Research Article

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The Effect of Price, Promotion and E-Service Through The McDonald's Application On Consumer Buying Interest

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Abstract
The development of digital technology has changed consumer behavior, including in terms of purchasing fast food. The McDonald's application as one of the digital ordering facilities offers easy access, attractive promotions, and technology-based services (e-service). This study aims to analyze the effect of price, promotion, and e-service through the McDonald's application on consumer purchasing interest. The research method uses a quantitative approach by distributing questionnaires to 96 respondents who use the McDonald's application in Indonesia. Data were analyzed using multiple linear regression analysis with the help of SPSS software. The results of the study indicate that price does not affect consumer purchasing interest, promotion has a positive effect on consumer purchasing interest, e-service has a positive effect on consumer purchasing interest, and simultaneously the price variable, promotion, with the promotion variable as the most dominant factor. These findings provide practical implications for the management of McDonald's Gorontalo and similar business actors in improving digital marketing strategies to encourage consumer purchasing interest.

Keyword: Price, Promotion, E-Service, Purchase Interest, McDonald's, Gorontalo.

1. Introduction

The development of digital technology has transformed the fast food industry, encouraging companies such as McDonald's to adopt digital platforms such as mobile applications (Li et al., 2024); (Sardjono et al., 2023). The purpose of developing online applications is not only to facilitate more efficient ordering, but also to become a means of promotion and interaction with consumers (Burke, 2002). In practice, the McDonald's application is made to facilitate interaction with consumers and provide consumers with attractive offers, for example to order a menu for drive-thru or dine-in, food menus, information on the location of the nearest restaurant, promo and discount offers, delivery (Mc-Delivery), and nutritional content of food (Kusuma et al., 2024); (Tian, 2022). In this context, factors such as price, promotion, and quality of e-service (electronic service) are critical in influencing purchasing decisions. This study focuses on the analysis of these three factors to understand how they contribute to consumer purchasing interest in the digital era.

Price remains one of the main considerations for consumers in purchasing products, including fast food (Epstein et al., 2012); (Harun et al., 2018). However, in the midst of fierce competition, promotions through discounts, vouchers, or loyalty programs often become differentiators (Allender & Richards, 2012). In addition, the quality of e-service—such as ease of application navigation, transaction speed, and system reliability—also affects the user experience (Judijanto et al., 2023). These three elements interact with each other in forming perceived value and ultimately consumer purchasing interest. McDonald's is one of the global brands that has successfully integrated technology into its marketing strategy. The official McDonald's app offers a variety of features, from online ordering, digital payments, to exclusive promotions (Kusuma et al., 2024). With a wide user base, this app is an ideal case study to explore the influence of price, promotion, and e-service on purchasing interest in Indonesia, where the adoption of digital technology continues to increase rapidly (Tian, 2022). On the other hand, the use of digital technology will encourage buyer interest if accompanied by good system convenience and flexibility (Gosain et al., 2004). some previous references explain that the reason consumers do not use the McDonalds app is because it is inadequate, difficult to log in or register a new account, often crashes during use and this encourages consumers to use other similar applications (Jian et al., 2021); (Khotimah & Hidayat, 2022); (Li et al., 2024). Although many studies have examined the influence of price and promotion on purchasing interest, integrated analysis with e-service - especially in the context of fast food applications - is still limited.

This study aims to fill this gap by investigating: (1) the extent to which price influences purchase intention, (2) the impact of in-app promotions, and (3) the role of e-service as an element of the digital experience experienced by each consumer. This paper is structured as follows: This study will start from an introduction containing the research objectives and discussing the research phenomena, State of the art section discussing theories related to price, promotion, e-service, and purchase intention. The methodology explains the quantitative research design, data collection through questionnaires, and multiple regression analysis techniques. The Results and Discussion present the empirical findings and their implications, while the Conclusion summarizes the research contributions and strategic recommendations for business actors.

