

Effect of Price, Promotion and Product Quality on Consumer Satisfaction Kentucky Fried Chicken (KFC) Quality Rantauprapat

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Abstract

This study was conducted to determine and analyze the effect of price, promotion and product quality on consumer satisfaction. The design of this research is hypothesis testing using primary data obtained by distributing 100 questionnaires to consumers of Kentucky Fried Chicken (KFC) Quality Rantauprapat, with the measuring scale used is the Likert scale. In this study, the data analysis technique used is the multiple linear regression analysis technique of quantitative data using the (SPSS) method. The results of this study conclude that partially and simultaneously there is a positive effect but not all significant between the effect of price, promotion and product quality on consumer satisfaction of Kentucky Fried Chicken (KFC) Quality Rantauprapat.

Keywords

Price; promotion; quality; customer satisfaction



I. Introduction

Food is a basic need for society that can provide consumer satisfaction when buying Quality Kentucky Fried chicken (KFC) products, in today's world of development or food that is constantly changing and becoming a trend, especially KFC food which has many types. Based on the Kentucky Friend Chicken (KFC) Quality business, this business attracts buyers by offering relatively low prices with high quality. Therefore, the company is increasingly recognized by many people and is always crowded with buyers, price competition in the business has become a pervasive thing, therefore the KFC company also provides services in the form of affordable prices and product promotions.

Promotion is an information invitation or persuasion to consumers to introduce the product from Kentucky Fried Chicken (KFC) Quality Ranatu Prapat, which has many types of KFC, inform or remind by dividing the browser, displaying a billboard in front of the Kentucky Fried Chicken (KFC) store Quality Rantauprapat.

(Kolter & Armstrong 2014 in Octarini, 2020)"price is the amount of money charged for an item or service or the sum of the money value that consumers exchange for the benefits of having or using the product or service. (buhori 2014 Oktarini, 2020)"Price is the value of an item expressed in money". In line with that, product quality is also a measure of consumer satisfaction in choosing Ketunky Fried Chicken to be the best fast food.

Based on the background of the problem, the formulation of the research problem is:

- 1) Does price affect consumer satisfaction at Kentucky fried chicken (KFC) Quality Rantauprapat?
- 2) Does promotion affect consumer satisfaction at Kentucky fried chicken (KFC) Quality Rantauprapat?
- 3) Does product quality affect consumer satisfaction at Kentucky fried chicken (KFC) Quality Rantauprapat?

II. Review of Literature

2.1 Price Effect

Price is the value of a medium of exchange equal to money or other goods for the needs that will be obtained from an item or service for a person or group at a specific time and place.

According to (Kotler 2012 in Anwar & Satrio, 2015) Determining the price can be done using the final price selection method by adding factors, namely psychological pricing where consumers use price as an indicator of quality and the company's pricing policy with the aim of providing price quotas to salespeople to be given to consumers and for the company's profit power.

2.2 Promotion

Promotion is any form of persuasive communication designed to inform customers about a product or service and to influence them to buy the product or service which includes publicity, personal selling and advertising. Promotion by (Suryadi 2011 in Lenzun et al., 2014) is a series of activities to communicate, provide knowledge and convince people about a product so that he recognizes the greatness of the product, also binds his thoughts and feelings in a form of loyalty to the product.

(Hair and Daniel 2001 in Handoko, 2017) promotion is communication from marketers that informs, persuades and reminds potential buyers of a product in order to influence their opinion or get a response. and publicity (Swastha and Sukotjo, 2000: 124). These four types of promotion together become part of a promotional mix that marketers want to manage strategically in order to achieve organizational goals.

Promotion strategy is a concept that is close to communication science. In the promotion, there are various forms of communication learned in communication science such as advertising, publicity, communication from mouth to mouth, personal sales, and direct marketing (Amin, 2019).

2.3 Product quality

(Martini, 2015) The sharp brand competition lately has forced marketers to provide a better appeal than its competitors. Understandably, the existence of a brand makes consumers benefit. Consumers choose a brand is the quality of the product. Product quality undoubtedly influences consumer purchasing decisions. Acceptable product quality is the main element influencing consumer buying behavior. Garvin has revealed the eight dimensions of quality and product.

