
**AN ANALYSIS OF CONSUMER'S EVALUATION TOWARDS PRICE BUNDLING
(CASE STUDY : McDonald's Manado)**

*ANALISA DARI EVALUASI KONSUMER TERHADAP HARGA PAKET
(STUDI KASUS : McDonald's Manado)*

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Abstract: The fast-food consumption continues to increase in popularity, and consumers usually make evaluations based on their past personal experience. The purpose of this research is to know the result of consumer's evaluation towards price bundling in McDonald's Manado. This research is a qualitative analysis interview, the population in this research is the customers of McDonald's Manado, and using the purposive sampling as the research method. The variables used in this research were taken from the literature to determine the result of consumer's evaluation towards price bundling. The data were gathered through interview with the informants and examination of the literature review from previous researches. The result showed that all of the informants share the same opinion about price bundling that it really does affect their final thoughts about price bundling in McDonald's Manado. The conclusion is the price bundling strategy works well, the variety of meal package really helps customers in making their decision when ordering their desired meal, and the customers also considered that the price for the meal package is rather cheaper. They stated that the meal package is well worth the price, the customers really satisfied with what the McDonald's has to offer.

Keywords: consumer's evaluation, price bundling

Abstrak: Sektor makanan cepat saji yang sekarang lebih global dari sebelumnya dan konsumsi makanan cepat saji internasional terus meningkat popularitasnya. Konsumen biasanya melakukan evaluasi berdasarkan pengalaman pribadi masa lalu. Tujuan dari penelitian ini adalah untuk mengetahui hasil evaluasi konsumen terhadap harga bundling di McDonald's Manado. Penelitian ini merupakan wawancara kualitatif, populasi dalam penelitian ini adalah pelanggan McDonald's Manado, dan menggunakan purposive sampling sebagai metode penelitian. Variabel yang digunakan dalam penelitian ini diambil dari literatur untuk mengetahui hasil evaluasi konsumen terhadap strategi pemasaran harga bundling. Data dikumpulkan melalui wawancara dengan informan dan pemeriksaan tinjauan literatur dari penelitian sebelumnya. Hasilnya menunjukkan bahwa semua informan memiliki pendapat yang sama mengenai bundling harga yang benar-benar mempengaruhi pemikiran terakhir mereka tentang layanan dan produk di McDonald's Manado. Kesimpulan yang bisa ditarik dari penelitian ini adalah strategiharga bundling berjalan baik di McDonald's Manado. Ragam paket makanan sangat membantu pelanggan dalam mengambil keputusan saat memesan makanan yang mereka inginkan, tidak hanya itu, pelanggan juga menganggap bahwa harga untuk paket makanan agak murah. Mereka menyatakan bahwa paket makanan layak harganya, kualitas layanan secara keseluruhan bagus tapi juga meningkat dari waktu ke waktu, untuk jumlah semuanya, pelanggan benar-benar puas dengan apa yang ditawarkan McDonald's.

Kata Kunci: evaluasi konsumen, harga paket

INTRODUCTION**Research Background**

The fast food sector is now more global than ever and international fast food consumption continues to increase in popularity. Consumers usually make evaluations of fast food outlets. These evaluations may be made by word of mouth communication, exposure to promotion from fast food restaurants, past personal experience and other sources. Some evaluations may even be incorrect; they may differ from every society.

It is accepted that fast food marketing strategies should have a sound understanding of consumers' evaluations of and preferences for fast food outlets and how they differ across societies. This understanding can be helpful in targeting societies to promote fast food and improving or amending their restaurant's evaluations so that consumer demand can be increased, if the societies differ widely in their evaluations of and preferences for a fast food restaurant, promotional campaigns tailored to individual societies may be called for.

Therefore a fast food company should have a marketing strategy in which would fulfill the consumer demand that can lead to the increase of profits. One of the most common marketing strategies that a lot of companies use is price bundling.

