

An Effect Of Product Quality On Customer Satisfaction At Kfc Fast Food Restaurant Branch Titi Kuning

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ABSTRACT

Product quality is a product or service that is produced and provides a high-quality value to meet the needs of the community. As the fulfillment of community needs, customer satisfaction is one of the most important things in evaluating a product. The more satisfied customers are with the products used, the better the quality provided. This paper is entitled "The Effect of Product Quality on Customer Satisfaction at Fast Food Restaurants KFC Branch Titi Kuning, Medan". The background of this research is the interest of researchers to find out whether there is an effect of product quality on customer satisfaction at KFC fast-food restaurants. The purpose of this study was to see if there was an effect of product quality at KFC on customer satisfaction. The research method used by the researcher is an associative quantitative research method that aims to measure the effect of the independent variable on the dependent variable. To support the research, data were taken from product quality and customer satisfaction questionnaires. The population in this study was 30 customers of KFC Titi Kuning. The research data were analyzed using a simple linear regression model which resulted in the regression equation: $Y = 21,915 + 0,534X$. This study concludes that there is a significant effect between product quality on customer satisfaction at the KFC branch Titi Kuning of the Medan fast food restaurant, which means that the better the quality provided, the higher the level of customer satisfaction.

Keywords: Product Quality and Customer Satisfaction

INTRODUCTION

One way for humans to survive and ensure their survival is to fulfill basic human needs. Basic human needs include food, clothing, and shelter. Food needs will be met when humans get food. Everyday activities that humans do, of course, need food. If basic human needs are not met, then human survival may not go well. Humans carry out daily activities that need energy. The food eaten will be processed into energy. Today, along with the times that are increasingly practical and fast, humans are required to do everything quickly, including meeting basic needs. Humans began to hope to eat without the hassle of cooking food. Many companies are trying to meet these human needs by producing products that humans can enjoy quickly without the hassle of cooking. The food served is also varied and the food is more inclined to western food (western food).

Based on the concept of thinking and expectations of modern humans today, the food business that can be served quickly becomes one of the attractions/interests of customers to buy it. Humans began to realize their hopes by opening a food business, one of which was like a fast-food restaurant. Lots of fast-food restaurants are open in various places in the world. Likewise in Indonesia, we can find maybe almost thousands of fast-food restaurants available,

such as KFC (Kentucky Fried Chicken), Texas, Pizza Hut, Mc Donald, and so on. Businessmen started competing to sell their food and opened many branches in various regions in Indonesia. Almost all fast-food restaurants serve the same menu, the only difference being the spices to mix the food they make.

Along with the development of increasingly modern times, humans want food that can be served quickly and practically. Fast food restaurants (fast food restaurants) are an alternative where humans can get food quickly without the hassle of cooking. KFC is one of the fast-food restaurants in Indonesia which is quite popular and widespread in Indonesia. Not only in terms of the enjoyment of the food, but also from the quality. Humans expect good quality from the food served. Not only that, restaurant owners are starting to compete to market their products to meet customer needs. If human needs are met, a feeling called satisfaction will be created.

Fast food restaurants like KFC are very easy to find in various regions in Indonesia. Its widespread and strategic location makes it easy for people to come to enjoy the delicious food served. A fast-food restaurant is a restaurant that serves food and drinks in a relatively short time from ordering to serving to customers. Generally, the dish is in the form of a burger or fried chicken (source:http://id.m.wikipedia.org/wiki/Rumah_makan_cepat_saji). KFC also provides delivery order services for customers who want to leave the house by calling (061)-14022. For the central area in Medan, namely on Jl. Gajah Mada, KFC provides drive-thru (drive through) services, namely food ordering services through an order-taking machine. After ordering a meal customers can proceed to their pick-up point without having to get out of their vehicle. In Medan, there are 19 KFC branches. From the information obtained from KFC, it is known that every year there will be the addition of 1 or 2 new branches, and this year there will be 1 more branch in the Medan area.

In addition to food quality and customer satisfaction, KFC also prioritizes food hygiene, cleanliness of the place, and prices that can be reached by customers to buy products. Plates used to serve food must also be clean, sauces and soft drinks will be refilled every time they run out. Likewise, burgers are served in packages to keep them warm and hygienic. We can see that every day fast food restaurants are always filled with customers who come. One of the things that attract customers to keep coming is the quality provided. The mixture of spices used to mix chicken and others creates a delicious taste and makes customers want to come back again and again. Quality is one of the factors that can affect the level of people's desire to consume these products. The better the quality provided, the greater the human desire to consume the product. And the worse a product is, the fewer people want to consume it and can even leave the product. Community satisfaction will be determined by the quality of the product enjoyed. However, over time, many companies serve almost the same products and the only difference is the spices used. For this reason, KFC is always looking for new inspiration by presenting new menus that are not inferior to other companies to increase the level of consumer interest in consuming these products. Humans in modern times always want to try new things/products.

