COMPARATIVE ANALYSIS OF PERCEIVED PRICE, PERCEIVED QUALITY AND PERCEIVED VALUE BETWEEN MALE AND FEMALE CUSTOMERS OF KFC IN MANADO

ANALISA PERBANDINGAN DARI PERSEPSI HARGA, PERSEPSI KUALITAS DAN PERSEPSI NILAI ANTARA PELANGGAN PRIA DAN WANITA DI KFC MANADO

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Abstract: Human need to consume food to get energy in their daily activities. The development of franchise fast food restaurant is now growing rapidly and become very interesting phenomena in the Manado market. One of the fast-food restaurants are growing in Manado is Kentucky Fried Chicken (KFC). The purpose of this research is to analyze the differences between male and female customers of KFC in Manado determined from factors such as Perceived Price, Perceived Quality and Perceived Value. This research conducted by a quantitative method and the sample of this research is 100 respondents of KFC in Manado divided by 50 males and 50 females. By using an Independent Sample t-test, the result shows that there is significant difference between male and female customers in Perceived Price meanwhile there is no significant difference between male and female customers in Perceived Quality and Perceived Value. Based on the results, The Company should be more critical and more pay attention in order to re-structure their pricing strategy to compete with other fast food restaurants and just has to keep maintaining and improving the quality and value of the product/service to attract more new customers and to keep the loyal customers.

Keywords: perceived price, perceived quality, perceived value, independent sample t-test

Abstrak: *Manusia perlu mengkonsumsi makanan untuk mendapatkan energi dalam aktivitas kesehariannya. Perkembangan waralaba restoran fast food kini berkembang pesat dan menjadi fenomena yang sangat menarik di pasar Manado. Salah satu restoran fast food yang tumbuh di Manado adalah Kentucky Fried Chicken (KFC). Tujuan dari penelitian ini adalah untuk menganalisa perbedeaan antara pelanggan pria dan wanita KFC di Manado dilihat dari persepsi harga, persepsi kualitas dan persepsi nilai. Penelitian ini dilakukan dengan metode kuantitatif dan sampel dari penelitian ini adalah 100 responden KFC di Manado dibagi 50 laki-laki dan 50 perempuan. Dengan menggunakan Independent Sample t-tes, hasilnya menunjukkan bahwa terdapat perbedaan yang signifikan antara pelanggan pria dan wanita pada persepsi harga sedangkan tidak terdapat perbedaan yang signifikan antara pelanggan pria dan wanita pada persepsi kualitas dan persepsi nilai. Berdasarkan hasil tersebut, Perusahaan harus lebih kritis dan lebih memperhatikan dalam rangka menyusun ulang strategi penetapan harga mereka untuk bersaing dengan restoran cepat saji lainnya dan harus terus menjaga dan meningkatkan kualitas dan nilai produk / layanan untuk menarik lebih banyak pelanggan baru dan untuk mempertahankan pelanggan setia.*

Kata kunci: persepsi harga, persepsi kualitas, persepsi nilai, independent sample t-test

INTRODUCTION

Research Background

Food is one of the important element to ensure the survival of life to get energy in daily activities. Restaurants are becoming an important part in an industry system, providing services to people away from home in the form of foods. One of the concept that has been developed in fulfill the society's food needs is with emerging restaurants with the fast service or usually called with fast food. With the developing of living standards, fast food is increasingly being accepted in people's lives.

Nowadays, the development of restaurant industry is growing rapidly in Indonesia resulted in developing franchise fast food restaurants. In Indonesia business franchise for fast food from time to time has a significant growth. There are many franchise restaurants come from other countries, especially in Manado there are fast food restaurants franchises that are known as the big players such as Kentucky Fried Chicken (KFC), McDonalds, Pizza, Texas Chicken, Burger King, A&W and many others. These six fast food restaurants originate from the Western country, where American franchises have introduced specific restaurant concepts such as the standardized Western menus that are prepared by following the same specifications with fixed prices charged to the consumers.

One of the fast-food restaurants are growing in Indonesia is Kentucky Fried Chicken (KFC). According to official website of Kentucky Fried Chicken, KFC Indonesia as the only franchise holder of KFC brand in Indonesia, PT Fast Food Indonesia Tbk was founded in 1978 by the Gelael Family. In 1979, the Company acquired the franchise with the opening of the very first restaurant outlet in October at Jalan Melawai in Jakarta. The first outlet proved to be successful and paved the way for the opening of more additional outlets in Jakarta and expansion of its regional coverage to include other major cities in Indonesia. Some of the services it offers include drive-in, home delivery, online ordering for home delivery and catering. Its KFC outlets are available in various areas across Indonesia, including Jakarta, Bandung, Semarang, Surabaya, Medan, Makassar and Manado.

In Manado, there are 10 KFC outlets such as KFC Bahu Mall, KFC Multi Mart Ranotana, KFC MTC Manado, KFC Manado Megamas, KFC Manado Boulevard, KFC Manado Sudirman, KFC Mega Mall Manado, KFC Coco sarapung, KFC Giant Kairagi Manado and KFC Bandara Samratulangi. In recent years, the rise and development of KFC industries have become very interesting phenomena in the Manado market. In Manado there is a lot of habits with all ages are interested to enjoying their time at fast food restaurant and have big intention to consume the product from KFC, for example a student, college students, entrepreneur, employee and even the social communities. According to them, consuming the fast food will help them to spend a short times to lunch and dinner or just for hang out with friends rather than waiting for ordering the food in restaurant where will take much time and can save time a lot for people who have limited time or busy with their activities. According to Zeithaml (1988) identified three important attributes or patrons that consumers consider, namely: Price, Quality and Value.