2. The Art of Research

a. Literature Review

1. Purchase interest is the tendency of consumers to buy a product or service (Tobing et al., 2022); (Asiku et al., 2024). Cobb-Walgren et al, (1995) explained that consumer purchase interest is how likely consumers are to buy a brand or switch from one brand to another. Meanwhile, according to Suprayitno (2024), purchase interest is the possibility that consumers will buy a product or service. In the digital context, purchase interest is influenced by perceived value which includes functional benefits (price, quality) (Fazeli et al., 2020), digital promotion (Hasan et al., 2025) and emotional (user experience) (Mäntymäki et al, 2014).
2. Price is a critical factor in purchasing decisions, especially in the competitive fast food industry (Hanaysha, 2016). The price fairness theory (Malc et al., 2016) states that consumers will have higher purchasing interest if they perceive prices as fair or cheaper than competitors. Some previous references explain that price is the only element of the marketing mix that generates income or revenue for the company (Astuti, 2022); (Baidun et al., 2022); (Ibidunni, 2011).
3. Bondarenko & Vyshnivska (2023) stated that promotion is a tool or activity used by companies to communicate customer value. Hendrayati & Pamungkas (2020) stated that promotion is an activity aimed at influencing customers so that they can become familiar with the products offered by the company to them which then they become happy and then buy the product. According to the stimulus-organism-response theory (Kim et al., 2020), promotion creates a stimulus that affects consumer emotions (organism) and ultimately behavior (response).
4. E-service refers to the quality of digital services in applications, such as speed, usability, and system reliability (Ladhari, 2010). Sigala (2009) explain that a broad picture of service quality using the internet network as a connecting medium between buyers and sellers in fulfilling online customer shopping activities effectively and efficiently is conceptualized as a definition of e-service quality. Some previous references explain explain e-service quality as a transaction from start to finish including: information searches, privacy policies, website navigation, ordering process, customer service interactions, shipping, return policies, and satisfaction with the products ordered (Janita & Miranda, 2013); (Sathiyavany & Shivany, 2018); (Zhang & Prybutok, 2005).

b. Hypothesis Development

1. The Influence of Price on Consumer Purchasing Interest
   Based on the value-based pricing theory, competitive pricing in the McDonald's app will create optimal value perception for consumers (Netemeyer et al., 2004). A recent study Cai et al, (2024) on QSR apps showed that dynamic pricing strategies (such as time-specific discounts) increased purchase intention by 34% by leveraging the psychology of urgency. In the Indonesian context where 68% of consumers are price sensitive (Hamin & Elliott, 2006); (Rahadi et al., 2015), this hypothesis assumes that app-exclusive pricing will have a stronger effect than physical prices. Therefore, this study hypothesizes:
   H1: Price can have a positive influence on consumer purchasing desire
2. The Influence of Promotion on Consumer Purchase Interest
   Referring to the scarcity and FOMO theories (Djamhari et al., 2024) exclusive promotions in the form of flash sales or limited stock in the McDonald's application will trigger psychological responses that drive impulsive decisions (Li et al., 2024). Data from GrabFood (2023) proves that the "Discount 50% Only 2 Hours" campaign resulted in a conversion rate 3x higher than regular promotions. This hypothesis takes into account the demographic characteristics of McDonald's Indonesia application users who are dominated by Generation Z (62%) as the most responsive group to digital promotions (Indriyarti et al., 2022); (Zaydan, 2024). Therefore, this study hypothesizes:
   H2: Promotion can have a positive influence on consumer purchasing desire
3. The Influence of E-Service on Consumer Purchase Interest
   With the modified Technology Acceptance Model framework e-service quality (primarily app usability and payment convenience) will determine the perceived usefulness of the application (Nayanajith, 2021); (Sharma et al., 2024). Benchmark findings (J&T Express, 2023) show that a 1-second increase in checkout speed increases repurchase interest by 7%. In this hypothesis, McDonald's unique features such as customizable meal builder and AI-driven recommendation are predicted to be critical success factors that are different from competitors. Therefore, this study hypothesizes:
   H3: Good e-Service can have a positive influence on consumer purchasing desire.

3. Method

This study uses a quantitative explanatory approach with a survey method to analyze the effect of price, promotion, and e-service on consumer purchasing interest through the McDonald's application. The study population includes active users of the

McDonald's application in Indonesia who have made transactions through the McDonald's application 3 times. The sampling technique was carried out using non-probability sampling with a purposive sampling method, where the respondent criteria include: (1) age 15-50 years, (2) at least 1x making a purchase via the application in the last month, and other general characteristics of respondents (gender and occupation), the number of samples used was 96 respondents considering that multiple regression analysis requires a ratio of 10:1 between the number of samples and variables (Osborne & Costello, 2004) (HM et al., 2024).