Price bundling is the practice of combining multiple products or components at a set price, has become a popular marketing strategy. Food and beverage suppliers bundle ready-to-serve meals while computer vendors bundle a central processing unit, a monitor, a printer and software at a single price. Manufacturers of industrial goods, such as machine tools, electronic components and chemical substances, frequently offer their products at a system price in conjunction with an assortment of services. In the service sector, travel companies bundle flights, rent-a-cars, accommodations, and events into a one price vacation package. Strategically this bundling activity is designed to benefit the consumer, as through a reduction in transaction costs or combining of complementary products and services to differentiate an offering, and/or reduce a company's own transaction costs.

The psychology of consumer judgment and choice adds a potentially important dimension to price bundling. Research on mental accounting and related framing effects predicts that the integration (bundling) vs. segregation (debundling) of gains and losses for otherwise equivalent prospects influences evaluation and choice. Specifically, individuals should prefer to integrate losses and segregate gains. Yet the significance of these phenomena for price bundling remains relatively unexplored. Nor is it obvious that the predictions will hold as the effects may depend on task, content, and context variables.

Right now, this price bundling is the most demanded strategy among companies that what the consumers actually asked or, because price bundling usually provides a cheaper purchase for consumers. The cheaper price is demands by consumer thus create purchasing power of consumers in product choice.

McDonald's is an American hamburger and fast food restaurant chain. It was founded in 1940 as a barbecue restaurant operated by Richard and Maurice McDonald, in San Bernardino, California. In 1948, they reorganized their business as a hamburger stand, using production line principles. The first McDonald's franchise using the arches logo opened in Phoenix, Arizona in 1953. Businessman Ray Kroc joined the company as a franchise agent in 1955 and subsequently purchased the chain from the McDonald brothers. Based in Oak Brook, Illinois, McDonald's confirmed plans to move its global headquarters to Chicago by early 2018.

Today, McDonald's is one of the world's largest restaurant chains, serving approximately 69 million customers daily in over 100 countries across approximately 36,900 outlets as of 2016. McDonald's primarily sells hamburgers, cheeseburgers, chicken products, french fries, breakfast items, soft drinks, milkshakes, wraps, and desserts. In response to changing consumer tastes and after facing criticism for the unhealthy nature of their food, the company has expanded its menu to include salads, fish, smoothies, and fruit. A McDonald's restaurant is operated by either a franchisee, an affiliate, or the corporation itself. The McDonald's Corporation revenues come from the rent, royalties, and fees paid by the franchisees, as well as sales in company-operated restaurants. According to a BBC report published in 2012, McDonald's is the world's second largest private employer (behind Walmart with 1.9 million employees), 1.5 million of whom work for franchises.

In this case, McDonald's uses price bundling for their products as one of their marketing strategy. The price bundling offers a package of products at a set price in which includes the main dish, drink, and a snack, this package deal is known as "meal". For example, one of their meal includes a burger, soft drink, and french fries, or another meal includes a friend chicken, rice and lemon tea. There are so many meals that McDonald's offers according to the consumers demands.

The importance of analyzing the marketing strategy of McDonald's which in this case is price bundling package deal; or known as meal, really affects the consumer's evaluation to see the effects to both the company and the consumers. From the explanation above the title of this research is: An Analysis of Consumers' Evaluation towards Price Bundling (Case Study: McDonald's).

Research Objective

The objective of this research is: To know the result of consumers' evaluation towards McDonald's meal price bundling package deal.

THEORETICAL REVIEW

Marketing

Kotler and Armstrong (2010: 29) Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customer in return. Stanton et. al. (1996: 6) Marketing is a whole system of business activities aimed at planning, pricing, distributing goods and services that can satisfy the needs of both the buyers existing and potential buyers. Lamb, Hair, McDaniel (2001: 6) Marketing is a process of planning and running concept, pricing, promotion, and a number of ideas, goods and services to create exchanges that can satisfy individual and organizational goals. Kotler et. al. (2005) Marketing means managing markets to bring about profitable exchange relationship by creating value and satisfying needs and wants.