Only by launching a new product, people will immediately come to try the product. New products are indeed a strong attraction for humans today. That makes it one of the targets for every company by presenting new products in order to make a profit. Based on the background listed above, we can see that customers are satisfied with the products presented to

them and they can recommend these products to others where the company can earn big profits. In addition to the satisfaction expected by customers, quality products are also one of the attractions for customers to continue to enjoy these products. Thus, researchers are interested in conducting research on product quality and customer satisfaction at fast food restaurants (KFC). The title of the research that will be examined by the author is "The Effect of Product Quality on Customer Satisfaction in Fast Food Restaurants (KFC Titi Kuningbranch)."

LITERATURE REVIEW

Definition of Quality

According to Prof. Dr. Wibowo, SE, M. Phil. (2007) in the book *Performance Management* that quality is defined as meeting or exceeding customer expectations. Heizer and Render (in Wibowo's book, 2001:171) define quality as the ability of a product or service to meet customer needs. According to Russell and Taylor (in the book Wibowo, 2000:78) quality is the totality of appearance and characteristics of a product or service that strives with all its capabilities to satisfy certain needs. **Definition of Customer Satisfaction**

Currently, it seems that the term customer satisfaction has become an inseparable part of every formulation of the vision, mission, goals, creeds, and mottos of organizations, both companies, and non-profit institutions. According to Fandy Tjiptono, Ph.D. and Gregorius Chandra (2011) in the book *Service, Quality and Satisfaction Edition: 3*, customer satisfaction has become a central concept in business and management discourse. The development of customer satisfaction research and awarding of awards for the company's success in achieving the highest score of the national customer satisfaction index (National Customer Satisfaction Index) also contributes to the increasing awareness of producers and consumers on the importance of customer satisfaction. **Measurement of customer satisfaction** Measurement of customer satisfaction can be said to be booming in the last two decades. Interest in measuring customer satisfaction does not only apply on a micro-scale (company), but also a macro scale (national). This can be seen from the rise of consulting business and customer satisfaction research, especially in big cities in Indonesia. (According to Fandy Tjiptono and Anastasia Diana (2015) in the book: *Satisfied Customers? Not Enough!*).

METHODS

The research method is a scientific way to collect data with a specific purpose and use. The scientific method means that research activities are based on scientific characteristics, namely rational, empirical and systematic. According to Siregar (2014; 99 in the book *Quantitative, Qualitative, and R&D Research Methods*), research is a translation of the English word research. The word research itself comes from the word re which means "back" and to search which means "to search". The meaning of research is "to look back".

Research is a distributor of human curiosity about something/problem with the certain treatment of the problem such as examining, investigating, studying, and studying carefully and formulating hypotheses so that something is obtained such as reaching the truth, obtaining answers to problems, developing science, and so on. . According to Siregar (2014; 100), several requirements must be met in conducting research, including:

1. Systematic means that research must be carried out according to a certain pattern starting from the simplest to the most complex so that the objectives are achieved effectively and efficiently.
2. Planned here means that research is carried out with an element of intent and the steps for implementing the research have been thought out. Research must follow a scientific concept, meaning that it follows a predetermined way, namely the principles used to obtain knowledge.

There are three types of research, namely

- a. The type of qualitative (data in the form of sentences), is research on research that is descriptive and tends to use analysis. Process and meaning (perspective and subject) are highlighted in qualitative research. The theoretical basis is used as a guide so that the research focus is on the facts on the ground.
- b. Quantitative type (data in the form of numbers), is systematic scientific research on parts and phenomena and their relationships. The purpose of quantitative research is to develop and use mathematical models, theories, and/or hypotheses related to natural phenomena.
- c. Combined type (forms of double-digits and numbers), is one approach that tends to be based on pragmatic knowledge paradigms (such as consequence orientation, problem orientation, and pluralistic). This approach uses a research strategy that involves collecting data both simultaneously and sequentially to understand the research problem as well as possible.

Associative research is research that aims to determine the relationship between two or more variables. This research can build a theory that can function to explain, predict and control a symptom.