Data collection was conducted through an online questionnaire distributed via survey platforms and social media during the period April-June 2024. The research instrument used a 5-point Likert scale to measure: price variables (3 indicators: affordability, quality-price suitability, and comparison with competitors) with a total of 8 questions, promotion variables (4 indicators: attractiveness, exclusivity, frequency, and relevance) with a total of 10 questions, e-service variables (5 indicators based on Parasuraman's E-S-QUAL dimensions) with a total of 8 questions, and purchase intention variables (3 indicators: likelihood of purchase, recommendation to others, and preference vs. competitors) with a total of 8 questions. Data were analyzed using IBM Statistics 25 to test validity, reliability, and hypothesis relationships.

4. Result

a. Respondent Characteristics

The object of this study is McDonalds Gorontalo consumers using price, promotion and e-service variables on consumer purchasing interest. The results obtained from the respondents' answers that we successfully collected in this study (see table 1) show several things, for example: The majority of respondents have used the McDonald's application with varying conditions (2-3 times access as many as 43 and one access as many as 29), then the majority of respondents are women totaling 50 people and continued with the largest age range at the age of 15-23 years as many as 61 people and the age range of 24-32 years as many as 16 people and this shows that the majority of respondents are in the teenage and productive age range. Finally, for the type of work, the majority of respondents were found to be students as many as 39 people and other information as many as 24 people.

Table 1. Characteristics of Research Respondents

Information	Total	Information	Total
Use of McDonald's App		Gender	
1 Access	29	Man	46
2 – 3 Access	43	Woman	50
> 4 Access	24	Job	
Age Range		Student Collages	39
15-23 Years	61	Student	4
24-32 Years	16	Self-employed	7
33-41 Years	11	Employed	19
42-50 Years	6	Housewife	3
> 50 Years	2	Others	24

b. Validity & Reliability Test

Validity test in this study aims to measure the validity of a questionnaire. Validity test in this study uses Pearson Correlation and is carried out by comparing the results of the bivariate correlation between each research indicator score with the total value of the construction with a significance error limit of 0.05 or 5%. In the try out test of 96 respondents, the researcher used the formula (df) = n-2, so 96-2 = 94, a value of 0.2006 was obtained as the r table. The test results shown in table 2 show that all items in the research indicators have a higher bivariate correlation value compared to the construction value (r count value > r table value) and are declared to have passed the validity test.

Furthermore, the reliability test aims to measure a questionnaire which is an indicator of a variable or construct that is consistent over time (Taherdoost, 2016). In this study, the reliability test will be carried out using the Cronbach's Alpha statistical test with a significance level of 60% or 0.60. The results of the reliability test as shown in table 3 for all research construction variables have a value of more than 0.60 and are declared to have passed the reliability requirements.

Table 2. Results of Validity Test of Research Variables

Research Indicators	Code	r-count	Info	Research Indicators	Code	r-count	Info
Price (X1)				**Promotion (X2)**			
Affordable prices for consumers	X1.1	1	Valid	Digital promotions according to market conditions	X2.1	0.675	Valid
Prices are always Consistent	X1.2	0.555	Valid	Digital promotional information is delivered to consumers	X2.2	0.595	Valid
Price according to product quality	X1.3	0.431	Valid	Digital promotion encourages me to buy McD	X2.3	0.662	Valid
Price is able to show the quality of McD products	X1.4	0.428	Valid	Digital ads with famous artists caught my interest	X2.4	0.509	Valid
Price is cheaper than other competitors	X1.5	0.503	Valid	Price increase promotion has no effect	X2.5	0.578	Valid
McD's prices are able to compete with similar competitors	X1.6	0.342	Valid	Discount promotion attracts my interest to buy	X2.6	0.465	Valid
The price paid is commensurate with the results	X1.7	0.400	Valid	I see every promo delivered on the McD application	X2.7	0.466	Valid
The price is commensurate with the benefits obtained	X1.8	0.543	Valid	I follow every promo offered on the McD application	X2.8	0.490	Valid
E-Service (X3)				McD promotions according to customer needs	X2.9	0.647	Valid
The product you are looking for is always available in the McD application	X3.1	0.321	Valid	I will share this promotion with others	X2.10	0.471	Valid
Using the McD app saves time	X3.2	0.621	Valid	**Purchase Interest (Y1)**			
Availability of stock information in the McD application according to reality	X3.3	0.576	Valid	I am interested in purchasing again via the McD App	Y1.1	0.671	Valid
My needs will be fulfilled through the McD application	X3.4	0.646	Valid	I will come back again to eat at McD	Y1.2	0.674	Valid
Order delivery via McD application is on time	X3.5	0.596	Valid	McD is a favorite choice for fast food	Y1.3	0.375	Valid
The McD application is stable and does not experience errors or crashes.	X3.6	0.645	Valid	I prefer McD compared to similar services	Y1.4	0.408	Valid
McD app protects its customers' data	X3.7	0.560	Valid	I would recommend McD to others	Y1.5	0.575	Valid
McD application protects customer transaction data	X3.8	0.547	Valid	I will give a good review for McD app	Y1.6	0.616	Valid
				I always update McD product information through the application	Y1.7	0.501	Valid
				I regularly look for promotional information on the McD application	Y1.8	0.679	Valid