Consumer's Evaluation

Belch, Kerr and Powell (2009); Consumer's evaluation can be viewed as a distinct stage. Alternatively, evaluation may occur continuously throughout the entire decision process. Consumers evaluate alternatives in terms of the functional (also called utilitarian) and psycho-social (also called the value-expressive or the symbolic) benefits offered.

Post Purchase Evaluation

Engel, Kollat, and Blackwell (1968) stated that, following purchase and after experiencing the product or service, the consumer enters the final stage, namely post-purchase evaluation. The consumer's purchase and post-purchase activities have the potential to provide important feedback to marketers. Foxall (2005) suggested that post-purchase evaluation provides key feedback because it influences future purchase patterns and consumption activities. Gupta, and Walter (2014) stated that, the post purchase stage is where the consumer examines and compares product features, such as price, functionality, and quality with their expectations. Gilly, and Gelb (1982) Post purchase evaluation can be viewed as the steps taken by consumers to correlate their expectations with perceived value, and thus influences the consumer's next purchase decision for that good or service. Ying-Feng, Chi-Ming, and Wei-Jaw (2009) For example, if a consumer buys a new phone and his or her post-purchase evaluation is positive, he/she will be encouraged to purchase the same brand or from the same company in the future. This is also known as post-purchase intention. On the contrary, if a consumer is dissatisfied with the new phone, he or she may take actions to resolve the dissatisfaction. Consumer actions, in this instance, could involve requesting a refund, making a complaint, deciding not to purchase the same brand or from the same company in the future or even spreading negative product reviews to friends or acquaintances, possibly via social media.

Product Assortment

Kotler and Keller (2009) there are four dimensions on product assortment, such as:

1. The width of a product mix refers to how many different product lines the company carries.
2. The length of a product mix refers to how many variants are offered of each product in the line.
3. The depth of a product mix refers to how many variants are offered of each product in the line.
4. The consistency of the product mix refers to how closely relate the various product lines are in end use, production requirements, distribution channels, or some other way.

Price Bundling

Garcia-Marinoso, Martinez-Gilart, and Olivella (2008) Price Bundling is a marketing strategy that involves offering several product and/or services for sale as one combined product. This combined product is offered at a discount price, so that it is cheaper to buy the products and services as a bundle than separately. Kotler and Keller (2009:376) There are 2 type of bundling, Pure Bundling occurs when a firms offers their product only as a bundle and Mixed Bundling the seller offers goods both individually and in bundles. Price bundling is a strategy whereby a seller bundles together many different goods/items being sold and offers the entire bundle at a single price. It's known as the act of placing several products or services together in a single package and selling for a lower price than would be charged if the items were sold separately.

Previous Research

The first article by Johnson, M.D., Herrmann, A., and Bauer, H. H. (1999) stated that the bundling multiple products or components at a set price has become popular marketing strategy. Although little is known of how bundled price information should be presented to consumers, mental accounting principles provide guidelines. These principles suggest that more positive evaluations should result from bundling or integrating component discounts into a set of discounts. A study is reported in which consumers were presented an offer for an automobile and then asked to evaluate their satisfaction with the offer, likelihood of recommending and likelihood of repurchasing the brand. The study supports the predictions as all three evaluations increase when price information is bundled and price discount information is debundled.

The second article by Sabri-Zaarouni, O., Desmet, P., De Pechpeyrou, P., Parguel, B., (2006) stated that as a promotional technique more and more used by retailers and manufacturers, virtual bundling has not been the subject of any research from the consumer point of view. A qualitative study based on nine consumers revealed the perception of the benefits and costs of this form of promotion. An experimentation on a sample of 120 adult consumers was set up to test the hypotheses extracted from the literature and the qualitative study. The results led to the conclusion that there is no loss of interest for the virtual bundle compared to the real bundle.