According to (Kotler & Armstrong, 2012) in (Tirtayasa et al., 2021) Product quality is the character possessed by a product that has the ability to meet customer needs. According to (Kotler & Keller, 2012) states that product quality is the ability of an item to provide results or performance that match even exceeds what consumers want. Then ((Tirtayasa et al., 2021) argues that product quality is the level of ability of a particular brand or product in carrying out the expected function.

In terms of the level of quality benefits according to (Tirtayasa et al., 2021) as follows:

1. Customer loyalty will develop,
2. Increasing market share,
3. higher stock prices,
4. The selling price of the product or service is higher,
5. High productivity.

2.4 Consumer satisfaction

Customer satisfaction is the level consumer feelings after making a comparison between what he received with what was expected. Assessing customer satisfaction and increasing consumer expectations, so that they can become loyal customers.

Satisfaction is an assessment of the characteristics or features product or service, or the product itself, that provides a level of pleasure consumer related to the fulfillment of consumer consumption needs. Consumer Satisfaction itself can be measured from existing indicators first (keller 2012 in Asti & Ayuningtyas, 2020) (2001: 158) namely the indicators:

- (1) Product quality,
- (2) Quality of service,
- (3) Emotional,
- (4) Price,
- (5) Cost and convenience

Consumer satisfaction according to (Tirtayasa et al., 2021)), namely: Satisfaction is the feeling of someone who is happy or vice versa because of comparing the product performance (or results) obtained with expectations.

According to (Handoko, 2017) Consumer satisfaction is a person's feeling of pleasure or disappointment that comes from the comparison between his impression of the performance or results of a product with his expectations.

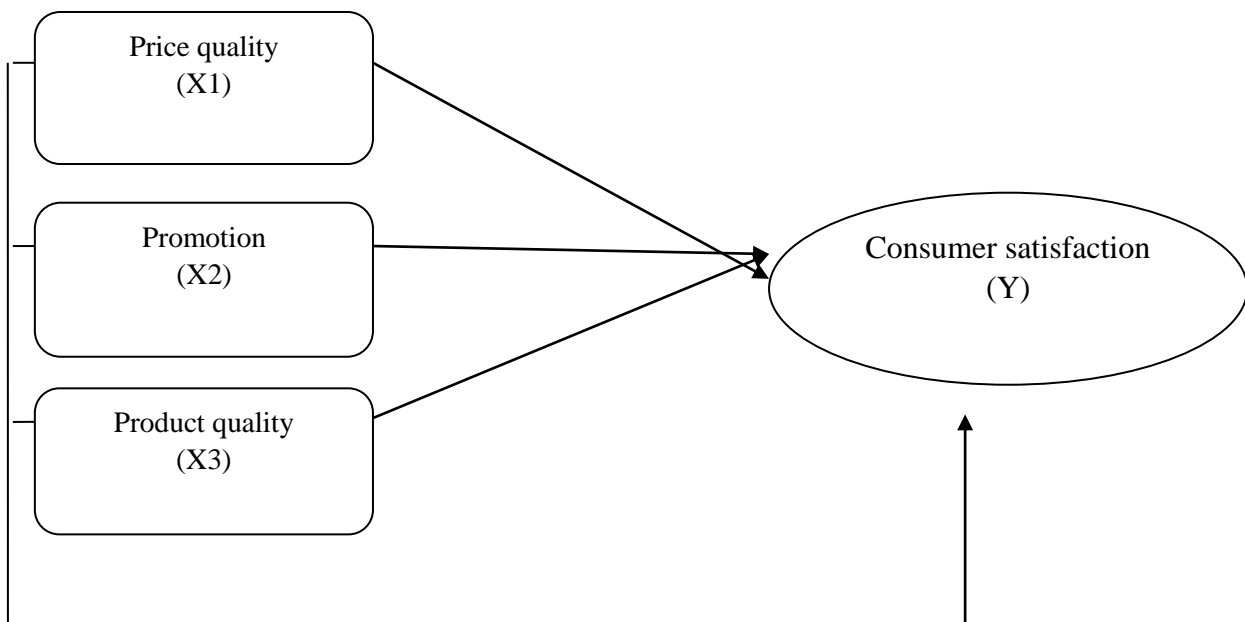


Figure 1. Analysis model

2.5 Hypothesis

H1: Price quality has a significant effect on consumer satisfaction in K business Entucky Fried Chicken (KFC) Quality Rantauprapat

H2: Promotion has a significant effect on consumer satisfaction in business Kentucky Fried Chicken (KFC) Quality Rantauprapat

H3: Product quality has a significant effect on consumer satisfaction in business Kentucky Fried Chicken (KFC) Quality Rantauprapat

III. Research Method

3.1 Types of Research

This research was conducted at KFC Quality Rantauprapat by using a quantitative research type where quantitative is data processing in the form of numbers.

