Optimization of Consumer Satisfaction and Its Impact on KFC Kakialy Customer Loyalty

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ARTICLEINFO	ABSTRACT
	This study tries to analyze the optimization of consumer satisfaction which is influenced by customer value and business location and its impact on KFC Kakialy customer loyalty. Using a purposive sampling technique, a structured questionnaire as a characteristic of quantitative research was distributed to 160 respondents. The GSCA statistical technique with the help of the GSCA Pro application version 1.1.8 was used to analyze the research data. Through the evaluation of the measurement model it proves that all the indicators used have good validity. And through the evaluation of the structural model it proves that all the hypotheses proposed are acceptable, namely customer value has a positive and significant effect on customer satisfaction, business location has a positive and significant effect on customer satisfaction, and consumer satisfaction has a positive and significant effect on customer loyalty. And through the evaluation of the overall model it was found that the research model was fit. *This is an open access article under theCC BY-NClicense.*

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1. INTRODUCTION

The development of the culinary business in Indonesia in the second quarter of 2022 experienced a growth of 3.68% from the previous year (https://dataindonesia.id/sector-riil/detail/industrial-food-dan-minuman-tumbuh-368-pada-kuartal-ii2022). Likewise, in Ambon City there are 168 culinary places in 2022 and this number has increased from the previous year (http://simdatik.ambon.go.id/dataset/home/detail/ YToyOntzOjk6ImlkX2tvbnRlbiI7czozOiI2MjYiO3M6NzoiaWRfdW5pdCI7czoyOiIxMSI7fQ-). One of the existing culinary businesses is a fast food restaurant and in its development it is also facing quite tight competition.

Kentucky Fried Chicken(KFC) is the king of the famous fast food restaurant brand in Indonesia (https://www.topbrand-award.com/top-brand-index)and has opened one of its branches in Ambon City, namely KFC Kakialy. Research on KFC Kakialy has been done before byKakisina & Lego (2021)by using different variables from this study. In line with this research, there were still several complaints that were more or less the same by KFC Kakialy consumers in this study, including chicken meat that was not good and very hard to eat, and the rice provided was undercooked in the middle. Besides that, the business location which is close to several fast food restaurants which are close to KFC Kakialy will provide obstacles in competing and retaining its customers. Based on the description above, it can be seen that there is still a lack of customer value felt by consumers and

business locations that trigger competition, so the purpose of this study is to analyze the optimization of consumer satisfaction which is influenced by customer value and business location and its impact on KFC Kakialy customer loyalty.

Customer value is a term used to describe the interactive relativistic preferential experience a consumer has when interacting with a particular good, service or store(Dzandu et al., 2022). Meanwhile inTableessy et al. (2020), it is stated that customer value is the ratio between the benefits derived from a product and the sacrifices that must be incurred by customers to obtain benefits. This is a form of consumer assessment of a product in satisfying their needs. In line with this, research byNevita Desmi Ristia & Marlien (2022)find that ncustomer value affects Albania Coffee customer satisfaction. In addition, another study byDestianti et al., (2021)also proves that there isthe effect of customer value on customer satisfaction in the Kredivo application. However, contrary to the results of the above studies,Bayu Putra et al. (2019)through his research results confirm that customer value has no positive and significant effect on customer satisfaction Balado Bintang Jaya 4x7 Chips Padang. Thus the first hypothesis in this study is ncustomer value has a positive and significant effect on consumer satisfaction.

InAl Badi (2018), it is stated that location is the means by which products and services are transported from producers or providers to customers. Location which is one of the components of the marketing mix consists of logistics, warehouse facilities, transportation options, place choices, and convergence. In addition, the business location is stated inWardana & Astutiningsih (2022)namely the place where the company conducts business activities to produce goods or services from processing, packaging and distribution activities that pay attention to economic elements. A strategic business location will provide its own satisfaction for consumers. The above statement is in line with the research conducted byWardana & Astutiningsih (2022)with the result that the location of the business has an influence on consumer satisfaction of Raos Kopi Tulungagung. The same results were also expressed through research fromApriyono & Murniati, Ktut (2022)which states that location has a significant positive effect on Café Susu Baper satisfaction. Agree with the two studies above, thenWidodo Ismanto, Zulkifli, T. Munzir, Rona Tanjung (2021)said that business location has a significant effect on customer satisfaction CV. Blue Bros. In contrast to the results of these studies,Siregar et al. (2022)indicates that location has no positive and significant effect on customer satisfaction of visitors to the Tangkahan Ecotourism Area, Langkat Regency. Thus the second hypothesis can be drawn in this study, namely business location has a positive and significant effect on customer satisfaction.

