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Effect of Brand Image and Perceived Price Towards Purchase Decision in Kentucky Fried Chicken (KFC)

Yuli Harwani Shindy Ramadityani Pradita
SI Management, FEB - Mercu Buana University

Abstract

The research aims to examine and analyze the effect of brand image and perceived price towards purchase decision at Kentucky Fried Chicken (KFC) Kiamann Lingseng Demak. This study uses consumer of KFC Kiamann Lingseng branch as the population and use a saturated sample as the sample determination technique in order to obtain 100 respondents as the sample. The analysis approach used in this research is Structural Equation Model (SEM) with the analysis tool of Smart-PLS. Result shows that brand image have a positive influence on purchase decisions and perceived price also have influence on purchase decisions.

Keywords: Brand Image, Perceived Price, Purchase Decision, Structural Equation Model (SEM), Partial Least Square (PLS)

INTRODUCTION

The growth of the franchise business in Indonesia is increasingly growing. The existence of the franchise is increasingly rampant in recent years that may not be inevitable. Franchise is an effective strategy to develop business networks without eliminating the company's character that has become the characteristic of the franchise. In an environment of increasingly fierce business competition and the short product cycles conditions, the businessmen must have strategies to remain competitive.

Justin (Fast Food Indonesia Finance Director) explained that in Indonesia by the end of 2014, the number of company regular outlets is expected to reach 490 units. With the construction of 30 units for next year the number of regular outlets predicted as much as 520 units. The foreign franchise in the category of fast food restaurants with the highest brand value in Indonesia is Kentucky Fried Chicken. (www.franchise-indonesia.com, October 2009).

Kentucky Fried Chicken (KFC) is a fast food restaurant from the United States that continues to flap its wings under PT Fast Food Indonesia (FFI) as the master franchise holder in Indonesia. Featured products, like *Columb's Original Recipe* and *Hot & Crispy Chicken*, are the most delicious fried chicken according to consumer surveys in Indonesia. The featured product of KFC can be received in Indonesia because the consumption of chicken meat is much higher compared to other types of meat. Besides fried chicken, KFC also provides a variety of menu choices such as burgers, toaster, spaghetti, french fries, float, ice cream, soup and others. Those facts demonstrate that KFC is able to meet the consumers' desire, which in the present similar competitors are already innovating with their own trademark.

Fast-food-restaurant market is very competitive. The emergences of new competitors which are not foreign franchise require KFC to make mix marketing strategy to maintain its position on the domestic franchise competition lately.



(Source: bdasaluji.com)

Figure 1 Sales Data of Kentucky Fried Chicken (KFC) 2010-2015

Looking at Figure 1 Last year gross profit recorded 60.86%, operating profit margin of 2.77%, and the net profit margin of 2.35%. Since that consumer behavior is closely associated with the purchase decision, if a product or brand can satisfy the needs and desires of consumers, the consumer will repurchase the product or the brand of the company. When repurchasing, consumers obtain information about the preferences or their desire to make the final decision whether to buy or not and whether repeatedly buy or not. Such market

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conditions the strategies to win the competition is to provide products that can satisfy the needs and desires of consumers.

In releasing products, company should adjust it to the needs and desires of consumers. That way, the product can compete in the market, making consumers have many choices of products before making the decision to buy the offered product. This is what makes promotion an important role for the company. The awards for KFC in 2015 can be seen as follows:

Table I
Top Brand Index Award for Fast Food Restaurant 2015

Brand	TBI	TOP
KFC	59.3%	TOP
MC Donald's	17.5%	TOP
A & W	7.1%	
Hoka-Hoka Bento	4.1%	

(Source: http://www.topbrand-award.com/top-brand-survey/survey-result/top_brand_index_2015_fase_2)

Top Brand Index Awards an award devoted to the brand which considered as "Top". KFC has a Top Brand Index (TBI) of 59.3%, Mc. Donald's of 17.5%, A & W of 7.1%, and Hoka-Hoka Bento of 4.1%. Thus KFC is the brand that has the highest Top Brand Index amounted to 59.3%.