Table 3. Results of Reliability Test of Research Variables

Variable	Number of Questions	Cronbach's Alpha	Cut Offs	Info
Price (X1)	8	0.890	0.6	Reliable
Promos (X2)	10	0.921	0.6	Reliable
E-Service (X3)	8	0.924	0.6	Reliable
Purchase Interest (Y1)	8	0.945	0.6	Reliable

c. Classical Assumption Test

- Normality Test

  The data normality test in this study was conducted to determine whether the number of samples taken was representative or not, the research conclusions taken from the number of samples can be accounted for. The normality test in this study used the Normal Probability Plot Test. The results shown in Figure 1 in the Probability Plot Test image caption show the relationship between the price variables ($X1$), promotion ($X2$), e-Service ($X3$), and purchase interest (Y) showing a normal distribution pattern where the data is spread around the diagonal line, this also shows that the regression model has met the normality assumption test.

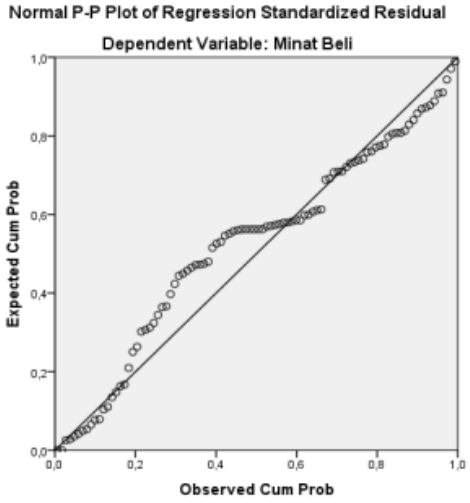

Figure 1. Probability Plot Test Value

- Multicollinearity Test

  A good regression model should not have a correlation between independent variables. To detect the presence or absence of multicollinearity in the regression model can be done by looking at the Tolerance and VIF (Variance Inflation Factor) Tolerance (Yamagata & Orme, 2005). The results shown in table 4 indicate that the research data does not experience symptoms of multicollinearity between each independent variable, namely by looking at tolerance and VIF. Because the data above shows that each independent variable has a tolerance value greater than 0.10 and a VIF value less than 10 and this regression model all variables are free from multicollinearity requirements.

Table 4. Multicollinearity Test Results

Model	Variable	Tolerance	VIF	Result
X1 ⟶ Y1	Price (X1)	0.425	2.352	There is no multicollinearity
X2 ⟶ Y1	Promotion (X2)	0.294	3.401	There is no multicollinearity
X3 ⟶ Y1	E-Service (X3)	0.390	2.564	There is no multicollinearity

- Heteroscedasticity Test

  The heteroscedasticity test in this study aims to test whether there is inequality in the variance of the residuals of another observation in the regression model. The presence or absence of heteroscedasticity can be seen from the presence or absence of a certain pattern in the scatterplot graph. If there is a certain pattern such as dots that form a certain regular pattern (wavy, widening, then narrowing) then it indicates that heteroscedasticity (Yamagata & Orme, 2005) has occurred. The results shown in Figure 2 on the Scatterplot show that the dots are spread randomly both above and below the number 0 (zero) on the Y axis and there is no clear pattern in the distribution of the data. This shows that there is no heteroscedasticity in the regression model. So this regression model has met the heteroscedasticity assumption test.