RESULTS AND DISCUSSION

Result

Validity test

Validity is a measure that shows the level of validity or validity of an instrument. Validity test is often used to measure the determination of an item in a questionnaire or scale. The validity test will be calculated using the product moment correlation coefficient. Provisions if r count is more than 0.349, it can be said that all measuring instruments or instruments in this study can be used or are valid. Respondents used in this study amounted to 30 respondents. The results of the validity test for the product quality variable questionnaire (X) can be seen in table 1 below:

Table 1. Validity Test Results for Product Quality Variables (X)

Items	r count	Validity
X1	0.466	Valid
X2	0.541	Valid
X3	0.500	Valid

X4	0.667	Valid
X5	0.638	Valid
X6	0.668	Valid
X7	0.836	Valid
X8	0.710	Valid

Correlation test aims to show whether the relationship that occurs can apply to the population or not. The correlation test uses the Pearson Product Moment correlation test which is used to determine whether or not there is a relationship between two variables. It can be seen that the correlation value between product quality variables and customer satisfaction is 0.627 and the significant value is 0.000, meaning that there is a relationship between product quality and customer satisfaction because the sig value is 0.000 < 0.05 and the relationship between the two variables has a fairly high correlation. Simple Linear Regression Test

Simple linear regression is used to determine whether the independent variable (X) has a significant effect on the dependent variable (Y). The general equation for simple linear regression uses the formula: $Y = a + bX$

Tables 2. Simple Linear Regression Test Results

Variable	Mark
Constant	21,915
Quality Product (x)	0.534

The table above shows the results of a simple linear regression test, where:

$$Y = 21.915 + 0.534X$$

The explanation is as follows:

A constant of 21,915; it means that if the quality of the product is 0, then customer satisfaction has a negative value of 21,915. The regression coefficient of the product quality variable is 0.534, meaning that if the product quality has increased by one unit, then customer satisfaction has increased by 0.534 units. The relationship between product quality and customer satisfaction is positive, meaning that the more product quality, the higher customer satisfaction.

Discussion

Based on the results of responses from respondents regarding product quality (X) it can be seen that the lowest percentage is in item 6 which states that "the ingredients used are selected fresh ingredients". The results of the respondents stated that 5 respondents (16.7%) stated strongly agree, 14 respondents (46.7%) agreed, 6 respondents (20%) stated quite agree,

4 (13.3%) respondents said they did not agree, and 1 (3.3%) of respondents disagreed. While the highest percentage is in item 1 which states "food and drinks sold by KFC". able to meet customer expectations". The results of the respondents stated that 10 respondents (33.3%) stated strongly agree, 16 respondents (53.3%) agreed, and 4 (13.4%) stated quite agree.

Based on the results of responses from respondents regarding product quality (Y) it can be seen that the lowest percentage is found in item 10 which states that "KFC employees serve customers in a friendly manner". The results of the respondents stated that 10 respondents (33.3%) stated strongly agree, 10 respondents (33.3%) agreed, 6 respondents (20%) stated quite agree, 4 respondents (13.4%) said they did not agree. While the highest percentage is in item 5 which states "KFC has a delivery order facility to make it easier for customers". The results of the respondents stated that 13 respondents (43.3%) stated strongly agree, 14 respondents (46.7%) agreed, 2 respondents (6.7%) stated quite agree, and 1 respondent (3.3%) stated disagree.

CONCLUSION

Based on the discussion that has been described in the previous chapters, in this last chapter conclusions and suggestions will be drawn that can be useful for interested parties, especially for KFC Medan.

Researchers draw conclusions in this study according to the evidence and data studied. From the correlation test, the results showed 0.627 with a sample of 30 people, so $0.627 > 0.5$. Positive correlation value means that there is a relationship between product quality and customer satisfaction, which means that if product quality increases, customer satisfaction will also be higher and the relationship between the two is positive. The results of the determination test showed 39.3%, and 60.7% were influenced by other variables not examined. The measuring instrument used by the researcher is simple linear regression which aims to find the effect of the independent variable / product quality (X) on the dependent variable / customer satisfaction (Y). The results of the simple linear regression test show the results of $Y = 21,915 + 0,534X$,

customers increased by 0.534 units. Hypothesis testing resulted in a value of 0.039, which means < 0.05 , which means H_0 is rejected and H_a is accepted, which means that there is an influence of product quality on the level of customer satisfaction of the KFC fast food restaurant, Asia Mega Mas branch, Medan.

From the test results, it can be concluded that the effect of the quality of the product served will affect the level of customer satisfaction at the KFC fast food restaurant, the Asia Mega Mas branch, Medan.

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