Price is one of the ways to encourage the consumers' interest to make purchase decisions on KFC KisamaunTangerang branch products. Where the price offered is relatively affordable and very varied. KFC offers a package at an affordable price to help consumers in choosing the products that suitable with their allowance. When the consumers buy with package price, the consumers can get discounted price compared to only buy each one of the products.

Consumers' purchase decision is a consumers' decision to buy the product more than once. Consumer purchase decision is also accompanied by factors that influence it, especially the information about the products benefits they get.

Brand image and price are factors for a consumer to re-purchase. Due to its affordable price and positive brand image can make consumers make purchases over and over.

Research conducted by JatiTirto.P (2010) on the "Effect of Promotion and Product attributes also Brand Image on Re-purchase of Yamaha Mio Motorcycles at MataramSakti Semarang Dealer". This study shows that there is significant influence between the promotions, product attributes and brand image variables on the re-purchase decision.

Research conducted by Puspita (2010) about the "Effect of Product Quality and Price on the Repurchase Interest of Samsung Mobile. This study shows that the quality of the product and the price significantly influence the repurchase interest.

Based on the monitoring conducted on some of the things that influence the decision of re-purchase by consumers in buying prepared foods under the brand KFC, among which consumers see whether the image of the brand is convincing and whether the perceived price is affordable and easy to get by consumers. In reality the fast food is very quality-maintained, halal and safe for consumption, because the KFC products have been ISO standardized. The quality of these products are well maintained, periods of the cooked fast food is only one and a half hours after being cooked, if more than that time it is still fit for consumption but not as delicious or fresh as the newly cooked.

Problems in this research as follows: (1) Is there any influence of brand image on product purchase decision at KFC Kisamaun Tangerang branch?; (2) Is there any influence of perceived price on product purchase decision at KFC Kisamaun Tangerang branch?

The purpose of this research are: (1) To determine whether there is influence of brand image on product purchase decisions at KFC Tangerang Kisamaun branch; (2) To determine whether there is influence of perceived price on product purchase decisions at KFC Tangerang Kisamaun branch.

THEORETICAL REVIEW

Brand Image

According to Kotler (2008) "Brand image are perceptions and beliefs made by consumers, as reflected in the associate happens in consumer memory". Further more in Kotler and Keller (2009) states that "Brand image is a set of consumer confidence on certain brands". Means the consumer who has assessed a positive image of a brand, will be more likely to make a purchase.

While Kertajaya (2007) mentions that the brand image in the minds of consumers can be influenced by several factors, among others:

- 1) Communications from other sources that are not necessarily the same as those carried by marketers. Communications can come from other consumers, retailers and competitors.
- 2) Consumer experience through experiments conducted by them can change the perception had before.

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Therefore, the amount of various perceptions that arise formed the total image of brand (the overall brand image).

- 3) Product development. The position of brand towards product is quite unique. On one hand, it is the paying of the product, meaning that the product value can go up with the brand. On the other hand, the performance also shaped the brand image and of course consumers will compare the product performance which has been felt with the brand promise in the slogan.

Perceived Price

Price is amount of money that is levied on a product or service from the value exchanged by the customers to gain benefit from owning or using a product or service (Kotler and Armstrong, 2008). Engel (2004) defines price as the sum of money (plus a few products) that are required to obtain a combination of products and services. According to Stanton (1994) price is a number of value that the consumer exchanged with the benefits of owning or using a product or service which value is set by the buyer or the seller (through bargaining) or set by the seller with similar price for all buyers.

Paul Peter and Jerry Olson (2000) states perceived price related with how the price information is fully understood by the consumer and give deep meaning for them. At the time consumer evaluate and research towards the price of a product, it is influenced by the behavior of the consumers themselves.

Thus the assessment of a product price that said to be expensive, cheap or normal from any individual is not necessary the same because it depends on the individual's perception that has been overshadowed by the surroundings and conditions of the individual life environment. In the decision making, the prices have two main roles, namely: (Fandy Tjiptono, 2008).

