



The Impact of Service Quality to Customer Satisfaction at Kentucky Fried Chicken Bekasi Trade Center

Aisyah Pia Asrunputri¹, Indra Jaya², Eva Fauziana³

Aisyah.feb@uia.ac.id¹, indrajaya1142@gmail.com², evafauziana@ibm.ac.id³

Prodi Manajemen Universitas Islam Asyafi'yah¹

Prodi Manajemen Institut Bisnis Muhammadiyah Bekasi^{2,3}

ABSTRACT

The purpose of this study is to focus on the analysis to determine whether there is an effect of service quality on customer satisfaction at Kentucky Fried Chicken Bekasi Trade Center. The distribution of questionnaires to 150 consumers of Kentucky Fried Chicken Bekasi Trade Center with a sampling technique using purposive sampling. The research method used is descriptive quantitative method. The data analysis technique uses descriptive analysis testing, research instrument testing, classical assumption testing, simple linear regression analysis hypothesis testing and testing the coefficient of determination (R^2) with the help of the SPSS version 25 application program. The results of this study indicate that service quality has a positive effect on customer satisfaction at Kentucky Friend Chicken Bekasi Trade Center by $23.039 > 1.976$ and $0.000 < 0.05$. While the coefficient of determination (R^2) of the effect of service quality on customer satisfaction at Kentucky Fried Chicken Bekasi Trade Center is 78.2% and the influence of other variables outside this study is 21.8%.

Keywords: Service quality, customer satisfaction, KFC

RESEARCH BACKGROUND

The development of the business world in Indonesia is increasingly showing a significant increase, one of which is in the culinary sector. Various fast food restaurants in Indonesia compete to improve the quality of their service by utilizing technology to attract customers so as to increase company turnover. The rapid development of business in the culinary field today makes the culinary industry competition in Indonesia even higher, so customers must consider carefully, the food they will consume and which fast food restaurants they will visit.

Kentucky Fried Chicken became one of the fast food restaurants and became one of the top fast food brands in Indonesia. The calculation is based on three things, namely, the strength of the brand in the minds of customers, market share, and the strength of a brand that drives customers to be interested in buying the brand.

PT Fastfood Indonesia Tbk. is the sole owner of Kentucky Fried Chicken franchise in Indonesia, established by Gelael Group in 1978 as the first party to acquire Kentucky Fried Chicken franchise for Indonesia. The Company started its first



restaurant operation in October 1979 on Jalan Melawai, Jakarta, and has been successful. The success of this outlet was then followed by the opening of further outlets in Jakarta and the expansion of coverage area to other major cities in Indonesia, including Bandung, Semarang, Surabaya, Medan, Makassar, and Manado.

The success that continues to be achieved in brand development makes Kentucky Fried Chicken a fast food franchise business that is widely known and dominant in Indonesia. Kentucky Fried Chicken currently has 450 outlets in Java, 138 on the island of Sumatra, 49 in Kalimantan, 56 in Sulawesi, 37 in Bali and Nusa Tenggara, and 18 in Papua and Maluku. While the number of employees reached 16,968 people.

Table 1.
Sales Achievement KFC BTC 2021

Month	Total Sales
January	Rp. 238.369.000
February	Rp. 211.575.000
March	Rp. 210.819.000
April	Rp. 225.442.000
May	Rp. 354.369.000
June	Rp. 211.879.000
July	Rp. 75.882.000
August	Rp. 99.600.000
September	Rp. 134.424.100
October	Rp. 184.484.500
November	Rp. 200.476.000
December	Rp. 254.097.000

Data Source: *Kentucky Fried Chicken* Bekasi Trade Center

Based on the data above that Kentucky Fried Chicken sales at Bekasi Trade Center tend to increase, this is due to the quality of service for customer satisfaction provided by Kentucky Fried Chicken at Bekasi Trade Center.

Problem Statement

1. Does the quality of service greatly affect customer satisfaction at Kentucky Fried Chicken Bekasi Trade Center?
2. Does price greatly affect customer satisfaction at Kentucky Fried Chicken Bekasi Trade Center?



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Research Objectives

The objectives of this study are as follows:

1. To find out whether there is an influence on the quality of customer satisfaction service at Kentucky Fried Chicken Bekasi Trade Center.
2. To find out whether the price affects the quality and satisfaction of consumers at Kentucky Fried Chicken Bekasi Trade Center.

LITERATURE REVIEW

Service Quality

According to Arianto (2018) Service Quality can be interpreted as focusing on meeting the needs of requirements, as well as on punctuality to meet customer expectations. Quality of Service applies to all types of services provided by the company while the client is in the company. According to (Dennisa and Santoso, 2016) there are several indicators of service quality:

- a. Tangibles (Physical Evidence), relating to a physical facility in the form of equipment used by the company and employee performance.
- b. Realibility (Reliability), relating to the company's ability to provide good and satisfactory service.
- c. Responsiveness, relating to the ability of employees to help customers meet their requests.
- d. Assurance, relating to customer trust in the company and the company can create a sense of security for customers.
- e. Empathy, related to the company paying attention to customers so that customers feel comfortable.