3.2 Population and Sample

The population in this study is 158 and the sample of this study is probability sampling or available samples are 100 respondents. According to (Priska et al., 2021) Probability sampling can be defined as follows, probability sampling is a sampling technique that provides equal opportunities for each member of the population to be selected as a member of the sample.

The Likert scale uses a score from 1-5, and each has a meaning, a score of 1 is the answer strongly disagree, a score of 2 is disagree, a score of 3 is a neutral answer, a score of 4 is an agree answer, and a score of 5 is a strongly agree answer. The population in this study are consumers and the public who buy Kentucky Fried Chicken (KFC) Quality Rantauprapat products.

3.3 Method of Collecting Data

Data collection techniques used in this study were observation and questionnaires, observations were made by looking directly at the research location and the object of research, namely the Kentucky Fried Chicken (KFC) Quality Rantauprapat consumers.

Questionnaires / questionnaires were distributed to all respondents of Kentucky Fried Chicken (KFC) Quality Rantauprapat.

3.4 Variable operational definition

Table 1. Definition of Operational Variables

Variable	Variable Operational Definition	Indicator	Scale
Price (X1)	Amount (monetary unit) and/or other (non-monetary) aspects that contain certain utilities or uses to obtain a product. Source: (Tjiptono. Et.al, 2012:231).	1) Price worthiness 2) Price match with product quality 3) There is a discount / discount Source :(Michałowska et al., 2015)	Strongly Disagree (STS) Disagree (TS) Neutral (N) Agree (S) Strongly Agree (SS)
Promotion (X2)	Promotion is one of the determining factors for the success of a marketing program. However the quality of a product if consumers do not know and are not sure that the	1) Communication in promotion 2) Promotional (media) channels 3) Promotion time 4) Promotion frequency Source :(Rizqillah &	Strongly Disagree (STS) Disagree (TS) Neutral (N) Agree (S) Strongly Agree (SS)

	product has quality and is useful for them, then consumers will not be interested in buying it. Source :(Bawono et al., 2018)	Kurniawan, 2020)	
Product quality (X3)	Product quality is a set of characteristics characteristics of goods and services that have the ability to meet different needs is an understanding of a combination of durability, reliability, accuracy, convenience maintenance and other attributes of a product. Source :(Fillah & Fitria, 2018)	1) Reliability 2) Performance 3) Service capability 4) Conformance to specifications Source :(Cardia et al., 2019)	Strongly Disagree (STS) Disagree (TS) Neutral (N) Agree (S) Strongly Agree (SS)
Consumer satisfaction (Y)	Consumer satisfaction is a person's feelings of pleasure or disappointment arising from comparing the perceived performance of the product (results) to their expectations of actions taken by consumers. Source : ((Aswad et al., 2018)	1) Overall customer satisfaction 2) Dimensions of consumer satisfaction 3) Satisfaction 4) Intention to repurchase 5) Willingness to recommend 6) Customer dissatisfaction Source :(Sihfite, 2020)	Strongly Disagree (STS) Disagree (TS) Neutral (N) Agree (S) Strongly Agree (SS)

Table 2. Validity Test Results

Variable	indicator	r-count	Criteria r-table	Conclusion
Price	H 1	0.717	>0.3	Valid
	H2	0.594		Valid
	H 3	0.701		Valid
Promotion	P1	0.784	>0.3	Valid
	P2	0.754		Valid
	P 3	0.567		Valid
	P 4	0.614		Valid

Product quality	Kp 1	0.866	>0.3	Valid
	Kp 2	0.851		Valid
	Kp 3	0.809		Valid
	Kp 4	0.517		Valid
Consumer satisfaction	kk 1	0.528	>0.3	Valid
	kk 2	0.503		Valid
	kk 3	0.647		Valid
	kk 4	0.539		Valid
	kk 5	0.558		Valid

