The Effect of Consumer Characteristics, Quality of Service and Brand Image toward Consumer Response on KFC in East Java Region, Indonesia

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ABSTRACT: *KFC in Indonesia has been operating since 1978. Its management has been carried out in such a way that in 2014 it is still placed on the Top Brand of Fast Food in Indonesia, where KFC was at 45.6% of the 2014 top brand index followed by MC Donald 30%. The efforts to maintain the brand are carried out by paying attention to the characteristics of consumers, where the taste of KFC products is made according to the tastes of consumers, especially young people. Besides that there are products that are made based on considerations of consumer income considerations. Brand image is also kept in order to remain strong in consumer memory.*
Based on that, the purpose of this study is first; to analyze the influence of consumer characteristics on consumer responses to KFC businesses, second; to test and analyze the effect of service quality on consumer responses to KFC businesses, third is to test and analyze the influence of brand image on consumer responses to KFC businesses. The object of research is 30 KFC outlets in East Java. Which consists of Surabaya 19 outlets, Sidoarjo 3 outlets, Malang 3 outlets, Pasuruan 3 outlets, Jember 3 outlets, Kediri 1 outlet. Based on the consideration of the area, Surabaya was taken by 16 outlets, each of which was in the south Surabaya area, 4 outlets, 4 in the north, 4 in the east, and 4 in the west. Taken randomly, So all KFC regions in East Java were taken as 27 objects of research. The study sample was taken as many as 162 respondents, this is because the population is unlimited. Based on the analysis of SEM version 21.0, The Result show that the variable of consumer characteristic has regression coefficient of 0.086 and p-value 0.263 so that the p-value > significance was. This means that consumer characteristics have no significant effect on consumer response. The variable of the brand image coefficient is 0.503, and p-value is 0.03 which is p-value < significance, which means there is a significant positive effect between brands toward consumer response. Regression coefficient of service quality is 0.382 and p value is 0.026, meaning that the p value is < significance, so quality has a significant effect on consumer response.
KEYWORD: *Consumer Characteristic, Service Quality, Consumer Responses, Analysis of SEM*

I. BACKGROUND

Food business is a business that is still attractive and promising, because this business is able to provide a considerable level of profit. Nonto (2006: 13) stated that the growth of the food and beverage business is still noted to have high growth in various parts of the world. The growth of the food and beverage industry is indeed desired and needed in line with the changing dynamics of society. Initially the culture of the community adhered to the habit that the one who had to work and become the backbone of the family was a man. Its development, women also enter the workforce and not even those who are oriented towards pursuing careers. According to statistical data, in 2011 women who worked according to the workforce amounted to 33.06 million or 44.23% of the number of women between the ages of 15-30 years (BPS, 2011). These changes make changes to people's behavior in meeting their food needs. Initially the fulfillment of food needs is prepared by how to cook food at home carried out by women. Then along with women who are also oriented towards pursuing a career, lifestyle changes and eating patterns occur, so that some people in fulfilling their needs are done by ordering food at fast food outlets or looking for food at fast food outlets.

This condition is an opportunity for entrepreneurs who try in the field of food, which is then followed up to open a fast food business. The number of entrepreneurs who open fast food businesses is no exception for local fast-food outlets that open various businesses such as Ayam Ria, Ayam Mbok Berek, Ayam Kalasan, Mie and nasi goreng, various seafood and fast food businesses from overseas such as Mc Donald, A & W , Pitza Hut, Dandy, CFC and KFC. The number of fast food businesses (fast food), resulting in unavoidable one from the other competing for consumers in the market. So that entrepreneurs try to apply a marketing concept to get a

positive response from consumers. KFC specifically relies on the quality of its service, its brand image by paying attention to consumer characteristics.