- 1) Allocation role, which helps the buyer to decide the best way to obtain the expected benefits in accordance with the purchasing power. Thus, the prices can help the buyer to decide how to allocate their purchasing power in different types of goods or services. Buyers compare prices of the various alternatives available, and then decide the allocation of funds desired.
- 2) Information role, it is to educate consumers about the factors of product sold, such as quality. This is particularly useful in situations where buyers have difficulties to assess products' factors objectively or its benefits. The common perception was that the prevailing high prices reflect the high quality.

Buying decision

According to Kotler and Keller (2009), decision is a process of problem-solving approach that consists of an introduction to the problem, find information, some alternative assessment, make purchase decisions, and behavior of the consumer after purchase. Decision is part or one of the important elements of consumer behavior in addition to the physical activities that involve the consumer to assess, acquire and use the economical goods and services. In Kotler and Armstrong (2008), it is stated that "The purchase process starts long before the actual purchase and continue for a long time after purchase. Marketers must focus on the whole process of purchase and not only on purchase decisions".

In a purchase decision, consumers experience the evaluation phase by establishing brand rank and develop purchase intention. In general, consumers' purchase decision will buy the most preferred brand, but there are two factors that appear between purchase intention and purchase decisions. The first factor is the attitude of others and the second factor is the unexpected situations.

Framework and Hypothesis

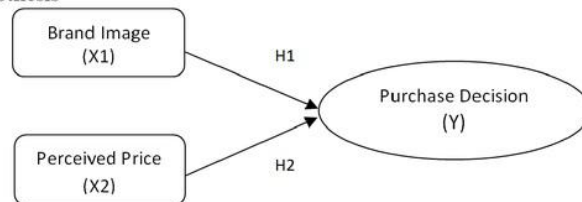


Figure 2 Conceptual Thinking Framework Model

Hypothesis is a temporary answer that still has to be verified through research (Sugiyono, 2006). The hypotheses in this study are:

- H1 : Brand image has positive influence on purchase decisions.
H2 : Perceived price has positive influence on purchase decisions.

METHOD

Time and Place of Research

In this research, the process begins with problems identification in Kentucky Fried Chicken (KFC) Kisamaun Tangerang branch, formulation of data variables, drawing up the data collection methods, preparation of the instrument, until determination of the statistical testing techniques will be used.

The research was conducted at the Kentucky Fried Chicken (KFC) KisamaunTangerang branch, Jl. Daan Village Sukarasa sector kisamaun 2 Block UA No. 44-45. It was done between September until October 2016.

Research design

The Design of this research is using causal research. Sugiyono (2013) states, causal are a cause-effect relationship in which the independent variables affect the dependent variable. This research aims to determine the effect of two independent variables (exogenous), which are brand image and perceived price, to a dependent variable (endogenous), which is the purchase decision. In other words, this research aims to determine the influence of brand image and perceived price on purchase decisions at Kentucky Fried Chicken (KFC) TangerangKisamaun branch.

Population and Sample

The populations of this research are all consumers who purchase the KFC product and a sample of 100 consumers or respondents at KFC KisamaunTangerang branch.

Data collection technique

Data collection is done by conducting a survey directly to the research objects, which are the consumers at KFC KisamaunTangerang branch. Questionnaire was used as the data collection instrument and the data type is primary data.

Data analysis method

Method of data analysis in this research is Component or Variance Based Structural Equation Modeling where the data analysis technique is using Partial Least Square (PLS) version 3.0. PLS is the alternative models of covariance based SEM.