Besides being influenced by customer value and business location, consumer satisfaction can shape consumer loyalty(Minh & Huu, 2016). Consumer satisfaction is the level of consumer satisfaction as measured by comparing their expectations with the services received(Minh & Huu, 2016)and can only be achieved by a company if business performance exceeds customer expectations(Fida et al., 2020). Meanwhile, customer loyalty is defined as the sum of all customer interactions with service or product providers(Minh & Huu, 2016). Another opinion states that customer loyalty is consumer behavior that is driven by positive experiences and perceived value and results in the purchase of a product, even though the purchase is not the most logical choice.(Wattoo & Iqbal, 2022). So if through the interactions that occur between consumers and product providers it is found that consumers feel satisfied repeatedly, it will form consumer loyalty. Through the results of his study,Tableessy et al. (2023)justify this statement, namely customer satisfaction has a positive and significant effect on customer loyalty at the Collin Beach Hotel. FurthermoreAlbani & Hafasnuddin (2022), whose research results also show that customer satisfaction has a positive and significant impact on JNE consumer loyalty. Accordingly,Agiesta et al. (2021)also emphasized that customer satisfaction has an effect on customer loyalty for the Bandung Raya Local Railroad. Contrary to some of the studies above,Jitro Josni Palandi, Marjam Mangantar (2022), conveyed the results of the study that satisfaction did not affect the quality of customers of PT. Pawn shops in Manado. In line with that,Zahara (2020), interpreting the results of the study, namely satisfaction does not significantly affect the loyalty of online transportation users. Thus the third hypothesis in the study is that customer satisfaction has a positive and significant effect on customer loyalty.

Based on the description of the hypothesis development above, it can be seen that the research framework in Figure 1 is as follows:
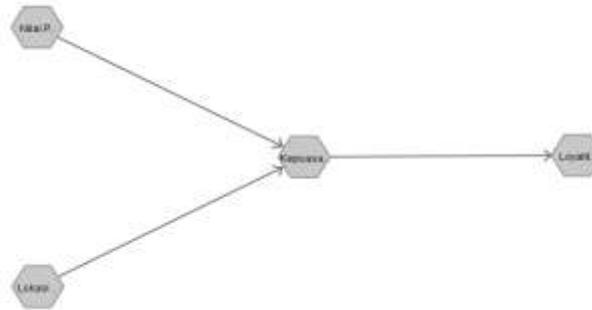

Figure 1. Research Framework

Adhering to the exposure to phenomena and the inconsistency of the results of previous studies and the research framework, the title of this research is Optimization of Consumer Satisfaction and Its Impact on Customer Loyalty of KFC Kakialy.

2.   RESEARCH METHOD

2.1   Types of research

The type of research used is explanatory research. According toDarwin et al. (2021)explanatory research is a methodresearchWhichCan expose How connectionbetweentwovariable or abovesituation as well asphenomenon thatgoing on To usepulledsa conclusionthroughhypothesis proof.

2.2   Samples and Data Collection

Sampling in this study used a purposive sampling technique by distributing questionnaires to 160 KFC Kakialy customers in Ambon City. Data collection was carried out for three weeks in December 2022.

2.3   Research Instruments

A five-point Likert scale, starting from 1 = "strongly disagree" to 5 = "strongly agree" is used to measure the variables in this study. In addition, about the identity of the respondents (gender, age, income level, and frequency of visits). Variables with statement items in this study are based on several previous studies that have been conducted.Customer value variables are measured by 4 indicators(Tablelessy et al., 2020).Furthermore, the business location variable is measured by 3 indicators(Beautiful Windari, 2019). And the consumer satisfaction variable is measured by 3 indicators(Tablelessy, 2021). And the customer loyalty variable is measured by 4 indicators(Tamher et al., 2019).