The characteristics targeted by KFC include the income of people who spend their opinions ranging from Rp. 500,000 to 3,000,000, whereas in terms of age, those targeted are those who are young, ranging in age from 5 to 50 years. But the targeted focus is the consumer market over the age of 11 years to 30 years. Associated with this problem, then various events organized by KFC try to adjust to the wishes of consumers of that age. So that various events organized by KFC include the favorite music of young people and sponsoring motorcycle racing and formula racing both nationally and internationally. The level of education is primarily directed at the level of education starting from junior high school to college. In line with the goals of consumers, Kotler and Armstrong (1997: 100) state that personal characteristics that influence consumer responses in deciding purchases include the age and life cycle stage. Tri Maksun Sofwan concluded that there was a significant influence between personal factors on purchasing decisions. Personal factors according to Kotler and Armstrong (1997: 150) include income, age education and employment.

Service quality is also a priority part of KFC in order to get a positive response from customers. Services run by KFC are expected to be flawless. Therefore employees who are involved in service and dealing directly with customers, receive training and special education in order to have service capabilities that give satisfaction to customers. The service model carried out by KFC as a quality service section that has characteristics is able to demonstrate the ability to provide accurate service. Tjiptono and Chandra (2012: 74) service quality reflects the comparison between the level of service delivered compared to customer expectations. Kotler and Keller (2009: 143) state that service quality is the total features and characteristics of products and services that depend on the ability to satisfy expressed or expressed needs. Gronroos in Livelock, Wirtz and Mussry (2010: 153) argues that the perceived quality of service is the result of an evaluation process in which customers compare their perceptions of service and the results with what they expect.

Research conducted by Ida Ayu Intan Surya Utami and I Made Jabra (2015) which examined the problem of the effect of service quality on purchasing decisions in Sanur Restaurant customers also concluded that service quality had an effect on consumer responses in the form of purchasing decisions. Felita Sasongko and Dr. Hartono Subagiyo SE, MM (2013) in his research also concluded that there was a significant influence between the dimensions of service quality consisting of tangible, reliable, assurance, responsiveness and empathy towards satisfaction. The various things that have been carried out by KFC are able to make the KFC brand image at the top position compared to its fast food products, especially Mc Donald. The following is the position of the KFC brand in 2014 presented in table 1.

Table 1. Top Brands of Fast Food Brands

No	Merk	Top Brand Index 2012	Top brand Index 2014
1	KFC	43,5%	45,6%
2	MC. Donald's	25,0%	30,9%
3	Pizza Hut	3,6%	5,1%
4	AKW	1,5%	3,7%
5	CFC	0,2%	0,9%
6	Lain-lain	25,8%	13,8%

Source: Top Bran Award. com

From table 1 above it can be seen that the KFC brand is in the top position in the brand image that is in the minds of consumers. The position is far enough to leave its main competitors who are second in the top brand index.

This brand image problem must be indeed maintained and maintained so that it remains attached to consumer memories. This means that if consumers want to enjoy fast food, the most remembered is the brand they know best. Kotler and Keller (2012: 272), brand image is a vision and trust that is buried by consumers as a reflection of a restrained association reminded by consumers. Whereas according to Schiffman and Wisemplit (2015: 105) brand image is desire outcome of effective positioning is a distict position (or image) that the brand accupies in consumer mind.

The various strategies implemented by KFC are expected to get a positive response from consumers. Response is a reaction due to a stimulus obtained from the results of seeing, feeling or because of getting information. Swasto and Handoko (1997: 91) consumer response is a predesposition (easily affected conditions) to respond to environmental stimuli, which can start, guiding the behavior of that person. James F. Engel, Black Well. Miniard (1999: 336) states that the consumer response as a comprehensive evaluation that allows people to act in a profitable manner consistently with regard to the object needed.

Response is a reaction from the occurrence of events that support it, where the reaction arises because of events that precede and have been embedded in the minds of consumers. The service quality is in accordance with consumer expectations, and a good image in accordance with consumer perceptions is responded by

consumers. Kotler and Swanto (2000) stated that the process of purchasing decisions through four stages, namely attention, interest (interest) (desire) and decided to do the purchase (action)

Based on several problems and arguments from several experts above, it is considered important to compile research questions, namely first, whether consumer characteristics significantly influence consumer responses to KFC in East Java, secondly, does service quality significantly influence consumer responses to KFC in Java East, third is the brand image significantly influences the consumer response to KFC in East Java. So the purpose of this study is first; analyze the influence of consumer characteristics on consumer responses to KFC businesses in East Java, second; to test and analyze the effect of service quality on consumer responses to KFC businesses in East Java, third is to test and analyze the influence of brand image on consumer responses to KFC businesses in East Java.