RESULTS AND DISCUSSION

Characteristics of Respondents Answers

Based on the questionnaires result, out of 100 respondents, the majority of KFC KisamaunTangerang branch consumers are 52 respondents or 52% male, while the remaining 48 respondents or 48% are female. The highest amount of respondents are those aged between 19-25 years amounted to 48% and the lowest are aged 21-35 years and >36 years with 6%. As many as 16 respondents or 16% are elementary and secondary school, 51 respondents or 51% are high school and vocational school, and 33 respondents or 33% are bachelor degree. There are 43 respondents or 43% have an income between 1,100,000 million - 2,000,000 million per month. There are 98 respondents or 98% have shopped, while 2 respondents or by 2% never shopped before.

Characteristics of Questionnaire Answers

Judging from the calculation of the brand image variable questionnaire, the highest percentage by 54% or 63 respondents chose to agree with CM3 indicators stating "KFC products are practical because it is fast". Respondents agree to this because KFC really provides convenience food products to the consumers, such as oriental bento. Consumers do not have to wait long for the ordered food products for all food products are already cooked and provided in accordance with the procedures and policies of KFC.

From the calculation of the perceived price variable questionnaire, the highest percentage value by 58% or 58 respondents chose to agree on PH4 indicators, the statement item is "price comparisons with competitors are not much different". Respondents agree to this because KFC gives an affordable price to the consumer so that the consumer from the lower to middle classes and middle to upper classes can afford to buy the products offered by KFC. Besides, KFC always give discount programs at an unexpected time. Also KFC always release the innovation of its products in accordance with the trends that are happening nowadays.

Purchase decision variable questionnaire calculation shows the highest percentage value by 49% or 49 respondents agree on KP3 indicators by the statement "There is an evaluation of the taste and price for consuming consideration". Respondents agree to this is due to KFC that always bring new innovations and different flavor to adjust what is "happening" in the community, such as "Hot and Cheseey Chicken" product, with price that affordable enough to be purchased for all. By this consumers will be curious about the products of KFC and decided to make a purchase.

Measurement Model Evaluation (outer model)

1. Convergent Validity

Convergent validity test of each construct indicator. According to Chin in Ghazali (2014), an indicator is said to have good reliability if its value is greater than 0.70, while the loading factor of 0.50 to 0.60 can be considered sufficient. Based on these criteria, when a loading factor is under 0.50 then it will be dropped from the model.

Table II
Convergent Validity Test Result

variables	Indicator	Outer Loading	Information
Brand Image (X1)	CT1	0.612	valid
	CT2	0.730	valid
	CT3	0.615	valid
	CT4	0.753	valid
	CT5	0.793	valid
	CT6	-0.409	Invalid
	CT7	-0.536	valid
	CT8	0.634	valid
Perceived Price (X2)	PH1	0.397	Invalid
	PH2	0.539	valid
	PH3	0.200	Invalid
	PH4	0.671	valid
	PH5	0.500	valid
Purchase Decision (Y)	KP1	0.735	valid
	KP2	0.793	valid
	KP3	0.635	valid
	KP4	0.733	valid
	KP5	0.778	valid

Source: PLS Output

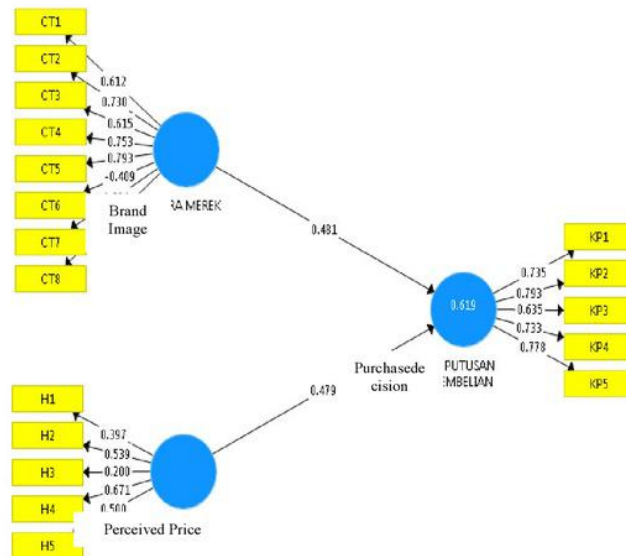


Figure 3 PLS Algorithm Result

Based on Table II and Figure 3, it is shown that the CT6, PH1 and PH3 indicators has loading factor value less than 0.50, CT6 indicator with statements "consuming KFC characterize foreign culture", PH1 with "the price offered is in accordance with the purchasing power of the people" and PH3 with "held an unexpected discount". This indicates that the indicator is not valid or is not eligible to be used as a measuring tool therefore the indicator will be removed from the model. Here's the output after eliminating those indicators and do recalculation:

Table III
Convergent Validity Test Result (Modification 1)

Variables	Indicator	Outer Loading	Information
Brand Image (X1)	CT1	0.623	valid
	CT2	0.739	valid
	CT3	0.627	valid
	CT4	0.751	valid
	CT5	0.795	valid
	CT7	-0.488	Invalid
	CT8	0.649	valid
	Perceived Price (X2)	H2	0.587
H4		0.681	valid
H5		0.536	valid
Purchase Decision (Y)	KP1	0.741	valid
	KP2	0.794	valid
	KP3	0.631	valid
	KP4	0.730	valid
	KP5	0.775	valid

Source: PLS Output

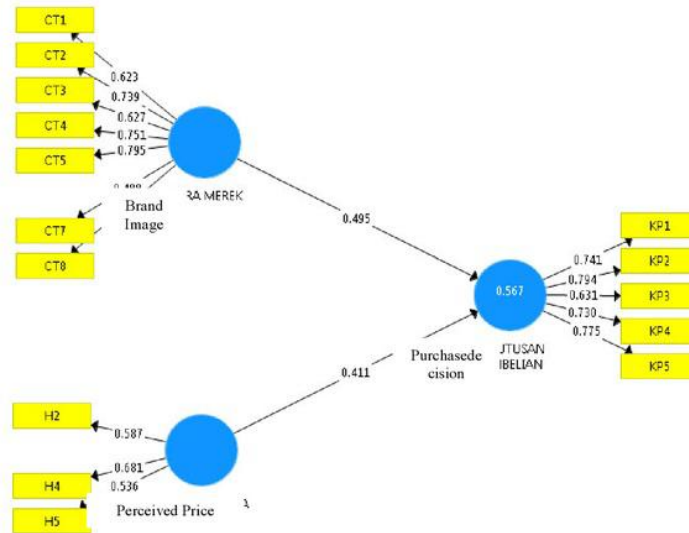


Figure 4 PLS Algorithm Result (Modification 1)

Based on Table III and Figure 4, the CT7 indicator has a loading factor value that less than 0.50. CT7 indicator states "eating KFC characterizes instant lifestyle". This shows that the indicator is not valid or not suitable to be measuring tools. Hence, the indicator will be removed from the model. Here's the output without CT7 indicator:

Table IV
Convergent Validity Test Result (Modification 2)

variables	Indicator	Outer Loading	Information
Brand image (X1)	CT1	0.619	valid
	CT2	0.741	valid
	CT3	0.631	valid
	CT4	0.746	valid
	CT5	0.781	valid
Perceived Price (X2)	CT8	0.693	valid
	H2	0.587	valid
	H4	0.681	valid
Purchase Decision (Y)	H5	0.536	valid
	KP1	0.742	valid
	KP2	0.794	valid
	KP3	0.632	valid
	KP4	0.729	valid
	KP5	0.774	valid

