Both customers and employees are required to maintain social distancing. Before entering the McDonald's outlet, customers must check their body temperature first to ensure they are not all infected with the virus, even if they feel fine. In addition, wash your hands before and after leaving McDonald's so that you don't carry the coronavirus, and use health masks. As well as being satisfied with the health protocols in place, customers are also satisfied with McDonald's, which has continued its high standards of promoting regular and thorough hand washing and reminding crew members of their best practices for personal hygiene. In terms of payment, McDonald's has also used a contactless system (Drive-thru & Delivery) and cashless (E-Wallet, Debit/Credit Card), which can prevent people from making direct contact so that there will be no virus transmission. It also provides convenience. In payments and orders.

ACKNOWLEDGMENT

N/A

DECLARATION OF CONFLICTING INTERESTS

The authors declare that there is no conflict of interest.

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