Service quality is a very important factor, especially for companies engaged in quality application services. Service Quality as a trait of product appearance or performance is part of the company's strategy in order to achieve sustainable excellence, both as a market leader and a strategy to continue to grow. According to Fandy Tjiptono (2015), the factors causing poor service quality include production and consumption that occur simultaneously. One of the unique characteristics of services or services is inseparability, meaning that services are produced and consumed at the same time. This often requires the presence and participation of customers in the service delivery process. Consequently, various kinds of problems related to interactions between service providers and customers can occur.

Some of the weaknesses that may exist in service employees and may negatively impact quality perception include:



- a. Not skilled in serving customers.
- b. Employees dress that are not in context.
- c. Employee speech is not polite.
- d. Employee body odor interferes with customer comfort.
- e. The look on the faces of employees is always sullen.

High labor intensity, employee involvement in incentives in service delivery can also cause quality problems, namely in the form of high variability produced. Common factors that influence it include:

- a. Low wages (generally employees who serve or interact directly with customers have the lowest level of education and wages in a company).
- b. Training that is inadequate or even not in accordance with the needs of the organization.
- c. The employee turnover rate is too high.
- d. Low employee motivation.
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Customer Satisfaction

Consumer satisfaction is essentially the purpose of business is to create and retain consumers. The consumer in the traditional view is the one who buys and uses his product. All management efforts are directed at one main goal, namely the creation of customer satisfaction. Consumer satisfaction according to Kotler and Keller (2016: 153) "Consumer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing the performance or results of service products that are felt in accordance with their expectations". Kotler and Armstrong (2015: 35) define consumer satisfaction as follows: "consumer satisfaction is the level that a product feels performance that does not match buyer expectations. If the product performance falls from what is expected, consumers will not be satisfied according to the expected performance."

From some of the definitions above, it is known that consumer satisfaction is the level of a person's feelings when receiving the products or services offered and comparing the performance of the products or services received with consumer expectations. Consumer expectations play an important role and have a huge influence in determining the quality of products (goods and services) and evaluating them. Consumers will use their expectations as a standard or reference. Since, consumers are people who receive the results of the work of a person or an organization, then only they can determine what kind of quality it is and only they can deliver what and how their needs. Satisfied consumers will be loyal longer, less sensitive to prices and give good

comments about the company. According to Lovelock and Wirtz quoted by Fandy Tjiptono (2016: 74), satisfaction is an attitude that is decided based on the experience gained.

RESEARCH METHODS

Research Methods and Approaches

The research approach used in this study is a quantitative approach, namely processing data in the form of numbers obtained from statistics and assisted by distributing questionnaires as an analysis tool. Meanwhile, the research method used in this study is a descriptive quantitative method, where researchers want to find information and collect data in the form of numbers from statistical data results from questionnaires that are distributed and then described the relationship between quality and consumer satisfaction at Kentucky Friend Chicken Bekasi Trade Center. The variables to be studied are service quality as an independent variable and customer satisfaction as a dependent variable.

Research Design

This research design uses a causal-comparative research design, where the cause and effect relationship between service quality and customer satisfaction at Kentucky Friend Chicken Bekasi Trade Center in the form of problems that occur, a picture of the variable relationship being studied.

Population and Sample

The population in this study was 150 respondents who were daily customers at KFC Bekasi Trade Center. While the sampel in this study is a customer of KFC Bekasi Trade Center. The sampling technique used is nonprobability sampling, namely by using incidental sampling which is sampling based on needs.

Data Collection Techniques

The data collection techniques used in this study are as follows:

1. Questionnaire

The questionnaire is conducted in the form of several statements that will be given to consumers at Kentucky Friend Chicken Bekasi Trade Center as a sample or selected respondents. In distributing questionnaires, researchers are assisted using the Google Forms application. To measure the statements on the questionnaire using the Likert scale.

2. Documentation

The documentation carried out in this study is in the form of monthly sales data at Kentucky Friend Chicken Bekasi Trade Center, questionnaire results, questionnaire sheets, and documentation data when distributing questionnaires.



Research Instruments

The instrument used in this study was a questionnaire containing questions about the effect of promotion on consumer buying interest at Kentucky Friend Chicken Bekasi Trade Center. In the questionnaire questions that will be distributed using the Likert scale.

Data and Data Analysis Techniques

Data

The data sources used in this study are primary data and secondary data. Primary data in the form of questionnaires with distribution assisted by the Google Forms application and output results assisted by the SPSS application version 25 and location documentation, and online Food Kentucky Friend Chicken Bekasi Trade Center. Secondary data in the form of supporting data obtained in the form of sales data obtained by Kentucky Fried Chicken Bekasi Trade Center as well as theories obtained from journals and the internet.

Technical Data Analysis

Data analysis techniques used by researchers as a basic tool in decision making related to research results with descriptive quantitative research methods and assisted using the SPSS application program version 25. The data analysis techniques used by researchers in this study are as follows:

Descriptive analysis testing

In this study, researchers analyzed the data using descriptive quantitative methods, namely describing statistical data from questionnaires and then providing an overview or description of a data for each variable seen from the mean value, standard deviation, variance, maximum, minimum, and sum so that it is easier to find out the exposure to data in a study in more detail and clearly.

