



Research/Review

The Investigative of Satisfaction Levels on Marketing Strategy PT Fast Food Indonesia TBK in KFC Central Balikpapan Branch

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Abstract. In this the objective of research this research is to determine the Influence of Product, Promotion and Price on Customer Satisfaction on PT. Fast Food Indonesia TBK Products. (KFC) Central Balikpapan. Type study Which used is quantitative research. The number of samples in this study was 310 customers who ate various kinds of fast food products at KFC Central Balikpapan for 1 month. The sampling technique used in this study was probability sampling. Analysis data Which used is a regression linear multiple. The test tools used are instrument tests, classical assumption tests, and hypothesis tests. The results which is obtained illustrates that in the variable Product, Promotion, And Price own direction connection Which positive and has a significant influence on Customer Satisfaction and Products have a dominant influence on Customer Satisfaction, whereas

Keywords : Influence Product, Promotion, Price, Satisfaction Customer

1. Introduction

The progress in the economic sector has brought many rapid developments in the business sector. In line with this, many trading companies have emerged. This has led to competition between these companies. To win the competition, they (companies) utilise opportunity business Which There is And try to implement the right marketing strategy in order to dominate the market. Market dominance is one of the main activities carried out by entrepreneurs in their efforts to maintain the survival of their business, grow and gain maximum profit (Alma, 2020:40).

The increasing number of small and large businesses that are emerging has resulted in improvement amount business Which nature similar Which cause competition the more strict. The emergence various business Which nature similar This will also gradually have an impact on consumers to be more selective in making choices. Therefore, companies are required to be able to provide something valuable and can give a good impression to consumers (Adinda, 2021).

KFC is a fast food restaurant that is very popular among Indonesian people. However, during the Covid-19 pandemic, the franchise restaurant management company that holds the KFC Indonesia trademark, PT Fast Food Indonesia Tbk (FAST), to record loss clean on quarter I-2021 amounted to IDR 61.47 billion from the same period the previous year which recorded a profit clean Rp 5.41 billion. Decrease from profit clean company This Wrong one of which was due to a decrease in the company's income to IDR 1.08 trillion, down 28.66% from income quarter I-2020 as big as Rp 1.52 trillion. In accordance with the publication of financial reports, KFC sales consist of food and beverage sales, commission on sale consignment And service service between (MY KFC, 2020).

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In the midst of these difficult conditions, KFC must improve its marketing strategy. with serve transaction *take away* , *taxibike on line* , *home delivery* and *drive thru* while still adhering to health protocols such as wearing masks, washing hands, maintaining distance. Therefore, strategic management is needed, which is a series of managerial decisions and actions that determine the company's performance in the long term. So a strategy is needed Which appropriate so that a business can Keep going endure .

2. Proposed Method

Definition operational of variable is the attribute or characteristic or the value of people, objects or activities that have certain variations determined by researchers to be studied and then conclusions drawn (Sugiono, 2022:15). The types of variables used in this study are independent variables (X) and related variables (Y). Product (X1) is anything that can be offered to the market to satisfy a desire or need, including physical goods, services, experiences, events, people, places, properties, organizations. In study This quality product is study consumers regarding the attributes in a product that will meet their needs and provide benefit on they.

The Indicator Which used that is (Kotler & Keller, 2017:406); Form, Characteristics – product characteristics, Style and Design, Promotion variable X2 is component marketing Which very important because it can increase sales. The indicators used are (Musfar, 2020:70); Advertising, Sales Promotion , Public Relations , Direct Selling & Personal Selling . Price Variable (X3) is a number of Money Which charged For a product, or a number of mark Which exchanged customer For benefit own or use it. The indicators used are (Kotler & Armstrong, 2019:63): Affordability Price, Suitability Price with Quality Product., Conformity Price with Benefits and Power Competition Price. Variable Y is Consumer Satisfaction in general operational measured using the following 5 indicators;

Price set , Product Quality , Service Quality , Facilities & Emotions Quantitative research according to Sugiono (2019), is a research method based on the philosophy of positivism, as a method scientific Because has fulfil rules scientific in a way concrete or empirical, objective, measurable, rational, and systematic. Quantitative methods aim to For test hypothesis Which has The methods or techniques for collecting data or information that the author will use in this research are literature, interviews, observation and questionnaires. with the number of samples obtained as many as 310 people. Using the SPSS program measuring tool with multiple linear regression,

3. Results and Discussion

The results of the analysis of multiple linear regression calculations illustrate that there is a level of significance of all variables. This shows that all variables studied have an important role in determining the level of marketing strategy for customer satisfaction.

Table 1: Results of Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.222	.793		-.280	.780
X1	.169	.063	.203	2,704	.008

X2	.384	.072	.412	5.315	.000
X3	.324	.073	.350	4.430	.000

So it can be seen from the results of the calculations carried out that all the variables measured have a very significant influence between one another, the analysis of several independent variables of product quality, price perception, promotion simultaneously really has a significant effect on purchasing decisions. In other words, the independent variables of product quality, price perception, and promotion are able to explain the magnitude of purchasing decisions for KFC Central Balikpapan consumers.

Discussion

The Result of investigation Of all variables

The results of the intervening test show that customer trust mediates price perception with customer decisions, this means that the higher the quality of the product provided by KFC Central Balikpapan Plaza, the higher the customer promotion. will increase, with increasing promotion customer on good reason service Which given to customer. With capital service the good one supported with promotion physique Which convincing, customer Can just fall in love with a fast food service provider company. When these two aspects are already owned, then it is surely their products will be flooded with customers if company competitor No give service Which more good from him.

The research results show that promotions have an effect on customer promotions. KFC Central Balikpapan. Which meant with promotion Here is the affordability of the promotion, the suitability of the promotion with the price perception, the competitiveness of the promotion and the suitability of the promotion with the benefits. According to the customers, the promotion set by KFC Central Balikpapan is very competitive with other fast food partners.

In terms of the reach of this promotion, it is a relative matter, several respondents said that the promotion was... KFC products with prices which is cheap, some say normal and some say also Which say the promotion Enough expensive. The existence of conformity between promotion and price perception given by employees is a reason for customers to trust KFC offered by fast food restaurants.

Promotion determination strategy is very significant in providing value to consumers and influencing product image and consumer purchasing decisions to buy, promotion determination decisions are so important in determining how far customer service is assessed by consumers, and also in the process of building an image (Lupiyadi, 2009:72). Psychologically, customers are also worried when promotions offered by fast food restaurant providers are below market considering the many fast food restaurant competitors outside. Customers will choose fast food restaurants that apply slightly below average rates with satisfactory service benefits.

Intervening Process

Intervening testing shows that promotion indirectly influences purchasing decisions through customer trust. It has been explained above that affordable promotions that are in accordance with the benefits provided by transportation service providers influence customer promotions. The growth of promotions built on the affordability of the promotions offered has an impact on the fall of purchasing decisions in the company concerned.

4. Conclusions

Based on results testing And discussion in on can it was concluded that the influence product to satisfaction customer on KFC Central Balikpapan, influence promotion to satisfaction customer on KFC Central Balikpapan and influence price to satisfaction customer on KFC Central Balikpapan. As well as influence satisfaction customer to product,price And promotion at KFC Central Balikpapan. It is better to increase customer satisfaction at KFC Central Balikpapan, the management provides the best possible service so that consumers are more comfortable consuming the products served there. Continue to innovate in the KFC Central Balikpapan product menu by adding interesting variants. Increase to offer / promote KFC Central Balikpapan products that are profitable for customers so that they are interested in visiting KFC Central Balikpapan.

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