The third article by Andrews, L. M., Benedicktus, R. L., Brady, M. K., (2009) stated that effects of service bundle incentives on perceived value, search intentions, and switching intentions are assessed two independent studies. The research demonstrates that service bundling influences switching as search intentions through perceived value. Results related to bundle incentives support the salience of the convenience associated with consolidating charges onto one bill. Further analysis reveals that explicit valuation of savings creates higher perceived value than convenience alone; however, search and switching intentions are unaffected by incentives or valuation there of beyond the convenience effect.

Conceptual Framework

In this research conceptual framework is provided to create a comprehensive understanding of a phenomenon or phenomena that is being observed.



Figure 1. Research Framework

RESEARCH METHOD

Type of Research

This research used a qualitative methodology used to explain the real situation happened in McDonald's Manado.

Place and Time of Research

The research took place in Manado. The time of the research and preparation of final report conducted from September – December 2017.

Social Situations and Informant

Spradley (1980) in Sugiyono (2007) in qualitative research there is no population term but only social situation, which consists of three elements: place, actors and activity. In this research, the population is the entrepreneurs of woloan wooden house more specific marketing sales.

Sugiyono (2007), sample in qualitative research is not called as respondents instead as a sources, participant, informant, friends and teacher in research process. The sample on this research is 13 the entrepreneurs of Woloan wooden house that became informants in this research interview.

Data Collection Method

The data used in this research are primary data and secondary data. According to Hair, et al. (2006), Primary data are the result of conducting some type the data needed for this research were gathered through interview and observation in the social situation. The secondary data collected for some purpose other than the problem at hand taken from company data, books, journals, articles, and relevant literature from library and internet.

Data Analysis Method

The process of data analysis was done before entering the social situation while analysis process was done during collecting the data and after finishing the collecting data in certain period of time.

Data Validity and Reliability

Creswell (2007) validation in qualitative research to be an attempt to assess the “accuracy” of the findings, as best described by the researcher and the participants. Validation as a distinct strength of qualitative research in that the account made through extensive time spent in the field, the detailed thick description, and the closeness of the researcher to participants in the study all add to the value or accuracy of a study.

In qualitative research, “reliability” often refers to the stability of responses to multiple coders of data sets. Reliability can be enhanced if this study obtains detailed field-notes by employing a good-quality tape for recording and by transcribing the tape (Creswell, 2007).

RESULT AND DISCUSSION

Result

This research uses qualitative method and interview as the tool to gain the information. The population of this research is the customers of McDonald's Manado. The sample took 20 customers of McDonald's Manado. In first step, questions were arranged and prepared before the interview.

Table 1. Coding Categorizing

No.	Informant	Consumer's Evaluation towards Price Bundling
1.	Informant 1	<ul style="list-style-type: none"> - Variety of meal package helps a lot in deciding what the customer's most desired meal package - The meal package is well worth the price - Prefer McDonald's meal package over any other ones.