Research instrument testing

Validity Test

In testing research instruments, researchers use validity tests to find out whether the questionnaire question items to be measured are valid or not in the measurement. The test technique uses Pearson Bivariate correlation (Pearson Moment Product). The basis for making validity test decisions is as follows:

Based on r count and r table

- a. If $r \text{ counts} > r \text{ table}$ then it is stated that the question instrument is declared valid against the total score.
- b. If $r \text{ counts} < r \text{ table}$ then the question instrument is declared invalid against the total score. b) Based on a significance value of 0.05 If the significance value < 0.05 then the question instrument is declared significant to the total score. If the significance value > 0.05 then the question instrument is declared insignificant to the total score.

Reliability Test

Researchers use reliability tests to determine the level of consistency of a questionnaire or questionnaire used so that the questionnaire can be relied on to measure research

variables even though this study was carried out repeatedly with the same questionnaire or questionnaire. Researchers used Cronbach's Alpha reliability test with the help of the SPSS program. If Cronbach's Alpha value > 0.60 then the questionnaire or questionnaire is declared reliable or consistent and vice versa, if Cronbach's Alpha value < 0.60 then the questionnaire or questionnaire is declared unreliable or inconsistent.

Classical Assumption Testing

Classical assumption testing is used by researchers to find out the regression equations obtained remain consistent or unbiased. The classical assumption test used is as follows:

a. Normality Test

The normality test is used by researchers to determine the regression model between dependent and independent variables has a normal or abnormal distribution. This normality test uses the Kolmogorov Smirnov test. The data provided has provisions if the significance value > 0.05 , then the data is normally distributed and if the significance < 0.05 it can be said that the data is abnormally distributed.

b. Linearity Test

The linearity test is used by researchers to find out that the model under study has a linear relationship such as a straight line between the independent variable and the dependent variable under study. If it shows the significance value of Deviations From Linearity < 0.05 , then there is no linear or reject relationship between variable x and variable y, and if it shows the significance value of Deviations From Linearity > 0.05 , then there is a linear or accepting relationship between variable x and variable y.

c. Heteroscedasticity Test

The heteroscedasticity test is used by researchers to determine the occurrence of variance inequality from the residuals of one observation to another observation in the regression model. This heteroscedasticity test uses the scatterplot graph method.

A good regression model is one in which heteroscedasticity or homoscedasticity occurs. The decision making is as follows:

- If there is no clear pattern where the dots spread above and below the number 0 on the Y axis, heteroscedasticity does not occur
- If it takes the form of a certain pattern, heteroscedasticity occurs

Hypothesis Testing

Hypothesis testing is used by researchers to find out whether or not hypotheses are accepted in a study. In hypothesis testing using simple linear regression analysis, namely to find out whether or not it has the influence of one independent variable, namely promotion, on one dependent variable, namely consumer buying interest.



RESULT AND DISCUSSION

This study focuses on analysis to determine whether there is an influence of service quality on customer satisfaction at Kentucky Fried Chicken Bekasi Trade Center branch. The research method uses descriptive quantitative with the help of SPSS application program version 25.

Descriptive analysis testing with service quality variables, the highest average was in the statement item "The food served has the appropriate level of doneness" gave a rating of 4.97 and also the lowest average was in the statement item "The cashier always uses hand glove (gloves) when taking the product" gave a rating of 4.90. Meanwhile, with the variable of consumer satisfaction, the highest average was in the statement item "the cashier repeats the order" gave a rating of 4.97 and also the lowest average was in the statement item "Neatly arranged tables and chairs" giving a rating of 3.87 ratings.

The results of testing the research instrument showed that the questionnaire was valid and reliable with the first phase of the test with 150 respondents. Furthermore, the results of testing classical assumptions with 150 respondents showed that the data was normally distributed, service quality variables had a linear relationship with consumer satisfaction variables and heteroscedasticity did not occur.

CONCLUSION AND SUGGESTIONS

Conclusions

The level of consumer satisfaction of Kentucky Fried Chicken Bekasi Trade Center based on the processing of questionnaires given to consumers as respondents obtained the results that overall (the majority) of Kentucky Fried Chicken Bekasi Trade Center consumer satisfaction was declared Good.

Suggestion

Overall, the quality of service provided by Kentucky Fried Chicken Bekasi Trade Center is very good. However, there are several points that must be improved by Kentucky Fried Chicken in terms of service quality, one of which is about reliability and speed in serving consumers. This can be a point of improvement for Kentucky Fried Chicken management to continue to improve performance and also sales at their respective outlets.

Consumer satisfaction must be further improved, one way is by providing better price offers to consumers. The better the price offered to consumers, the better the satisfaction given to consumers.

For future research, the author suggests focusing more on additional outlet sales analysis every month, and not only in one outlet, but multi outlets throughout the city of Bekasi, for example.

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