Data processed, 2022

3.5 Decomposition of Validity Test Interpretation

Based on Table 1, it can be seen that the price (X1), promotion (X2), product quality (X3) and consumer satisfaction (Y) in this test have met the requirements with person correlation or r count greater than 0.30 and a significant value of 0.05. So it can be concluded that this statement item is declared valid.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Criteriacoefficient	Conclusion
Price	0.750	>0.5	Reliable
Promotion	0.745	>0.5	Reliable
Product quality	0.794	>0.5	Reliable
Consumer satisfaction	0.698	>0.5	Reliable

Data processed, 2022

3.6 Reliability Test Interpretation Decomposition

Based on the results of the instrument reliability test in table 3, it can be concluded that the above instrument is reliable because the Cronbach's Alpha value is 0.60. So that it can be used to carry out research or test research hypotheses.

3.7 Data Analysis Method

The data analysis of this research is quantitative analysis which is a form of analysis in the form of numbers and by using statistical calculations to analyze a hypothesis. Quantitative data analysis is done by collecting the required data, then processing it and presenting it in the form of tables, graphs, and other analytical outputs that are used to draw conclusions as the basis for decision making. This study uses multiple linear regression analysis. Multiple regression analysis was used to test the effect of the independent variables on the dependent variable. Before performing multiple linear regression analysis, descriptive statistical tests and classical assumption tests were first performed. To make it easier for researchers to analyze using SPSS software (Statistical Package for Social Science).

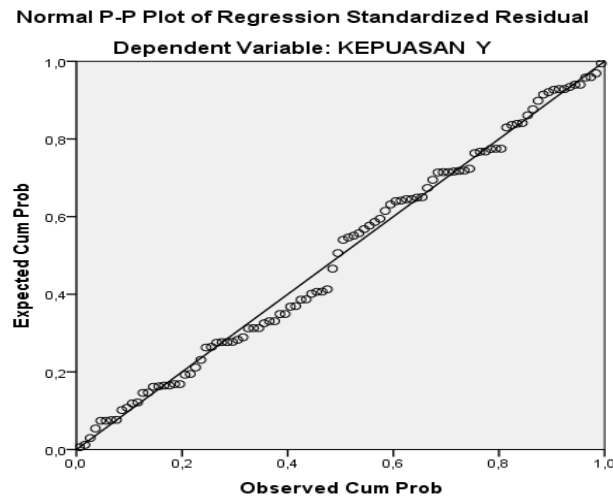
IV. Result and Discussion

4.1 Classical Assumption Test Results

This test was conducted to analyze whether the multiple linear regression model used in this study was free from problems related to normality, heteroscedasticity, and multicollinearity.

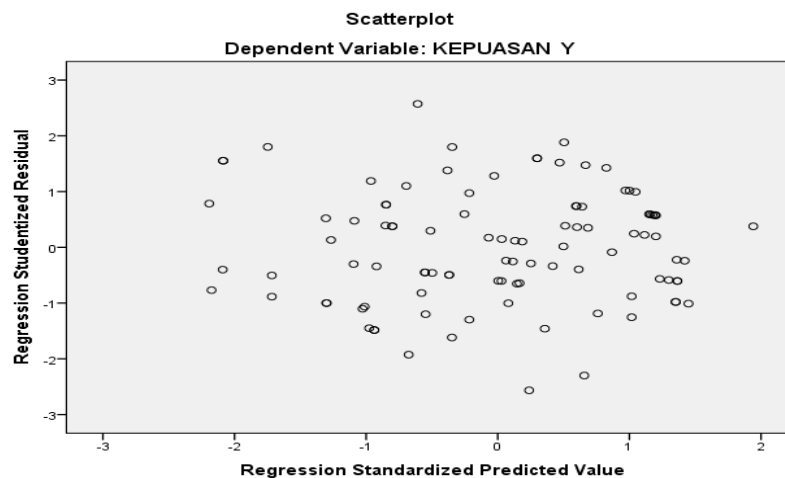
The graph plot describes the assumption of normality being met if the points on the graph are close to or around the diagonal axis. Figure 1 shows the results of the normal-plot graph, so it can be concluded that the multiple linear regression model in this study has met the assumption of normality. This is stated because the normal-plot graph shows the points that spread around the diagonal line and follow the direction of the diagonal line.

Furthermore, if the scatterplot does not form a clear pattern, then the dots spread above point 0 and below, it can be concluded that there is no heteroscedasticity. based on *scatter-plot* Figure 2 shows that the points spread randomly and are spread above and below zero on the Y axis. It can be concluded that the regression model used in this study did not experience heteroscedasticity problems.