II. LITERATUR REVIEW

2.1 Consumer Response

Every business attribute that sells its products in the market expects to get a positive response from consumers. Products that are responded positively by consumers mean there is hope that consumers pay attention and interest in buying again appears, maybe even informing others. Consumer response is a set of reactions, answers, influences or consequences (Simamora, 2003). Katler and Susanto (2008: 61) there is a model of consumer response called AIDA, a model that is used to detect buyer reactions through the level of attention, interest (desire) and the decision to make a purchase (action). According to Engel , Black Well, Miniard (1994: 336) defines response as a comprehensive evaluation that allows people to act in a way that is profitable or unfavorable consistently regarding the object given.

2.2 Consumer Characteristics

According to Engel, Black Well, Minicard (1995) characteristics that influence purchasing decisions are (1) demographic characteristics that include gender, place of residence, education, employment, status and income that can affect purchases (2) Characteristics of psychology, which includes life style that appears in its activities, interests and opinions of the customer group. Whereas according to Ketler and Gerry Armstrong (1997: 140) consumer purchases can be influenced by consumer characteristics consisting of cultural, social, personal and psychological factors. About personal factors consist of education, age and life cycle, income and employment. According to Azwar (2000), characteristics include various variables such as motives, values, traits, personalities, attitudes to interact with one another and react with their environment. Research Kartikasari (2012) which examines consumer characteristics, concludes that simultaneous cultural, social, personal factors and psychology has a positive influence on purchasing decisions. The results of the same study were also conducted by Kuncoro Aprilia Higmawati et al (2016).

2.3 Service Quality

In a situation of increasingly fierce business competition, service quality is a must run by the company in order to survive and gain customer trust. Gronroos (1982: 37) service quality is deficient as an outcome of an evaluation process where the perceived good has the expectation with the service. Berry and Zenthaml (in Lupiyadi, 2000: 181) service quality is how far the difference between the expectations and realities of the customers for the services they really receive with the actual service they expect.

Service quality refers to customer assessment of service core. Azman et al (2016) study concluded that the dimensions of service quality have a relationship with customer satisfaction and loyalty. Ida Ayu Surya Intani (2015) also concluded that service quality has an effect on consumer satisfaction at Sanur Restaurant. According to Gronroos (in Francis Butle, 2007: 301) the attributes possessed by service quality consist of: 1. Technical Service Quality. 2. Functional Quality Service. Whereas according to Parasuraman (in Francis ButHc, 2007: 301) which defines the service quality model (servqual) has five dimensions, namely: reliability, tangible, assurance, empathy, and responsiveness.

2.4 Brand Image

Brand image is what consumers remember after consuming goods or services. Consumers remember what items their brand consumes. This brand also influences the success of the food business, because the food consumed is suitable, satisfying, the consumer remembers the food brand. The brand is ultimately perceived by consumers, that is, creates a positive image if it is suitable, appropriate, satisfying and vice versa if it is not appropriate, not suitable, negative image. Tatik Suryani (2013: 86) brand image generally defined everything related to what is in the minds of consumer memories. Kotler and Keller (2012: 274) brand image is the way people actually perceive brands. Suprianto and Mandan (2011: 128) brand image is what they think and feel when they hear or see the name of a brand or in essence what consumers have learned about the brand. Shiftman and Winsenblit (2015: 105) brand image is the desired outcome of effective positioning is a distinct "position"

