

## THE INFLUENCE OF PRODUCT QUALITY ON CUSTOMER SATISFACTION AT KFC PETTARANI BRANCH, MAKASSAR CITY

Vira Auliah<sup>1</sup>, Muhammad Ichwan Musa<sup>2</sup>, Uhud Darmawan Natsir<sup>3</sup>

<sup>1</sup>Management Study Program, Faculty of Economics, Makassar State University

<sup>2</sup>Management Study Program, Faculty of Economics, Makassar State University

<sup>3</sup>Management Study Program, Faculty of Economics, Makassar State University

Email: 1)vira.auliah@gmail.com, 2)m.ichwan.musa@unm.ac.id,  
3)m.ichwan.musa@unm.ac.id

### Abstract

*This study aims to determine the effect of product quality on customer satisfaction at the KFC pettarani branch in Makassar. The independent variable in this study is product quality, while the dependent variable is customer satisfaction. The population in this study is the customer of KFC Pettarani Makassar City, amounting to 43,000 customers per month, while the sample used is based on the Slovin formula with an error rate of 10%, namely 100 respondents. Withdrawal sampling technique is non-probability sampling with the technique taken is accidental sampling technique. Data was collected using a questionnaire. The data analysis technique used is simple linear regression analysis using SPSS 25.00 for windows. Based on simple linear regression analysis, the results obtained are product quality which affects customer satisfaction. The influence given is positive and significant. The positive direction given by the product quality variable (independent) can be seen from the regression equation as follows:  $Y = 1.663 + 0.310X$ . This shows that product quality has a positive and significant effect on customer satisfaction.*

**Keywords:** *Product Quality and Customer Satisfaction*

### 1. INTRODUCTION (TNR, 11 Bold)

Fast food restaurants like KFC are very easy to find in various regions in Indonesia. Its wide distribution and strategic location make 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 order to serving to customers.

KFC also provides delivery order services for customers who want to leave the house by calling (061)-14022. For the Makassar area, namely Jalan Pettarani, KFC provides drive thru services, namely food ordering services through an order receiving machine. After ordering a meal customers can proceed to where their order is collected without having to get off their vehicle. In Makassar, there are 16 KFC branches.

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In addition to food quality and customer satisfaction, KFC also prioritizes food hygiene, cleanliness of the place and affordable prices for customers to buy products. Public satisfaction will be determined from the quality of the product enjoyed. However, as the times progressed, many companies presented almost similar products and the only difference was the seasonings used.

Product marketing conditions are very dynamic, making market players and producers compete to win very tight competencies. The products offered are so diverse with very varied quality. Improving the quality of products and services is an important issue to discuss because with good quality, a product will be able to survive in the face of competition and will be accepted by consumers as the expected product. One way to win the competition is to try to retain existing customers, because finding new customers costs more than maintaining existing customers. (Kotler, 1997:256).

Product quality is an important thing that must be pursued by every company if you want what is produced to be able to compete in the market to satisfy consumer needs and desires. According to tjiptono (2002:22) products can also be interpreted as consumer perceptions that are described by producers through their production results.

Maintaining customer satisfaction will improve the continuity of relationships with old customers and continue to foster new customers. The purpose of this study was to determine the effect of quality on customer satisfaction and its impact on customer loyalty.

Table 1. Sales of Kentucky Fried Chicken Pettarani Branch in 2019

<b>Month</b>	<b>2019 year</b>
January	1,112,302,225
February	1,127,864,096
March	1,230,404,431
April	1,148,755,897
May	1,176,295,972
June	1,220,821,692
July	1,251,965,462
August	1,339,250,255
September	1,298,625,344
October	1,256,865,935
November	1,193,980,452
December	1,379,355,254
<b>Total</b>	<b>14,736,487,015</b>

Based on the table above, it shows that KFC Pettarani Branch's monthly sales data in 2019 fluctuated. seen in April, September, October and November decreased from the previous month. The fluctuating sales of KFC Pettarani Branch during 2019 were probably

caused by several factors. Based on the results of interviews with KFC leaders, it was explained that the things that caused fluctuations were due to the conformity factor with specifications where sometimes the menu ordered by consumers did not match consumer requests.