2. Informant 2
 - The meal package is well worth the price and considered is cheap
3. Informant 3
 - Variety of meal package helps a lot in deciding what is the most desired meal package, especially seasonal-only products
 - The meal package is well worth the price
 - Prefer McDonald's meal package over any other ones.
4. Informant 4
 - Variety of meal package helps a lot the needs and wants of different type of customers
 - The meal package is well worth the price
 - Prefer McDonald's meal package over any other ones.
5. Informant 5
 - Variety of meal package with low to high price range is very helpful especially for customers with low income
 - The meal package is well worth the price
 - Prefer McDonald's meal package over any other ones, but still open to the other choices
6. Informant 6
 - Variety of meal package helps a lot because it comes from the lowest price available also in deciding what is the most desired meal package
 - The meal package is affordable and well worth the price
 - Prefer McDonald's meal package over any other ones.
7. Informant 7
 - The ice cream meal package is well worth the price
 - Prefer McDonald's ice cream meal package over any other ones.
8. Informant 8
 - Variety of meal package helps a lot in deciding what is the most desired meal package
 - The meal package is well worth the price
 - Prefer McDonald's meal package over any other ones.
9. Informant 9
 - Variety of meal package helps a lot in deciding what is the most desired meal package
 - The meal package is well worth the price and considered it cheap
 - Prefer McDonald's meal package over any other ones.
10. Informant 10
 - Variety of meal package helps a lot in deciding what is the most desired meal package
 - The meal package is well worth the price and considered it cheap
 - Prefer McDonald's meal package over any other ones.
11. Informant 11
 - Variety of meal package helps a lot in deciding what is the most desired meal package
 - The meal package is well worth the price
 - Prefer McDonald's meal package over any other ones.
12. Informant 12
 - Variety of meal package helps a lot in deciding what is the most desired meal package
 - The meal package is well worth the price
 - Prefer McDonald's meal package over any other ones.
13. Informant 13
 - Variety of meal package with low to high price range is very helpful especially for customers with low income
 - The meal package is well worth the price
 - Prefer McDonald's meal package over any other ones, but still open to the other choices

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|-----|--------------|---|
| 14. | Informant 14 | - The meal package is well worth the price and considered is cheap |
| 15. | Informant 15 | - Variety of meal package helps a lot in deciding what is the most desired meal package, especially seasonal-only products
- The meal package is well worth the price
- Prefer McDonald's meal package over any other ones. |
| 16. | Informant 16 | - Variety of meal package helps a lot in deciding what is the most desired meal package, especially seasonal-only products
- The meal package is well worth the price
- Prefer McDonald's meal package over any other ones. |
| 17. | Informant 17 | - Variety of meal package helps a lot in deciding what is the most desired meal package
- The meal package is well worth the price and considered it cheap
- Prefer McDonald's meal package over any other ones. |
| 18. | Informant 18 | - Variety of meal package helps a lot in deciding what is the most desired meal package
- The meal package is well worth the price and considered it cheap
- Prefer McDonald's meal package over any other ones. |
| 19. | Informant 19 | - Variety of meal package helps a lot in deciding what the customer's most desired meal package
- The meal package is well worth the price
- Prefer McDonald's meal package over any other ones. |
| 20. | Informant 20 | - Variety of meal package helps a lot in deciding what is the most desired meal package
- The meal package is well worth the price and considered it cheap
- Prefer McDonald's meal package over any other ones. |

Source: Data Processed, 2017

McDonald's is one of the top choice fast-food restaurants all over the world. McDonald's can be the place for all people for all ages from kids, teens, to adults. McDonald's often become a "to go to place" for hangout especially for the teens. McDonald's also provides a drive-through service for those who are in a hurry and just wants to grab something fast to fill their empty stomach, like those who are going to school, work, and any other places. Over the years McDonald's has offers a lot of kind of menus and also specialty menus from certain places that differs from country to country. For example, the McDonald's Indonesia has offers menus based on Indonesian's traditional cuisine, like Ayam Kremes Sambal Uleg, Burger Rendang, Burger Balado, etc. For the locals the special menu really is something to be looking for because it is a combination of the Western food with Indonesia's traditional flavors.

And to help the customers, McDonald's have implemented one of many marketing strategy which is price bundling, and in McDonald's it is known as the "meal" package. The meal package comes in various packages to choose from. The meal package consists of various burgers meal packages, fried chicken with rice meal packages, and dessert meal packages. With the provided meal packages, the customers can just order a complete set of menus rather than ordering the menu one by one which took some time to be completed and make some customers confused about what to order.

In Manado, McDonald's have opened a franchise located in the Megamas area, which is the only McDonald's in Manado. McDonald's Manado has been one of the top choices for the people in Manado to go to. McDonald's Manado also provides meal package with the price range from low to high that is one of the reason McDonald's Manado being one of the most favorite hangout place in Manado.