(or image) that the brand occupies in consumer mind. Brand strength lies in its ability to create, manage and regulate public perceptions. Brands have a higher value than their physical value. Research conducted by Dyah Amalia, et al (2017) that brand equity has a significant influence on purchasing decisions. According to Kotler and Keller (in business administration, 2011: 923-937) states that measurement of brand imaged can be done by basing aspects: 1. Strength (strength), 2. Unique, 3. Favorable (preference)
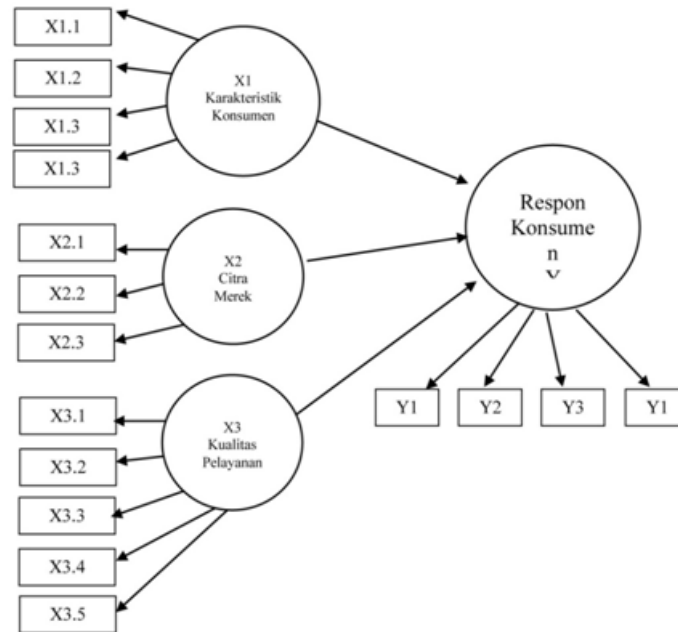
2.5 The Conceptual Framework

Figure 1: Conceptual Framework

2.6 Research Hypothesis
Based on the background of the problem, the formulation of the problem, literature review, and conceptual framework, then the hypothesis proposed in this research are:
1. Consumer characteristic has a significant effect on consumer responses on KFC in East Java.
2. Service quality has a significant effect on consumer responses on KFC in East Java.
3. Brand image has a significant effect on consumer responses on KFC in East Java.

III. RESEARCH METHODE

3.1 Research Approach
  This research is a type of survey research, because it uses samples from the population and the data is available (Masri Singarumban, 1995: 37). While the analytical approach uses quantitative descriptive. Data on consumer characteristics are presented with tables and in the form of percentages and are presented in the form of an average and then interpreted. Next to determine the effect and relationship of the variables were analyzed using SEM program analysis AMOS 21.0 version.

3.2 Population and Samples
  The population of this study were all consumers who consumed fast food at KFC in East Java. Consumers at KFC outlets are numerous and uncountable, so the population in this study includes unlimited or infinite. Samples taken from the infinite population, according to the theory of Solimun (2002: 83) that minimum sampling for SEM models is 5 to 10 times the parameters. While according to Hair (1998) recommends for samples in non random sampling studies as many as 100 to 200 respondents. Based on the two theories, the sample drawn in this study was 162. While the data collection technique used accidental sampling.

3.3 Research Instruments
  To get the data needed in this study, instruments are used in the form of questionnaires in the list of questions. Next, the results of the questionnaire test are presented, namely validity and reliability.

Table 2 Test the Validity and Reliability of Brand Images

Indicators	Item	Item to Total Correlation	Information
Strength of Product Brands	X1.1.1	0,529	Valid
	X1.1.2	0,718	Valid
	X1.1.3	0,562	Valid
	X1.1.4	0,623	Valid
Product Uniqueness	X1.2.1	0,718	Valid
	X1.2.2	0,591	Valid
	X1.2.3	0,612	Valid
	X1.2.4	0,595	Valid
Passions	X1.3.1	0,586	Valid
	X1.3.2	0,787	Valid
	X1.3.3	0,671	Valid
	X1.3.4	0,682	Valid
Brand Image		**0,907**	**Reliable**

Data source: research result (processed, 2018)

Table 2. shows that all question items in the brand image variable have a correlation coefficient based on item to total correlation that is greater than 0.4, this means that all items in each brand image variable are declared valid. Table 2 above also shows that the brand image variable is declared reliable because it has a cronbach alpha greater than 0.6. To ensure that service quality variables are valid or not, then testing the validity of service quality is shown in table 3

