

The Key Success Factors of McDonald's

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Abstract

McDonald's has become the first place of the fast food restaurant in Taiwan. With their company's successful strategies and effective training method, McDonald's maintains the high customer satisfaction and the market share. The big success of McDonald's triggers the researcher's motivation to investigate the success factors of McDonald's.

Throughout literature review, the researcher design research hypothesis to investigate the success factors of McDonald's. The purchase intention would be the dependent variable. The independent variables are product quality, consumer attraction, price, environmental facilities, professional service, and brand loyalty.

Quantitative and qualitative methods were used as tools for data collection. Totally 120 questionnaires were collected by quota sampling and the results showed that product quality, consumer attraction, price, environmental facilities, professional service, and brand loyalty has positively influence on the purchase intention.

Keywords: McDonald's, Successful strategies, Purchase intention