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Consumer Perception Towards Price, Product And Service Of Fast Food Restaurant (Case Study on Kentucky Fried Chicken (KFC) in Rumah Tiga,Teluk Ambon District, Ambon City, Maluku)

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Abstract

The aim of this research is to find out the characteristics and perceptions of consumers regarding the prices, products and services of the Kentucky Fried Chicken (KFC) Fast Food Restaurant in Rumah Tiga, Teluk Ambon District, Ambon City, Maluku. The research method used in this research is descriptive statistical analysis and in measuring attitudes, opinions and perceptions of individuals and groups of individuals in this study a Likert scale is used. The method for determining the sample in this study was carried out by chance (accidental sampling) where respondents were taken when they visited the Kentucky Fried Chicken (KFC) Fast Food Restaurant. The research results show the characteristics and also consumer perceptions of prices, products and services of the Kentucky Fried Chicken (KFC) Fast Food Restaurant in Rumah Tiga, Teluk Ambon District, Ambon City, Maluku.

Keywords: Consumer Perception, Price, Products and Services

INTRODUCTION

Fast Food Restaurant is a restaurant that is able to serve and also provide food and beverage services to its consumers with a relatively fast serving time. Fast food can be served as soon as possible because it has been prepared in advance, therefore the serving time is around 5-10 minutes after the consumer orders their food.

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Lately, many well-known fast food restaurants have entered the Indonesian market, for example CO Donuts and coffee, Domino's Pizza, McDonald's, Dunkin Donuts, Starbucks, Burger King, and Hoka-Hoka Bento which have opened hundreds of restaurant branches spread across various provinces in Indonesia.

Business competition in recent years has grown, so that little by little it has influenced consumer patterns and the ways that consumers have in meeting their needs. The variety of business businesses that continue to increase rapidly and reflect a modern lifestyle include businesses engaged in food and beverages, for example various fast food restaurants in Maluku Province, especially in Ambon City, namely KFC. In Maluku Province, especially in Ambon City, there are already 6 KFC restaurants that have been around for a long time.

In Maluku Province, especially Ambon City, the first KFC Restaurant built was the KFC Restaurant located on the 3rd floor of the Ambon Plaza Shopping Center building built in 1998. Over time, many KFC Fast Food Restaurant Outlets were built and in 2016, a KFC Fast Food Restaurant Outlet was also built in Rumah Tiga Village, Teluk Ambon District.

The researcher chose the KFC Restaurant in Rumah Tiga as the research location because in terms of location, the KFC Restaurant in Rumah Tiga has a strategic location, where this restaurant is close to the educational area (Elementary School, Junior High School, Senior High School and College), Health Service Institution Area and close to the Office Area and there is also no age limit to come and eat at the KFC Fast Food Restaurant.

The importance of product quality at this KFC Fast Food Restaurant is because it can influence consumer behavior, specifically related to consumer loyalty in the form of a desire to make repeat purchases and recommendations (Wijaya, 2009). It is not just the quality of the product that can be used as the main consideration for food lovers, now the price and ambiance of KFC Fast Food Restaurants can play a crucial role as a factor for customers in determining where to eat (Lisan 2010). The next factor that builds customer perception is the quality of service provided by the company. Good service quality can create a comfortable feeling for and can lead to repeat purchases, therefore it can increase the company's sales turnover. Based on Griffin's opinion (2005), customer behavior is all activities or actions and psychological processes that motivate the actions concerned before making a purchase, when making a purchase, using or spending a product or service. Understanding what needs to be considered and influences this purchase satisfaction is essential for every food industry player, especially restaurants, to understand. By knowing the various variables that can provide this influence, it can make it easier for management to make managerial decisions.

Objectives

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1. To find out about the characteristics of respondents at the KFC Fast Food Restaurant in Rumah Tiga, Teluk Ambon District, Ambon City, Maluku.
2. To find out about consumer perceptions of prices, products and services of the KFC Fast Food Restaurant in Rumah Tiga, Teluk Ambon District, Ambon City, Maluku.