Table 3 Test the Validity and Reliability of Service Quality

Indicators	Item	Item to Total Correlation	Information
Reliable	X2.1.1	0,639	Valid
	X2.1.2	0,583	Valid
	X2.1.3	0,592	Valid
	X2.1.4	0,634	Valid
	X2.1.5	0,567	Valid
Responsiveness	X2.2.1	0,714	Valid
	X2.2.2	0,628	Valid
	X2.2.3	0,687	Valid
	X2.2.4	0,668	Valid
	X2.2.5	0,680	Valid
Assurance	X2.3.1	0,519	Valid
	X2.3.2	0,638	Valid
	X2.3.3	0,633	Valid
	X2.3.4	0,615	Valid
	X2.3.5	0,526	Valid
Emphaty	X2.4.1	0,519	Valid
	X2.4.2	0,552	Valid
	X2.4.3	0,673	Valid
	X2.4.4	0,640	Valid
	X2.4.5	0,651	Valid
Tangible	X2.5.1	0,613	Valid
	X2.5.2	0,610	Valid
	X2.5.3	0,668	Valid
	X2.5.4	0,680	Valid
	X2.5.5	0,677	Valid
Service Quality		**0,945**	**Reliabel**

Data source: research result (processed, 2018)

Table 3 shows that all question items on service quality variables have a correlation coefficient based on item to total correlation that is greater than 0.4, this means that all question items in each service quality variable are declared valid. Table 3 above also shows that service quality variables are declared reliable because they have Cronbach alpha greater than 0.6.

Table 4. Test of Validity and Reliability of Consumer Response

Indicators	Items	Item to Total Correlation	Information
Atention	Y1.1	0,665	Valid
	Y1.2	0,721	Valid
	Y1.3	0,678	Valid
	Y1.4	0,770	Valid
	Y1.5	0,703	Valid
Interest	Y2.1	0,730	Valid
	Y2.2	0,749	Valid
	Y2.3	0,782	Valid
	Y2.4	0,741	Valid
	Y2.5	0,717	Valid
Desire	Y3.1	0,728	Valid
	Y3.2	0,765	Valid
	Y3.3	0,740	Valid
	Y3.4	0,766	Valid
	Y3.5	0,772	Valid
Action	Y4.1	0,680	Valid
	Y4.2	0,700	Valid
	Y4.3	0,595	Valid
	Y4.4	0,654	Valid
	Y4.5	0,642	Valid
Consumer Response		**0,957**	**Reliabel**

Data source: research result (processed, 2018)

Table 4. shows that all question items in the consumer response variable have a correlation coefficient based on item to total correlation that is greater than 0.4, this means that all question items on each consumer response variable are declared valid. Table 4. above also shows that the consumer response variable is declared reliable because it has a cronbach alpha greater than 0.6.

IV. RESULT AND DISCUSSIONS

4.1. Evaluation of Normality

The normality test is done to find out whether the data is normally distributed or not universal. Data is said to be normal if the Critical Ratio (CR) value is between -2.58 <CR <2.58. The full results can be seen in table 5

Tabel 5. Assessment of normality (Group number 1)

Variabel	min	max	skew	c.r.	kurtosis	c.r.
Y4	3,000	5,000	,013	,066	-,253	-,657
Y3	2,000	5,000	-,261	-1,355	,108	,280
Y2	2,000	5,000	-,228	-1,184	-,207	-,539
Y1	2,000	5,000	-,243	-1,261	-,671	-1,744
X3.1	2,000	5,000	-,147	-,766	,206	,535
X3.2	2,000	5,000	-,144	-,747	,150	,390
X3.3	,000	5,000	-,015	-,076	,174	,452
X3.4	2,000	5,000	,028	,143	-,295	-,768
X3.5	2,000	5,000	-,314	-1,632	,204	,529
X2.1	2,000	5,000	-,213	-1,106	,395	1,025
X2.2	2,000	5,000	-,057	-,296	-,363	-,943
X2.3	2,000	5,000	-,139	-,724	-,239	-,620
X1.1	1,000	5,000	,109	,566	-1,216	-3,159
X1.2	1,000	5,000	,301	1,565	-,838	-2,177
X1.3	1,000	5,000	-,339	-1,759	-,747	-1,940
X1.4	1,000	5,000	-,383	-1,988	-1,270	-3,300
Multivariate					9,105	2,414

Data source: research result (processed, 2018)

Based on Table 5. it can be seen that the value of the critical ratio is 2.414 which is in the interval of -2.58 <CR <2.58. Thus it can be concluded that multivariate multivariate distribution is normal.