Source: Data processed, 2022

Figure 1. Normal-Plot Results



Source: Data processed, 2022

Figure 2. Scatterplot Graph Results

The points spread randomly and spread above and below zero on the Y axis. It can be concluded that the regression model used in this study does not experience heteroscedasticity problems.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF	Results
Price	0.978	1.022	Free of multicollinearity
Promotion	0.975	1.025	Free of multicollinearity
Product quality	0.989	1.011	Free of multicollinearity

Data processed, 2022

If the VIF value for each independent variable is less than 10, and the Tolerance value is greater than 0.10. in accordance with the stipulated provisions, based on these results it can be stated that the variables in the study did not experience a correlation between variables.

In an effort to answer the problems in this study, multiple linear regression analysis was used (Multiple Regression). Regression analysis is basically a study of the dependence of the dependent variable (bound) with one or more independent variables (explanatory/independent variables), with the aim of estimating and/or predicting the population mean or the values of the dependent variable based on the known values of the independent variables.

For regressions where the independent variables consist of two or more, the regression is also called multiple regression. Because the independent variable above has two variables, the regression in this study is called multiple regression.

The regression equation in this study is to find out how much influence the independent or independent variables have, namely price (X1), promotion (X2), product quality (X3) on consumer satisfaction (Y).

The mathematical formula of multiple regression used in this study is:

$$Y = a + b_1X_1 + b_2 X_2 + b_3 X_3 + e$$

Information :

Y = customer satisfaction

a = constant

b1 = Regression coefficient between price and customer satisfaction

b2 = Regression coefficient between promotion and customer satisfaction

b3 = Regression coefficient between product quality and customer satisfaction

X1 = Price variable

X2 = Promotion variable

X3= Product quality variable

e = error disturbances

Formulation of the Nil Hypothesis (H0) and Alternative Hypothesis (H1)

H0 : 1 = 0

There is no significant effect of each independent variable (X1, X2, X3) on the dependent variable (Y).

H1 : 0 0

There is a significant effect of each independent variable (X1, X2, X3) on the dependent variable (Y).

Table 5. Results of Multiple Regression Analysis and Hypothesis Testing

Variable	B	T	Sig. T
constant	2,555	5,691	0.000
Price	0.120	4,112	0.000
Promotion	0.131	1,130	0.422
Product quality	0.103	3,436	0.000
R-Square	0.312		
Adjusted R-Square	0.480		
F	8,591		
Sig. F	0.000		

Data processed, 2022

4.2 Multiple Regression Analysis Interpretation

Based on Table 4, the t-count value is 4.112 and the significant value is $0.000 < 0.05$. So it can be concluded that there is a partial relationship between X1 and Y variables.

Looking at the $t\text{-value}_{\text{count}}$ that is equal to 1.130 and the significant value is $0.422 > 0.05$, it can be concluded that there is no partial relationship between X2 and Y variables.

Looking at the $t\text{-value}_{\text{count}}$ that is equal to 3.436 and the significant value is $0.000 < 0.05$, it can be concluded that there is a partial relationship between X3 and Y variables.

4.3 Hypothesis Test Results

a. The effect of Price on Consumer Satisfaction

Based on the output coefficients of the first hypothesis test, the regression coefficient of the price variable on consumer satisfaction is 0.120 with a significant 0.000 smaller than alpha ($0.000 < 0.05$), it can be concluded that price has a positive and significant influence on consumer satisfaction. This event proves that the price implemented by the leader gives a positive assessment of the product, so the results of the hypothesis in this research are H_0 is rejected and H_1 is accepted, the first hypothesis in this research is accepted.

b. The effect of Promotion on Consumer Satisfaction

Based on the output coefficients of the second hypothesis test, the promotion variable coefficient is 0.131 with a significant as much as 0.422 greater than alpha ($0.000 > 0.05$), so it can be concluded that promotion has a positive but not significant effect on consumer satisfaction. This situation proves that if promotions within the company are not always a measure of consumer satisfaction in buying, so the results of the hypothesis in this research are H_0 is accepted and H_1 is rejected, the second hypothesis in this study is not accepted.

c. The Influence of Product Quality on Consumer Satisfaction

Based on the output coefficients of the second hypothesis test, the product quality variable coefficient is 0.103 with a significant 0.000 smaller than alpha ($0.000 < 0.05$), so it can be concluded that product quality has a positive and significant influence on consumer satisfaction. This situation proves that if the quality of the product in the company is often a benchmark for consumer decisions and satisfaction in buying a product, so the results of the hypothesis in this research are H_0 is rejected and H_1 is accepted, the third hypothesis in this study is accepted.