RESEARCH METHOD

The sampling method used was by chance (accidental sampling) where respondents were taken when they visited the KFC Fast Food Restaurant. The number of respondents in this study was limited to 100 respondents and the criteria for determining the sample of this study were consumers of KFC Fast Food Restaurants.

The method used in analyzing the data is the descriptive statistical analysis method. This method is a method that is carried out by obtaining, compiling, grouping, and analyzing so that a representation of the problems encountered is obtained (Sugiyono, 2019). The statistical values referred to include Average (mean), Mode, Foreign Exchange Standard, Maximum and Minimum Values and Frequency (Ginting, 2005).

In conducting data analysis to answer the objectives of this study, the researcher used a Likert scale. According to Sugiyono (2019) the Likert scale is a scale used in measuring attitudes, opinions and perceptions of individuals or groups of individuals regarding social phenomena. Using a Likert scale, the variables to be measured are presented in variable indicators, then these indicators are determined as a starting point in compiling various instrument items that can be in the form of statements or questions.

Below is a presentation of a 5-point Likert scale (Sugiyono 2019)
Very Bad (STB) = 1
Bad (TB) = 2
Quite Good (CB) = 3
Good (B) = 4
Very Good (SB) = 5

In measuring respondents' perceptions regarding a variable indicator, the following formulation is used:

X= (SB.Fsb+B.FB+CB.Fcb+TB.Ftb+STB.FstB)/(Fsb+Fb+Fcb+Ftb+Fstb)

Information:

X = Average score value of variable indicator

SB, B, CB, TB, STB = Weight of respondents' answers in sequence with values 5, 4, 3, 2, 1

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Fsb = Very good frequency
Fb = Good frequency
Fcb = Quite good frequency
Ftb = Not good frequency
Fstb = Very bad frequency

If consumer perception criteria are classified into five category then the length of the interval class is:

Length of Interval Class = range/(number of interval classes)

Based on the formula above, the length of the interval class is:

Length of Interval Class = (5-1)/5=0.8

Then the Consumer Perception Criteria are:

No	Indeks	Description
1.	1,00 – 1,80	Very Bad
2.	1,81 – 2,61	Bad
3.	2,82 – 3,42	Quite Good
4.	3,43 – 423	Good
5.	4,24 – 5,00	Very Good

RESULTS AND DISCUSSION

Consumer Characteristics

Table 1. Respondent Characteristics by Gender

Description		Number of People	Percentage (%)
Gender	Male	38	38
	Female	62	62
Total		100	100
Age	17 – 28 Years	52	52
	29 – 40 Years	26	26
	41 - 52 Years	17	17
	53 – 64 Years	4	4
	65 – 76 Years	1	1
Total		100	100
last level of education	SMP	1	1
	SMA	58	58
	Diploma	5	5

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	Sarjana	32	32
	Pasca Sarjana	4	4
Total		100	100

Data source processed (March 2024)

From the table above, it can be seen that the Characteristics of Respondents based on Gender are dominated by Female respondents than Male respondents with a total of 62%. This is in accordance with the opinion of Gibney et, all (2009) women tend to show the attention they have to food choices than men because women show relatively greater attention to the food consumed, health and related to weight loss. The characteristics of respondents based on age are dominated by respondents aged 17-28 years with a total of 52%, where respondents with this age are respondents who have a job status as students or students and also office workers, because this KFC Fast Food Restaurant has a location close to the educational area, health service institution area and also offices and community settlements in Poka Village, Rumah Tiga and its surroundings, so that more students, students, office workers and also families come and eat at the KFC Fast Food Restaurant. Teenage age is known as the age at which an individual has been able to make food purchases for himself and generally the food he chooses is in the form of instant food that does not require a long time in the serving process known as fast food or fast food (worthingthon-Robert, 2000). Respondents who often visit the KFC Fast Food Restaurant are respondents with the latest education, which is 58%. Respondents with the latest education of high school are very responsive to information. Education can also influence respondents in choosing products or brands. In addition to being a place to eat, KFC Fast Food Restaurants can also be used as a gathering place with friends or family.