4.2 Modification of the Index for Two-Step Analysis

Modifications are carried out by considering adding a new path to the estimated model. The modification index of AMOS output can be used as a guideline regarding which variables if estimated will

produce a small chi-square value. The variable in question is a variable that has a modification index value greater than or equal to 4.0. The following are the results of the modification index.

Tabel 6. Covariances: (Group number 1 - Default model)

			M.I.	Par Change
X2	←>	X3	75,141	,184
X1	←>	X3	18,646	,177
X1	←>	X2	14,687	,185
e8	←>	X2	6,878	,056
e9	←>	e8	7,613	,048
e10	←>	X2	5,518	,044
e10	←>	e9	4,533	-,032
e12	←>	e10	6,694	,044
e5	←>	X3	7,522	,046
e5	←>	e11	4,725	-,035
e5	←>	e12	9,136	,055
e6	←>	X3	10,635	,062
e6	←>	X1	6,592	,111
e6	←>	e11	8,722	,055
e7	←>	e8	8,261	,053
e2	←>	X2	4,485	,085
e2	←>	e8	5,163	,079
e2	←>	e1	4,634	,153
e3	←>	e12	4,365	,084
e4	←>	e3	4,158	,199

Data source: research result (processed, 2018)

After modifying based on the modification index that matches the estimation results and the goodness of fit indices from two-step analysis in SEM using AMOS 21.0 as follows:
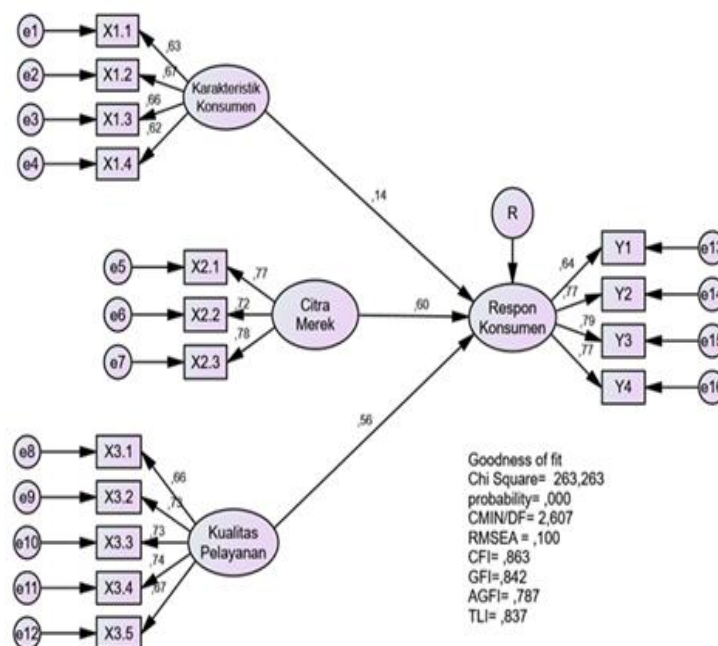

Figure 2 Two-Step Analysis

4.3 The effect of variable toward its indicators

Another thing that is not less important in the discussion of this study is the influence between each variable on the indicator which shows how much the indicator affects the measured variable. The influence of each indicator on variables can be seen in table 7 below:

Table 7 about the effect of variable toward its indicators

No	Regression Weight			Estimate
1	X1.1	<---	X1	0,541
2	X1.2	<---	X1	0,626
3	X1.3	<---	X1	0,676
4	X1.4	<---	X1	0,599
5	X2.1	<---	X2	0,770
6	X2.2	<---	X2	0,745
7	X2.3	<---	X2	0,751
8	X3.1	<---	X3	0,651
9	X3.2	<---	X3	0,700
10	X3.3	<---	X3	0,739
11	X3.4	<---	X3	0,743
12	X3.5	<---	X3	0,645
13	Y1	<---	Y	0,712
14	Y2	<---	Y	0,828
15	Y3	<---	Y	0,839
16	Y4	<---	Y	0,826