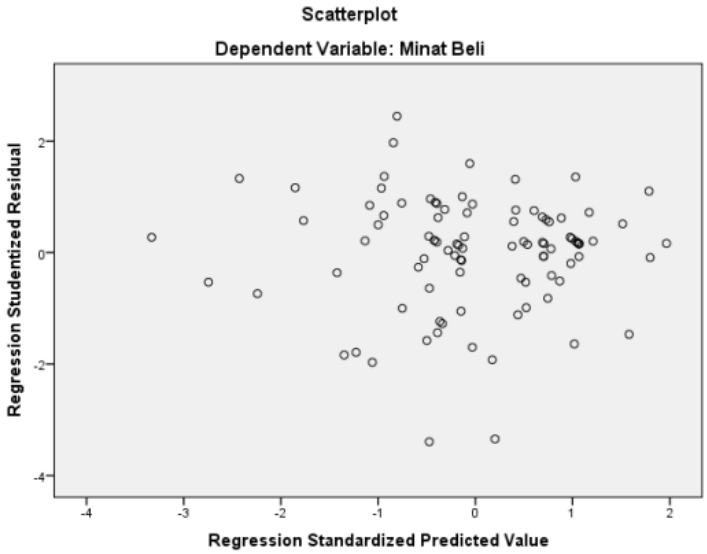

Figure 2. Scatterplot Heteroscedasticity Test Results

d. Hypothesis Testing

- Partial Test

  Partial test or often called t-test in this study aims to determine whether there is a significant influence of each independent variable on the dependent variable, the rule used is to see the coefficient value of the significance value t will be compared with the degree of confidence. If the sig t value is greater than 0.05 then Ho is accepted, the results of the coefficient calculation of the partial test (see table 5) show several results including: One, the price variable (X1) shows a calculated t value of 0.641 and a significance of 0.523 so that it rejects the hypothesis (**H1**). Two, the promotion variable (X2) shows a calculated t value of 4.459 and a significance of 0.000 where these results support the hypothesis (**H2**). Three, the e-service variable (X3) shows a calculated t value of 2.449 and a significance of 0.014 where these results support the hypothesis (**H3**)

Table 5. Results of Partial Test of Research Variables

Variable	t-count	Sig
Price (X1)	0.641	0.523
Promotion (X2)	4.459	0.000
E-Service (X3)	2.449	0.014

- Simultaneous Test

  Simultaneous testing in this study was conducted to find out whether all independent variables intended in the model have an influence together (simultaneously). The provisions for making a hypothesis decision are accepted or rejected by comparing the level of significance (alpha) of 5% (<0.05), the simulation results with statistical software show a calculated f value of 50.926 with a significance level of 0.000 (see table 6) which shows all research variables (price, promotion and e-service) have a simultaneous effect on consumer purchasing interest in the McD application

Table 6. Simultaneous Test Results (Anova table)

Model		Sum of Square	df	Mean Square	F	Sig
1	Regression	2931.606	3	977.202	50.926	.000[b]
	Residual	1765.652	92	19.189		
	Total	4696.958	95			

- Determinant Coefficient Test
  The determination coefficient test in this study was conducted to measure the model's ability to explain how much influence the independent variables simultaneously (stimulus) affect the dependent variable which can be indicated by the R-Squared value. The results of the determination coefficient measurement in the research summary model (see table 7) show an R-square (R^2) value of 0.624 or the independent variables consisting of h, Promotion, and E-Service are able to encourage consumer purchasing interest by 62.4%.