Descriptive Consumer Perception
Consumer Perception of Price Variables

Table 2. Frequency of Consumer Answers regarding Price Variables

Statement	Very Good	Good	Fair Good	Not Good	Very Bad	Total	Average	Criteria
	frequency	frequency	frequency	frequency	frequency			
Affordable Price	25	53	10	10	2	100	3,89	Good

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Food and Beverage Menu Prices are Appropiate	25	52	10	10	3	100	3,86	Good
Competitive	29	49	10	8	3	100	3,92	Good
Pricing	26	52	9	8	5	100	3,86	Good
Price Vary	32	50	6	9	3	100	3,99	Good
Average of Average							3,90	Good

Data source processed (March 2024)

The results of the analysis show that consumer perceptions of the price variable have an average value of 3.90 and have good criteria. Because according to consumers, the price of the product, the price of other food and beverage menus are affordable, and the product quality is good and competitive. This factor is a variable that makes consumers interested in shopping at KFC Fast Food Restaurants. According to Kotler and Armstrong (2019), price can be the amount of money paid for a good or service, or the amount of value given to consumers as a result of buying or using the good or service.

Consumer Perception of Product Variables

Table 3. Frequency of Consumer Answers on Product Variables

Statement	Very Good frequency	Good frequency	Fair Good frequency	Not Good frequency	Very Bad frequency	Total	Average	Criteria
The food and drinks offered are delicious.	36	49	6	7	2	00	4,04	Good
Product quality	34	52	5	7	2	100	4,09	Good
Portions are as expected	23	52	15	7	3	100	3,85	Good
Have a good texture for consumption	35	51	5	6	3	100	4,09	Good
Variety of food and drinks	30	54	8	4	4	100	4,02	Good
Average of Average							4,03	Good

Data source processed (March 2024)

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The results of this analysis show that consumer perception of the product variable has an average value of 4.03 and has good criteria in terms of product quality, the food and drinks offered are delicious, the portions given are as expected, the texture of the food and drinks is good for consumption. This variable makes consumers make decisions to defend KFC products because it is in accordance with their expectations. This is in line with the opinion of Fandy Tjiptono (2015) in his book entitled Marketing Strategy, that a product is a producer's subjective thinking about "something" that can be offered in business in order to achieve organizational targets by fulfilling customer needs and desires, in line with the competence and capabilities of the organization and market purchasing power.

Consumer Perception of Service Variables

Table 4. Frequency of Consumer Answers on Service Variables

Statement	Very Good	Good	Fair Good	Not Good	Very Bad	Total	Average	Criteria
	frequency	frequency	frequency	frequency	frequency			
The interior design of KFC Restaurant is attractive	34	51	5	5	5	100	4,04	Good
Convenience when making payments at KFC Restaurant	30	58	3	3	3	100	4,09	Good
Ease of getting products at KFC Restaurant	32	56	5	5	3	100	4,09	Good
Employees are polite and friendly in serving customers	37	52	3	5	3	100	2,95	Fair Good
Average of Average							3,8	Good

Data source processed (March 2024)

The results of this study indicate that consumer perceptions of service variables have an average value of 3.82 and have good criteria. In this case, employees at the KFC Fast Food Restaurant at Rumah Tiga are considered friendly in providing services to consumers.

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This effort is made so that consumers feel comfortable when buying and can behave loyally towards products at the KFC Fast Food Restaurant. The purpose of good service is to retain consumers and increase sales. H.N Casson in (Rangkuti 2017) said that service as an action that can find clues or provide benefits to buyers with the intention of building good will or a good name, as well as increasing sales and income.

CONCLUSION

Based on the results and discussions that have been explained, the conclusions that can be made include:

1. Characteristics of consumers at the Kentucky Fried Chicken (KFC) Fast Food Restaurant based on gender are dominated by women with a total of 62%, based on age from 17 years to 28 years with a total of 52%, and respondents with the last level of education is high school with a total of 58%.
2. Consumer perception of prices, products and services of the Kentucky Fried Chicken (KFC) Fast Food Restaurant can be seen that the Price Variable is in the good category with an average of 3.90, the Product Variable is in the good category with an average of 4.03 and the Service Variable is in the good category with an average of 3.8. These three variables carried out by KFC aim to maintain and increase consumer purchasing power so that sales of KFC products increase.

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