2.4   Data analysis technique

In line with the research objectives and hypotheses, the statistical technique used to analyze the data in this study is Generalized Structured Component Analysis (GSCA) which is similar to PLS(Langga et al., 2021), with a view to theory development or predictive orientation(Haryono, 2016). In PLS does not require the assumption of normality of data(Sarstedt et al., 2022; Tabelessy & Pattiruhu, 2022)and this assumption is also applied by GSCA(Hwang et al., 2021; Indarti & Efni, 2018; Mangesti Rahayu, 2019). The use of GSCA in this study is for several reasons, namely: using several endogenous variables, using variables that cannot be measured directly so that it requires measurement of indicators and to measure the fit model. The GSCA evaluation was carried out in 3 stages, namely evaluation of the measurement model, evaluation of the structural model and evaluation of the overall model(Robert et al., 2022; Suhriani & Abdurakhman, 2019; Susanti et al., 2014). For the measurement model, it is evaluated from the component loadings values for each indicator and the structural model is evaluated from the R-Square value and path coefficients(Hwang et al., 2021). While the overall model evaluation can be measured, among others, by looking at the values of FIT, AFIT, GFI and SRMR(Hwang et al., 2017, 2021). The FIT and AFIT values are similar to the R-Square values in linear regression(Hwang et al., 2021). In this study, the number of samples

was 166 customers, thus the cut of value for samples > 100, namely the value of GFI ≥ 0.93 and SRMR ≤ 0.08 which indicates that the research model is fit(Cho et al., 2020; Hwang et al., 2021). The GSCA Pro application version 1.1.8 supports data processing in this study.

3. RESULTS AND DISCUSSIONS

Table 1. Respondent Identity

Respondent Identity	Category	Amount	Percentage
Gender	Man	68	42.5
	Woman	92	57.5
Age	17-21 years	26	16,3
	22-26 years	36	22.5
	27-31 years	48	30
	32-36 years	29	18,1
	> 36 years	21	13,1
Income	< Rp. 1,500,000	37	23,1
	Rp. 1,500,000 – Rp. 2,999,000	60	37.5
	Rp. 3,000,000 – Rp. 5,000,000	41	25,6
	> Rp. 5,000,000	22	13,8
Visit Frequency	2-3 times a month	125	78.1
	> 3 times a month	35	29,1

Source: Data Processing Results, 2023

Table 1 shows the identity of the respondents who filled out the questionnaire after it was distributed. Respondents consisted of 42.5% men and 57.7% women. The majority age is between 27-31 years (30%). Most of the income between Rp. 1,500,000-Rp. 2,999,000. Most respondents visit 2-3 times a month (78.1%).

3.1 Evaluation of Measurement Models

Table 2. Component Loading Test

Indicator	Estimates	SE	95%CI(L)	95%CI(U)
NP1	0.817227	0.044454	0.715133	0.885379
NP2	0.862941	0.025519	0.801038	0.905164
NP3	0.823683	0.04467	0.70669	0.88991
NP4	0.832143	0.0334	0.754507	0.888497
LU1	0.756723	0.048183	0.639118	0.82962
LU2	0.766893	0.032114	0.704826	0.825428
LU3	0.828901	0.026434	0.784213	0.882562
KK1	0.794724	0.042512	0.727376	0.866635
KK2	0.841648	0.031158	0.763162	0.889926
KK3	0.758867	0.067617	0.615078	0.854729
LP1	0.82568	0.034037	0.754623	0.884478
LP2	0.761592	0.050047	0.649774	0.858255
LP3	0.890786	0.019723	0.857173	0.928049
LP4	0.665421	0.065721	0.534261	0.780434

Source: Data Processing Results, 2023

The results of the component loading test in table 2 with the SE and CI values of 95%, it is concluded that all indicators to measure the variables in this study have good validity.

3.2 Structural Model Evaluation

Table 3.R-Square Testing

Variable	R-Square
Consumer Satisfaction (KK)	0.466451
Customer Loyalty (LP)	0.333102

Source: Data Processing Results, 2023

The results of the R-Square test in table 3, it can be seen that the customer value and business location variables can explain the variability of the consumer satisfaction variable of 0.466451 (46.6451%). While consumer satisfaction can explain the variability of customer loyalty variables of 0.333102 (33.3102%).