5. Discussion

The initial findings in this study are that the price variable does not have a significant effect on consumer purchasing interest in the McD application. The price offered by McDonalds does not reduce consumer purchasing interest in McDonald's products. This means that the total cost (sacrifice) incurred by consumers is greater than the total benefits felt from the quality of the product itself. There are several things that may be the driving force behind why price does not affect consumer purchasing interest, including the price set by the application is not able to reach all groups. The lack of consumer knowledge of the price provisions set by McDonalds Gorontalo (for example: the presence of a meal package on the spot, buy one chicken get a drink, etc.) is not conveyed properly because it has special terms and conditions, so at this point information about prices becomes irrelevant to support people's purchasing interest. On several occasions, the unit of money (price) will provide a certain meaning of utility and usefulness to obtain a service or goods that suit consumer needs (Sampson & Froehle, 2006).
The second finding is that the promotion variable was found to be the largest and most significant driving variable for consumer purchasing interest through the McD application. This finding directly explains the promotion carried out by McDonald's fast food restaurants through social media, clear delivery of product information on social media, good and polite service, explaining product specifications well by employees, giving discounts, and also no element of coercion from McDonald's, which was successfully carried out by McDonald's Gorontalo in delivering promotions to its consumers, According to Salam et al, (2021) explaining that promotion is a one-way flow of information or persuasion that can direct an organization or person to create transactions between buyers and sellers.
The last finding in this study is that the e-service variable is one of the significant drivers of consumer buying interest through the McD application. E-service quality is described as an effective and efficient expansion of application capacity to enable shopping, buying and selling, and distribution activities (Khan et al., 2019). When shopping online, consumers are often afraid that the personal data and financial information provided will be leaked or misused by unauthorized persons. E-service quality must also refer to customer security and financial information. If consumers feel that the quality of security is poor, this can have an impact on consumer decisions. Seen through McDonald's commitment to stating that the company will collect, use, and store the personal data of its users.

6. Conclusion

Based on the results of the analysis, this study proves that promotions and e-services through the McDonald's application have a positive and significant effect on consumer purchasing interest, with promotions as the most dominant factor. On the other hand, price was not found to be a positive and significant driver of consumer purchasing interest. This finding confirms that setting prices according to needs and consumers is one of the important points to support consumer purchasing interest. On the other hand, attractive promotions through social media, maximum service, good product information, discounts and experiences play a crucial role in increasing purchasing interest.
The findings of this study provide several significant practical implications for McDonald's and fast food businesses in optimizing their digital marketing strategies. First, companies need to maintain competitive prices while still being perceived as high value by consumers, for example by offering app-exclusive savings packages or points-based loyalty programs that can be exchanged for free menus. Second, in-app promotions should be designed to be more personal and interactive, such as discounts based on order history or push notifications that utilize scarcity tactics ("50% off for 2 hours only!") to create purchase urgency. Third and most crucially, e-service feature development should focus on improving user experience, such as speeding up app loading times, simplifying the checkout process (for example with one-click payment), and adding innovative features such as augmented reality for menu previews or AI chatbots that can recommend menus based on previous preferences. In addition, business actors also need to consider market segmentation—especially Generation Z and millennials who predominantly use apps—by providing a variety of digital payment options (e-wallet, QRIS) and mobile-friendly promotional content. The implementation of these recommendations is expected to not only increase purchasing interest, but also build customer lifetime value through a satisfying digital experience.
Although this study makes an important contribution to understanding the influence of price, promotion, and e-service on consumer purchase intention through the McDonald's app, there are several limitations that need to be acknowledged. First, this study only focuses on McDonald's app users in Gorontalo City, so the findings may not be fully generalizable to other markets with different consumer characteristics and digital preferences, such as countries with lower levels of technology adoption or less dominant fast-food consumption cultures. Second, the purposive sampling and non-probability sampling methods have the potential to cause selection bias, because the respondents involved may tend to be active users who already

have high purchase intention, so they do not represent the entire population of application users. Third, this study is cross-sectional, which only captures consumer perceptions and behavior at a certain point in time, so it cannot reveal the dynamics of changes in purchase intention in the long term or the impact of external factors such as changes in company policies or market trends. Fourth, other variables that may have an influence, such as the influence of social media, recommendations from friends, or eating habits, are not included in the research model, so there may be omitted variable bias. Finally, this study relies on self-report data through questionnaires, which are at risk of response bias such as social desirability bias or inaccuracy in recalling app usage experiences. For future studies, it is recommended to expand the geographical scope, use longitudinal methods, incorporate actual behavioral data (such as transaction history), and add other mediator or moderator variables such as user satisfaction or brand trust to deepen the analysis.

Acknowledgments

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