



## THE EFFECT OF SERVICE QUALITY AND PRODUCT QUALITY ON CONSUMER SATISFACTION AT KENTUCKY FRIED CHICKEN

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### ABSTRACT

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This study aims to determine the effect of service quality and product quality on consumer satisfaction at Kentucky fried chicken. This type of research uses a quantitative approach with quantitative methods. The population of this study were students of the management study program, and a sample of 50 students. The sampling technique in this study used the purposive sampling method technique. The data sources in this study used primary data and secondary data. The data collection technique in this study used a questionnaire. The data analysis technique used multiple linear regression analysis. Based on the results of data analysis, it can be concluded that there is an effect of service quality on consumer satisfaction. There is an effect of service quality and product quality together on consumer satisfaction

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## 1. INTRODUCTION

In the era of increasingly tight business competition as is happening now, it requires all companies to be more creative and aggressive in creating various product innovations and providing excellent service to their customers so that they are superior to their competitors. Competition that always appears in the business world encourages the emergence of creative ideas that can build products and services that provide added value to customers (Ismail, 2014:180). To meet consumer needs and answer the challenges of the increasingly competitive business world, an integrated market development is needed. This can be achieved with a marketing mix strategy that is carried out appropriately such as product, price, distribution and promotion. Business opportunities in product marketing cannot be separated from the dynamics of the situation and conditions of the factors that surround it. In order to survive and obtain reasonable profits, service organizations are required to continuously adjust products to the needs of the community.

A satisfied customer would be a very valuable asset for the company. Customer satisfaction is also one of the keys to creating customer loyalty, because satisfied customers tend to be loyal. Satisfaction will arise if customers positively assess their transaction experience. Good customer

relationship management creates customer satisfaction. As a result, satisfied customers remain loyal and tell good things about the company and its products to others (Kotler, 2009:24).

Satisfaction can be influenced by consumers' comparison of the quality of customer service provided with what customers expect. Some customers deserve more attention and service than others. There are customers who will never give feedback, no matter how much attention is given to them, and no matter how satisfied they are, so enthusiasm about customer satisfaction must be done with analyzes from the company (Basith, 2014:2). To explain the number of Kentucky Fried Chicken buyers, it can be explained in the following table.

Table 1 KFC Consumer Buyer Data

No	Student's Name	KFC Purchases (within one month)
1.	Morales Sinaga	3 times
2.	Stephanie Natania	4 times
3.	Delima	twice
4.	Feni Sitopu	5 times
5.	Felix	twice
6.	Aldo Hasibuan	2 times
7.	Philip	3 times
8.	Cindy Turnip	2 times
9.	Nurhayati	once
10.	Randa Sianturi	twice

Source: Data processed, 2024

## 2. RESEARCH METHOD

This research used is quantitative research, namely a research method that intends to understand the phenomenon of what is experienced by the research subject, for example behavior, perception, motivation, actions, and others. Meanwhile, according to Sugiyono, "quantitative research is a research method based on the philosophy of post-positivism, used to research natural object conditions, where researchers are key instruments. Sugiyono (2018: 130) states that the population is a general area consisting of objects/subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions are made. The population of this study were students of the Management study program.

The sample of this study is part of the population, namely 50 Management study program students. According to Sugiyono (2017: 82) sampling technique is a technique for taking samples. To determine the sample to be used in the study, there are 2 sampling techniques, namely Probability Sampling and Non Probability Sampling. Probability Sampling is a sampling technique that provides an equal opportunity for each element (member) of the population to be selected as a sample member. While Non-Probability Sampling is a sampling technique that does not provide an equal opportunity or chance for each element or member of the population to be selected as a sample (Sugiyono, 2017: 82). Primary Data used in this study were obtained directly from the original source or first party. Primary data in this study were obtained from parents and children. The number of families with children aged 5-6 years in the Impian Perdana Kandang Mas Housing Complex, Bengkulu City is 15 families. The secondary data that the author uses as a supporting source rather than the primary data that the author uses is data from child caretakers and neighbors who are involved in early childhood education.

According to Sugiyono (2018), data collection techniques are carried out in natural conditions, primary data sources, and data collection techniques are more on participant observation, in-depth interviews, and documentation. Data collection techniques according to Sugiyono (2018) consist of observation, interviews, questionnaires and documentation. In this study, the researcher collected data using interview and documentation techniques. According to Sugiyono (2017:142), a questionnaire is a data collection technique carried out by giving a set of questions or written statements to respondents to be answered.

The questionnaire in this study refers to indicators on variables that will be explored further by researchers regarding service quality, product quality, and consumer quality. This study uses multiple linear regression analysis techniques. According to Sugiyono (2012:275), multiple regression analysis is used by researchers, if researchers intend to predict the condition (rise and fall) of dependent variables (criteria), if two or more independent variables as predictor factors are manipulated.

### 3. RESULT AND DISCUSSIONS

Table 1. T Test

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.089	.976		3.165	.003
	Product Quality (X1)	.426	.057	.800	7.499	.000
	Service Quality (X2)	.011	.073	.016	.152	.880

a. Dependent Variable: Satisfaction (Y)

Table 2. F Test

Model		ANOVA <sup>a</sup>				
		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	88.696	2	44.348	47.868	.000 <sup>b</sup>
	Residual	46.323	50	.926		
	Total	135.019	52			

a. Dependent Variable: Satisfaction (Y)

b. Predictors: (Constant), Service Quality (X2), Product Quality (X1)

Table 3. Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811 <sup>a</sup>	.657	.643	.96253

a. Predictors: (Constant Service Quality (X2), Product Quality (X1)

### Partial Test (T) F Test

Based on the test results in the table above, the calculated t value is obtained  $> t$  table or (7.499  $> 2.008$ ). This is also reinforced by a significance value of  $< 0.05$  or (0.000  $< 0.05$ ). Thus, H1 is accepted, this indicates that there is a significant influence between product quality and student satisfaction.

Based on the test results in the table above, the calculated t value is obtained  $< t$  table or (0.512  $< 2.008$ ). This is also reinforced by a significance value of  $> 0.05$  or (0.880  $> 0.05$ ). Thus, H2 is rejected, this indicates that there is no significant influence between service quality and student satisfaction.

### Simultaneous Test F Test

Based on the test results in the table above, the calculated F value is obtained  $> F$  table or (47.868  $> 3.18$ ). This is also reinforced by the significance of  $< 0.05$  or (0.000  $< 0.05$ ). Thus, H3 is accepted, this indicates that there is a significant simultaneous influence between product quality and service quality on student satisfaction.

### Determination Coefficient Analysis

Based on the test results in the table above, a determination coefficient value of 0.657 is obtained, so it can be concluded that the product quality and service quality variables influence the student satisfaction variable by 65.7% while the remaining (100% - 65.7%) = 34.3% is influenced by other factors that were not researched.

## 4. CONCLUSION

Based on the results of the discussion above, it can be concluded that: First, there is a positive and significant influence of service quality on student satisfaction. Second, there is a positive and significant influence of product quality on student satisfaction. Third, there is a positive and significant influence of service quality and product quality on student satisfaction. For companies, they must be able to direct greater efforts to improve product quality and service quality on student satisfaction. In order to improve employee performance, the company motivates employee performance. For further research, it is expected to be able to research in different places using different variables.

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