Source: PLS Output

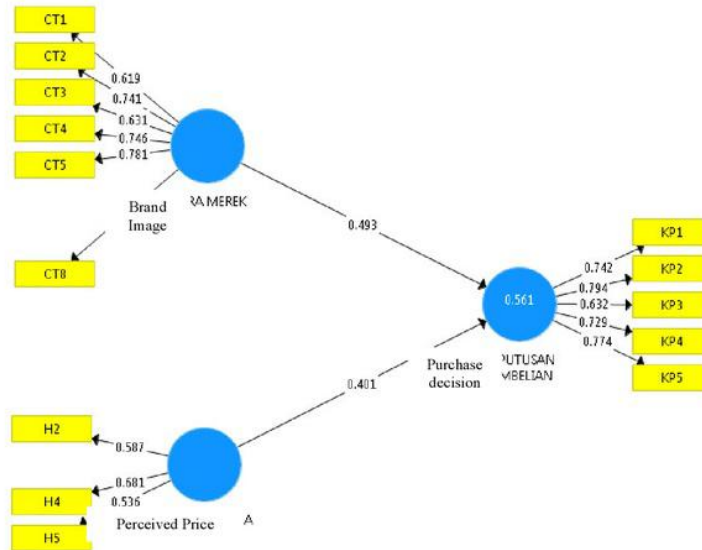


Figure 5 PLS Algorithm Result (Modification 2)

Results of the convergent validity test modification in Figure 5 and Table IV shows that all the indicators have met the convergent validity because all the loading factor values are above 0.50.

Table V
Composite Reliability Test Result

	Composite Reliability	Information
Brand image	0.854	reliable
Perceived price	0.631	reliable
Purchase decision	0.855	reliable

Source: PLS Output

Table VI
Cronbach's Alpha Test Result

	Cronbach's Alpha	Information
Brand image	0.796	Reliable
Perceived price	0.135	Not Reliable
Purchase decision	0.789	Reliable

Source: PLS Output

Tables V and Table VI shows composite Reliability test and Cronbach Alpha's test result. The

composite reliability test results of brand image and purchase decisions have satisfactory values; the entire latent variable has a value of composite reliability ≥ 0.7 . But on the other side the results of Cronbach's Alpha do not show satisfactory result, there is a latent variable that is not reliable because the Cronbach's Alpha value of the latent variables (perceived price) is below 0.7 (<0.7).

Structural Model Test / Hypotheses Test (Inner Model)

Inner model test is a model development based on concepts and theories in order to analyze the relationship between exogenous and endogenous variables that have been outlined in the conceptual framework. Structural models test (inner model) is done with the following steps:

1. R-square value

Observe the R-square value which is the goodness-fit model test.

Table VII
R2 Value of Endogenous Variable

	R-Square
Purchase Decision	0.561

Source: PLS Output

From the results in Table VII above, the R-Square on the brand image and price variables are able to explain purchase decisions variable amounting to 0.561. This means that the 56.1% of purchase decisions at KFCKisamaunTangerang influenced by brand image and perceived of the price. The remaining portion of 43.9% of the purchase decisions in the KFCKisamaunTangerang influenced by other factors that not examined in this study.

2. Hypotheses Test Results (Estimated Line Coefficient)

The estimated value for the line connection in the structural model should be significant. This significant value can be obtained by bootstrapping procedure. The significance of the hypothesis is viewed from the value of parameters coefficient and the significant value of T-statistics on algorithm bootstrapping report. To find whether it is significant or not, decided by the T-table at alpha 0.05 (5%) = 1.96, compared with T-test (T-statistics).

TABLE VIII
Hypotheses Test Result

	Original Sample	Standard Deviation	T Statistics	P Value	Information
Brand Image → Purchase Decision	0.493	0.077	6.389	0.000	Positive - Significant
Perceived Price → Purchase Decision	0.401	0.78	5.129	0.000	Positive - Significant