Based on the interview conducted with all the 20 McDonald's Manado customers, the result shows that most informants, basically all of them, have the same answers regarding their evaluation from their experiences

going there regularly. Starts from the service quality all of them shares the same opinion that it's good, and some adds that it has improved over time. when it comes to the price bundling strategy in which is the meal package, it really helps them in deciding what to order in the faster and simpler way and considered that the meal package is cheap, then stated that they are satisfied with what McDonald's has to offer.

The result of consumer's evaluation towards McDonald's "meal" price bundling package deal

Based on the conducted interview with all 20 McDonald's regulars, literally all of them have the same opinion starts from the service quality to the meal package that offered by McDonald's. The McDonald's regular stated that the service quality of McDonald's Manado is rather good and it has improved from time to time. According to the informants, the variety of the meal price bundling package helps them a lot in deciding what to order, also because they considered it to be cheaper rather than to order the products one by one.

The customers of McDonald's also stated that they are very satisfied with the meal package idea because it's cheaper. For the locals, in Manado to big with a small price the one of the most important thing when it comes to the money issues. The goal of a company basically is to gain as much profit as possible, and in order to reach the target, a company need a good marketing strategy. In this case, we are talking about McDonald's marketing strategy which is price bundling that has been implemented as the "meal" price bundling package deal. The marketing strategy, the "meal" price bundling package deal needs to work to attract more and more customer's that meant to be the way to reach the goal, to reach as much profit as possible. And, in order to see if the marketing strategy working or not, a consumer's evaluation is needed.

Consumer's evaluation is the final stage of consumer behavior, and or the company to say the least a consumer's evaluation really does matter for a company to see whether the company's marketing strategy is working or not, because the result of a consumer's evaluation resemblance the company's successful marketing strategy. And, a successful marketing strategy results in the more and more profit the company will earn.

From all the findings above, we can know that the "meal" price bundling package really affect the consumer's evaluation in a big way, especially the price. Because the locals in Manado really consider about the price of their food, and to have a meal to enjoy a big eat with a small price makes them satisfied. Based on the conducted research, the customer of McDonald's is rather satisfied with the service quality of McDonald's, also the meal package is considered cheap by the customers. So, to sum it all, McDonald's "meal" package is a successful marketing strategy for them to gain more and more profit over time, and the customers are happy about it.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Based on the result of the research from the previous chapter, the conclusions acquired in the research will be as follows:

The service quality of McDonald's Manado is overall good. Most of the customers stated that the service quality is rather good, but there are some stated that its average because they don't really care about it anyways. But, to keep in mind, that the service quality actually keep improving as time goes by based on the experiences of the customers from their time going there.

The meal package also helps the customer in deciding what they would choose for their order. They stated that instead of choosing the products one by one, the meal package actually helps them deciding what to order because it's faster and simpler. Thus, they considered that the meal package is cheaper, and very satisfied with it, and also it's well worth the price. And if they had another choice to choose from any other fast-food restaurant, they still would choose McDonald's meal package.

Recommendations

Based on the research, here are some recommendations for McDonald's Manado:

1. They service quality is already good, but since the customers said that it's keep improving over time, so it would be best if McDonald's Manado keep up their good work and keep improve the ability of their workers to serve the customers better, and also to improve their pace in serving their products so that the customers won't spend waiting time as much waiting for their order since it's a fast-food restaurant.

2. The variety of the meal package is a good thing, but the idea of seasonal products would a good idea to keep. So it would be best if McDonald's Manado keep coming up with new ideas of how they would present their product to keep the regular customers back to McDonald's and also to attract new customers. For example, McDonald's Manado could bring the original idea from the other countries so it would make the customers feels like they actually went to some certain McDonald's by enjoying the products from other places.

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