Table 4. Hypothesis test

hypothesis	Estimates	SE	95%CI(L)	95%CI(U)	Information
NP->KK	0.324747	0.0754	0.188374	0.490626	Accepted
LU->KK	0.448634	0.066544	0.34138	0.578705	Accepted
KK->LP	0.57715	0.07838	0.419212	0.704723	Accepted

Source: Data Processing Results, 2023

The results of testing the hypothesis in table 4, with SE and 95% CI prove accepting the first hypothesis, namely customer value has a positive and significant effect on customer satisfaction. Likewise, the second hypothesis is accepted, namely the location of the business has a positive and significant effect on customer satisfaction. As well as not rejecting the third hypothesis, namely satisfaction has a positive and significant effect on customer loyalty.

3.3 Overall Model Evaluation

Table 5. Model Fit Measurement

Criteria	Mark
fit	0.546929
AFIT	0.540571
Criteria	***Cut of Value***
GFI	0.973581
SRMR	0.073214

Source: Data Processing Results, 2023

The results of the overall model evaluation can be seen in table 5, namely by looking at the values of FIT, AFIT, GFI and SRMR. The FIT and AFIT values of 0.546929 and 0.540571 indicate that the model in this study explains 54.6929% and 54.0571% of the variation in the data. Meanwhile, the GFI value was 0.973581 (≥ 0.93) and the SRMR value was 0.073214 (≤ 0.08), indicating that this research model is fit.

3.4 Discussion

a. Customer Value influences Consumer Satisfaction

The results of statistical analysis show that the path coefficient value is positive and significant, which means that an increase in customer value will increase customer satisfaction. In theory, this indicates that an increase or improvement in customer value provided by KFC Kakialy will result in an increase in customer satisfaction in the future. There are four indicators of customer value used in this study, namely emotional value, social value, service performance quality value, and value to cost. These four indicators have an important position on KFC Kakialy's customer satisfaction. By accepting this hypothesis, it can be said that KFC Kakialy has built a good perception of customer value and must be able to maintain it in order to optimize customer satisfaction.Nevita Desmi Ristia & Marlien (2022)AndDestianti et al. (2021).

b. Business Location has an effect on Consumer Satisfaction

The results of statistical analysis show that the value of the path coefficient is positive and significant, which means that placing a strategic business location will increase customer satisfaction. In theory, this indicates that the placement of strategic business locations by KFC Kakialy will result in increased customer satisfaction. Since its inception, KFC has chosen a strategic business location and this is considered good by consumers. Even though there is competition from several fast food restaurants around the KFC Kakialy location, consumers still come to buy and consume the menu provided. This means that overall, the three business location indicators tested in the study, namely location affordability, smooth access to locations, and location proximity have optimized consumer satisfaction.Wardana & Astutiningsih (2022),Apriyono & Murniati, Ktut (2022)AndWidodo Ismanto, Zulkifli, T. Munzir, Rona Tanjung (2021).

c. Consumer Satisfaction affects Customer Loyalty

The results of statistical analysis show that the path coefficient value is positive and significant, which means that an increase in customer satisfaction will increase customer loyalty. In theory, this indicates that an increase in customer satisfaction provided by KFC Kakialy will increase customer loyalty. Customer loyalty which is formed from consumer satisfaction through indicators of no complaints, feelings of satisfaction with the entire product and conformity with expectations, has proven that KFC Kakialy's performance has exceeded expectations perceived by consumers. Therefore loyal customers will buy regularly, will not buy elsewhere, will refer people and are not

influenced to switch to competitors. This research is supported byTableessy et al. (2023),Albani & Hafasnuddin (2022)AndAgiesta et al. (2021).

4. CONCLUSION

The results of statistical analysis show that the path coefficient value is positive and significant. Therefore, the conclusions that can be drawn are based on research objectives and hypothesis development, namely customer value has a positive and significant effect on customer satisfaction, business location has a positive and significant effect on customer satisfaction, and consumer satisfaction has a positive and significant effect on customer loyalty. However, this research has limitations, namely the research was conducted only in Ambon City and KFC Kakialy customers as the sample, so in principle this study was limited in terms of the number of samples, research objects and data collection time.

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