Source: PLS Output

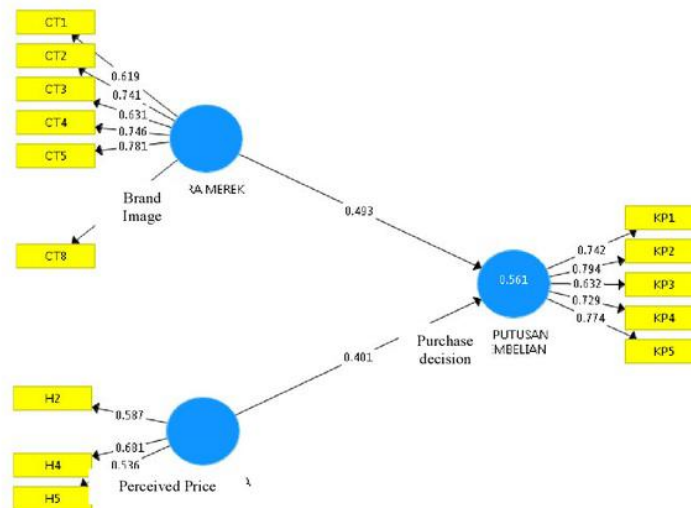


Figure 6 Bootstrapping Test Result

From the research results in Table VIII and Figure 6, there are two hypotheses may imply that:

- a. Brand image significantly affect the purchase decision.
This is shown by the T-statistics of 6.389 which is greater than the T-table at the 0.05 level amounted to 1.96. Moreover, it is also looked at the P-Value of 0.000 that less than 0.05. Therefore the H1 hypothesis in this study can be concluded that the brand image significantly affect purchase decisions at KFC KisamaunTangerang branch.
- b. Perceived price significantly affect the purchase decision.
This is shown by the T-statistics of 5.129 which is greater than the T-Table at the 0.05 level amounted to 1.96. Moreover, it is also looked at the P-Value of 0.000 that less than 0.05. Therefore the H2 hypothesis in this study it can be concluded that the perceived price significantly affect purchase decisions at KFC KisamaunTangerang branch.

Discussion

1. Effect of Brand Image on Purchase Decision

Based on the hypothesis test in this research the results show that brand image has a significant and positive effect on purchase decision. This hypothesis result is strengthened by the results of Nanda Octaviana (2016) research that proved brand image has significant and positive effect on purchase decisions.

From the statistics description, it can be explained that through partial test brand image has a positive and significant impact on purchase decisions at KFC KisamaunTangerang. This means that respondents will purchase products at KFC KisamaunTangerang in accordance with its brand image which can be viewed from various aspects such as the attributes, benefits, values, culture, personality, and usage. Concluded that the brand image variables affect the purchasing decisions of products at Kentucky Fried Chicken (KFC) KisamaunTangerang.

2. Effect of Perceived Price on Purchase Decision

Same as before, the hypothesis test results show that perceived price has positive and significant influence on purchase decisions. This hypothesis is supported by research results of AriefBowoPrayoga K (2015) that proves perceived price has positive and significant impact on purchase decisions.

Through the partial testing, perceived price has a positive and significant influence on purchase decisions at KFC KisamaunTangerang. This means that respondents will purchase the products at KFC KisamaunTangerang in accordance with the consumers' perceived price which can be seen from various aspects such as affordable prices within consumers' purchase power, competing price with competitors, and price correspond with the benefits. Thus the results obtained concluded that the perceived price variables affect the purchase decisions of products at KFC KisamaunTangerang.

CONCLUSION & SUGGESTION

Conclusion

After the conducted study and discussion of Brand Image and Perceived Price Effect on Purchase Decision in Kentucky Fried Chicken (KFC) Kisamaun Tangerang, it can be concluded as follows:

1. From the analysis of partial data, known that brand image variable has positive and significant influence on purchase decisions at KFC Kisamaun Tangerang branch. That means higher consumer brand image resulted in higher consumer purchase decisions.
2. From the analysis of partial data, perceived price variable also has positive and significant influence on purchase decisions at KFC KisamaunTangerang branch. Thus the hypothesis is accepted.

Suggestion

Based on the results and discussion, the suggestions can be given as follows:

1. Company is expected to increase the price variance from discount aspect, competitive prices with competitors, affordable prices when purchased KFC products. With its positive brand image, KFC Kisamaun Tangerang branch can improve its customer loyalty.
2. For further research, to be able to redevelop the variables and indicators which have not been used in this study, mainly the variables that are not significant. Further researchers can use the brand image, perceived price and purchase decisions variables, but are advised to choose company from another field who is willing to provide more information to make it easier to get the data needed.

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