On the other hand, the factors that cause fluctuations are due to promotional factors, if KFC launches a promo, there will also be a lot of visitors, and vice versa. So that the impact on sales is not optimal. Product quality is a very important factor in consumer satisfaction. In this case, the quality of KFC's food and beverages has an impact on consumer satisfaction whether the product meets consumer expectations or not. Consumer satisfaction is a consumer response to the perceived benefits after using or consuming a product.

According to Handi Irawan (2002:45) product quality is a multidimensional driver of customer satisfaction. For consumers, quality has several dimensions. At least, there are several dimensions of product quality that need to be considered by every company that wants to pursue consumer satisfaction with consumer quality.

Customer satisfaction according to Anderson (in Tjiptono, 2007: 348) is the absence of differences between customer expectations and the company's performance that they received while being a customer.

## 2. IMPLEMENTATION METHOD

The type of research used in this research is quantitative research with a descriptive approach. The quantitative research method is a type of research whose specifications are systematic, planned, and clearly structured from the start to the creation of the research design (Siyoto & Sodik, 2015). The research was carried out at KFC Pettarani Branch, Makassar City. Held from August to September 2021. The population in this study is 43,000 visitors every month. Then the sample in this study was 100 people.

To determine the number of samples performed sampling technique. The sampling technique used is non-probability sampling with the technique taken is accidental sampling technique. Accidental Sampling is selecting a sample from anyone who happened to be there or met by the researcher. People who are selected as members of the sample are anyone who happens to be found or who is easy to find or reach without any consideration. The sample in this study were some consumers who visited KFC Pettarani Makassar City.

The data collection technique used was to distribute questionnaires to restaurant visitors and conduct field studies, namely by observation and interviews.

The instrument in this study used a questionnaire, which provided a set of written questions accompanied by a choice of answers. The questionnaire contains structured questions that are appropriate to the problems being studied including product quality, price and consumer satisfaction. The measurement scale in this research is the Likert scale where respondents express their level of agreement or disagreement regarding various statements including behavior, objects, people or events that allow respondents to rate items on a scale of five to seven points (kuncoro, 2013).

**THE INFLUENCE OF PRODUCT QUALITY ON CUSTOMER SATISFACTION AT KFC PETTARANI BRANCH, MAKASSAR CITY***Vira Auliah, Muhammad Ichwan Musa, Uhud Darmawan Natsir***3. RESULTS AND DISCUSSION****3.1 Research Results**

Table 2. Results of the Validity Test of Variables X and Y

Items	rcount	Items	rcount	rtable	Information
X.1	,448**	Y. 1	,726**	0.1966	Valid
X.2	,720**	Y.2	,769**	0.1966	Valid
X.3	,678**	Y.3	,698**	0.1966	Valid
X.4	,403**	Y.4	,666**	0.1966	Valid
X.5	,678**	Y.5	,571**	0.1966	Valid
X.6	,707**	Y.6	,435**	0.1966	Valid
X.7	,762**			0.1966	Valid
X.8	,470**			0.1966	Valid
X.9	,709**			0.1966	Valid
X. 10	,594**			0.1966	Valid
X.11	,511**			0.1966	Valid
X.12	,627**			0.1966	Valid
X.13	,699**			0.1966	Valid
X.14	,614**			0.1966	Valid
X.15	,606**			0.1966	Valid
X.16	,669**			0.1966	Valid
X.17	,621**			0.1966	Valid
X.18	,404**			0.1966	Valid

Source: Data processed 2023

Based on The results of this study note that product quality partially has a positive and significant effect on customer satisfaction at KFC Pettarani Makassar City, where respondents in this study were customers who visited KFC Pettarani directly with a total sample of 100 respondents, with characteristics based on gender, age, status respondent's occupation and monthly expenses.