Data source: research result (processed, 2018)

Based on the table above, it can be seen the relationship between each indicator and its variables. From the table it can be seen the order of influence of variables on the indicator, from the order of the largest to the smallest.
1. The variable of characteristic of consumers is influenced mostly by work (X1.3) with an effect of 0.676, then followed by other indicators namely age (X1.2) with the influence of 0.626, education (X1.4) with influence of 0.599, economy (X1.1) with an effect of 0.541.
2. The brand image variable is influenced by mostly the strength of the product brand (X2.1) with an effect of 0.770, then followed by another indicator that is preference (X2.3) with the influence of 0.751, uniqueness (X2.2) with an effect of 0.745.
3. The service quality variable is influenced mostly by empathy (X3.4) with an effect of 0.743, then followed by other indicators namely assurance (X3.3) with the influence of 0.739, responsiveness (X3.2) with the effect of 0,700, reliable (X3.1) with an effect of 0.651, tangible (X3.5) with an effect of 645.
4. The Consumer response variable is influenced mostly by desire (Y3) with an effect of 0.839, then followed by another indicator namely interest (Y2) with influence of 0.828, action (Y4) with influence of 0.826, attention (Y1) with influence of 0.712.

4.4. Discussions
Based on the results of two-step analysis in SEM, we can see the loading and critical ratio values for each influence between constructs presented in Table 8 below:

Tabel 8 Standardized Regression Weight and Critical Ratio Struktural Equation

The Influence	Standardized Regression Weights	Critical ratio	P-value	Information
Consumer Characteristics (X1) →Consumer Response (Y)	0,086	1,119	0,263	Not significant
Brand Image (X2) →Consumer Response (Y)	0,503	3,005	0,003	Significant
Service Quality (X3) →Consumer Response (Y)	0,382	2,222	0,026	significant

Data source: research result (processed, 2018)

4.5. Conclusion and recommendations
Statistically, the full results using AMOS version 21.0 program analysis to test the proposed hypothesis are as follows: The first hypothesis which says there is a significant influence between consumer characteristics and the consumer response on KFC in East Java is not proved. The regression test results of the consumer characteristics coefficient were 0.086 but P-value was 0.0263. This P-value means greater than the significance of 0.0263> 0.05 which means it is not significant.
The second hypothesis which states that brand image influences the consumer response is proved, this is indicated by the results of the regression test obtained by the brand image coefficient is 0.503 and P value is 0.003. Because the P value is smaller than the significance, which is 0.003 < 0.05, so the effect of the variable under study is significant. The third hypothesis which states that service quality significantly influences the consumer response is proved. This is evidenced from the results of the analysis obtained that the regression coefficient is 0.382 and P value is 0.026. This means that increased service quality will be followed by an increasing consumer response. If the P value is consulted with a significance level, then 0.026 <0.05, which

means that the probability is in the area of significance, meaning that the quality of service influences the consumer response to KFC significantly.

From the results of the research findings that the first hypothesis with the consumer characteristics variable does not prove to have an effect on consumer response. But indeed in this case it is possible, the cause is a contribution that makes its influence not significant is the age and consumer expenditure. The higher the age and it seems that consumer expenditure, the response to KFC to decrease. Based on the findings outlined at the conclusion, it is suggested that the KFC's response to its policy focus be more in informing its image and services, especially for young people aged around 10 years to 30 years. However, the target consumers at the age beyond that also remain the target of attention.

Brand image has been shown to influence consumer response. His advice is to keep this brand image maintained and maintained so that its brand remains a strong brand, to have a positive brand image in the minds of consumers. Service quality also proved to significantly influence consumer response. The means are so that the quality of good corporate services (completeness, cleanliness, place layout, additional attractive attributes until certain events need to be held) or those run individually (personal communication, personal empathy, personal responsiveness, etc.) need to be updated to adjust to dynamic consumer characteristics.

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