4.4 Discussion

The purpose of this study was to determine the relationship between price, promotion and product quality on consumer satisfaction in the Labuhanbatu area. Based on the processing and analysis of the data above, and according to the research objectives in this article, this study provides the following results:

a. Influence of Price on Consumer Satisfaction

The results of the analysis of this study state that price has a positive influence on consumer satisfaction, therefore leaders in a company must be able to provide satisfactory prices to their buyers. The results of this study are also in line with

(Rufliansah et al., 2018) which states that price has an influence on consumer satisfaction. This is stated by looking at the significant value of $0.000 < 0.05$. Which is where this explains that the better the price given by the company, the higher someone's interest in buying the product.

b. The Effect of Promotion on Consumer Satisfaction

The results of the analysis of this study also state that promotion has a positive effect on consumer satisfaction, the researchers describe that promotion does not have a positive but not significant effect on consumer satisfaction. This is stated by looking at the significant value of $0.0422 > 0.05$. Which is where this explains that promotion is not always a benchmark in making product purchases.

c. The Influence of Product Quality on Consumer Satisfaction

The results of this research analysis state that product quality has a positive influence on consumer satisfaction, therefore leaders in a company must always pay attention to the quality of their products. The results of this study are also in line with

(Setyo, 2017) which states that product quality have an influence on consumer satisfaction. This is stated by looking at the significant value of $0.000 < 0.05$. Which is where this explains that the better the quality provided by the company, the higher someone's interest in purchasing products.

d. The Influence of Price, Promotion, Product Quality on Consumer Satisfaction

The results of the analysis of this study also state that simultaneously or together there is a positive influence of price, promotion, product quality on consumer satisfaction, this is stated by looking at the significant value of $0.000 < 0.05$. The three variables are stated to support each other and have an effect on consumer satisfaction in buying Kentucky Fried Chicken Quality Rantauprapat.

V. Conclusion

Based on the results of the analysis of price, promotion, and product quality data with partial or simultaneous consumer satisfaction on the purchase of Kentucky Fried Chicken Quality Rantauprapat, the following conclusions were obtained:

1. Price has a positive and significant effect on consumer satisfaction on the purchase of Kentucky Friend Chicken Quality Rantauprapat. This is indicated by the correlation coefficient obtained that is equal to 0.120 with a significance level of 0.000 which is smaller than the expected significant level (< 0.05). Price is the main reason for buying a product. Therefore, pricing is the most important thing in a company.

2. Promotion has a positive but not significant effect on consumer satisfaction purchasing Kentucky fried chicken quality Rantauprapat. This is indicated by the level of correlation coefficient obtained which is 0.131 with a significance level of 0.422 which is greater than the expected significant level (<0.05). Promotion is a component that needs to be implemented by an organization, but promotion is not always a benchmark in making purchasing decisions for a product.
3. Product quality has a positive and significant impact on consumer satisfaction on the purchase of Kentucky Friend Chicken Quality Rantauprapat. This is indicated by the correlation coefficient obtained that is equal to 0.103 with a significance level of 0.000 which is smaller than the expected significant level (< 0.05). Product quality is one of the main reasons for purchasing a product. Therefore, determining product quality is the most important thing in a company.
4. Price, promotion, product quality, have a simultaneous or joint influence on consumer satisfaction, the three variables influence each other and support the dependent variable, namely consumer satisfaction purchasing Kentucky Fried Chicken Quality Rantauprapat, therefore Kentucky Fried Chicken Quality Rantauprapat companies must still pay attention to prices, promotions and product quality within the organization in order to further increase purchases and increase the number of customers.

Suggestion

Some suggestions that researchers can convey based on the analysis that has been done are:

1. For organizational leaders to keep paying attention to prices, promotions and product quality because the price and product quality variables have a contribution to consumer satisfaction.
2. Further researchers are advised to add service variables as a factor that affects customer satisfaction in order to get better results.
3. For companies to further improve the quality of promotions to attract more buyers.

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