According to Fandy Tjiptono (1995) "that one of the factors that influence customer satisfaction is product quality. Product quality is the totality of goods and services related to the wishes of consumers, which superiorly the product is worth selling according to the expectations of the customer. Products are seen as important by consumers and are used as a basis for decision making.

Based on the data analysis in this study, it can be seen that the product quality variable has a positive and significant effect on customer satisfaction. This is shown from the results of the t-test, namely the t-count value is greater than t-table and the significant value obtained is less than 0.005, then H1 is accepted. This is then in line with research conducted by Susanti Lukman (2020) which concluded that product quality has a significant positive effect on customer satisfaction at PT. Earth Tirta Food Kencana. This research concludes that product and service quality variables have a positive and significant effect. This shows that the

existence of good product quality provided to customers will provide satisfaction to these customers, after customers are satisfied with what they receive, they will compare the services provided. If consumers feel completely satisfied, they will buy the product again and recommend other people to buy KFC Pettarani products.

### 3.2 Discussion

Based on the results of this study, product quality is good. This can be proven from the 18 questions contained in the research questionnaire, almost all respondents chose to agree with a very good range of scores. Where is the statement "KFC chicken meat can be reheated" with the highest number of scores which means this indicates that KFC pettarani is very concerned about product quality in terms of the durability of the products it sells, where usually there are customers ordering food to take home, and when it gets home it's cold , so many respondents who answered agreed with this statement, because with heated chicken (food) it would increase the customer's desire to eat again. In addition, the second highest score is on the aesthetic indicator with the statement "the shape of KFC chicken is appetizing" with a score of 413, where respondents dominate with the answer "Agree". This indicates that the company has succeeded in creating a quality product in the form of aesthetics to satisfy customers and attract customer interest in buying products at KFC Pettarani. Whereas the statement "Products ordered by consumers are as expected by consumers" has the lowest score, which means that KFC Pettarani has not been able to adjust the product (dish menu) expected by customers whose causes can vary whether because production stock has run out or it is not available, even though Thus the score of this statement is still in the good score range. This indicates that the company has succeeded in creating a quality product in the form of aesthetics to satisfy customers and attract customer interest in buying products at KFC Pettarani. Whereas the statement "Products ordered by consumers are as expected by consumers" has the lowest score, which means that KFC Pettarani has not been able to adjust the product (dish menu) expected by customers whose causes can vary whether because production stock has run out or it is not available, even though Thus the score of this statement is still in the good score range. This indicates that the company has succeeded in creating a quality product in the form of aesthetics to satisfy customers and attract customer interest in buying products at KFC Pettarani. Whereas the statement "Products ordered by consumers are as expected by consumers" has the lowest score, which means that KFC Pettarani has not been able to adjust the product (dish menu) expected by customers whose causes can vary whether because production stock has run out or it is not available, even though Thus the score of this statement is still in the good score range.

They think like that because the impact of the taste and hygiene of the menus offered is very satisfying to customers. So it can be concluded that the quality of the products provided by KFC Pettarani is able to satisfy the expectations and satisfaction of its customers. Whereas in the statement "I am interested in making a repeat purchase because

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the taste provided by KFC is very satisfying" occupies the lowest score, which means that the customer is not completely satisfied with the taste provided by KFC Pettarani so that it does not generate interest in visiting customers again. However, the score for this statement is still in the good score range.

#### **4. CONCLUSION**

##### **4.1 Conclusion**

1. There is a positive and significant influence of Product Quality on Customer Satisfaction at KFC Pettarani Branch, Makassar City.
2. The results of the regression calculation can be seen that the variation in the Consumer Satisfaction variable can be explained by the Product Quality variable.

##### **4.2 Suggestions**

1. It is recommended that the Pettarani branch of KFC Company be able to further improve the quality of its products so as not to disappoint customers so that customers feel satisfied and happy when enjoying the menu or dishes served.
2. For future researchers to be able to discuss issues regarding customer satisfaction more broadly by adding appropriate independent variables so that they can further strengthen the existing discussion with various aspects in it.

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