Research Objective

Based on the research problem above, the objectives of this research are:
1. To find out the significant difference of perceived price between male and female customers of KFC in Manado
2. To find out the significant difference of perceived quality between male and female customers of KFC in Manado
3. To find out the significant difference of perceived value between male and female customers of KFC in Manado

THEORETICAL FRAMEWORK

Marketing

Marketing is about identifying and meeting human and social needs (Kotler and Keller 2009). Kotler and Armstrong (2012) defined marketing is the process by which companies create value for customers and built strong customer relationship in order to capture value from customers in return.

Perceived Price
        Jacoby and Olson (1977) defined price is what is sacrificed or given up to obtain a product or a service. Perceived price is a consumer's perceptions of price, and it includes sacrificed money, time cost, search cost, effort and psychic costs.

Perceived Quality
        Keller (2003) defined perceived quality as consumer perceptions of quality/superiority of the product as a whole is relatively associated with alternatives that are relevant and related to the expected goals.

Perceived Value
        Perceived value that is defined as the consumers' overall assessment of the utility of a product based on perceptions of what is received and what is given (Zeithaml, 1988). Within this definition, Zeithaml (1988) identified four diverse meaning of value: 1. Value is low price. 2. Value is whatever consumer want in a product. 3. Value is the quality consumer get for the price paid. 4. Value is what consumer gets for what they give.

Previous Research
        Wang and Chen (2016) An Empirical Study of the Effect of Perceived Price on Purchase Intention Evidence from Low-Cost Carriers. The result of the study found perceived price has a direct effect on perceived value, perceived risk and purchase intention. Moreover, it has an indirect effect on purchase intention via perceived value and perceived risk. Asshidin, Abidina, and Borhanb (2015).Perceived quality and emotional value that influence consumer's purchase intention towards American and local products. Reliability result of this study shows that the instruments that have been used in for measuring various variables in this study were reliable. Meanwhile, for correlation, the result shows moderate significant relationship between perceived quality and emotional value towards purchase intention. Mohd Rizaim Shaharudin, Jacqueline Junika Pani, Suhardi Wan Mansor and Shamsul Jamel Elias (2010). Purchase Intention of Organic Food; Perceived Value Overview This research aims to identify the perceived value factor and its impact towards the customers' purchase intention in Malaysia and the result shows that perceived value has significantly influenced the purchase intention of organic food products.
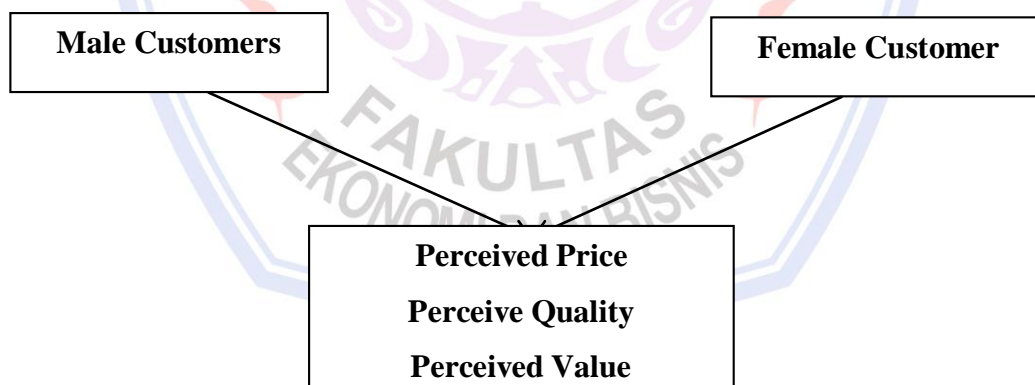
Conceptual Framework

Figure 1. Conceptual Framework
Source: Data Processed, 2017

Hypothesis

This section will explain the hypothesis. The hypotheses of this research are:
H_0: There is no significant difference of perceived price between male and female customers of KFC in Manado
H_1: There is significant difference of perceived price between male and female customers of KFC in Manado
H_0: There is no significant difference of perceived quality between male and female customers of KFC in Manado
H_2: There is significant difference of perceived quality between male and female customers of KFC in Manado
H_0: There is no significant difference of perceived value between male and female customers of KFC in Manado
H_3: There is significant difference of perceived value between male and female customers of KFC in Manado.

RESEARCH METHODS

Type of Research
The type of this research is comparative study with a quantitative approach. Quantitative research seeks to quantify the data with comparative type. It seeks conclusive evidence based on large, representative samples and typically involving some form of statistical analysis (Maholtra, 2009).

Place and Time of Research
This research will be conducted in Manado and the time of research is about 2 (two) months from June until July 2017.

Population and Sample
The population in this research is all customers of KFC in Manado. The sample of the research is 100 customers of KFC in Manado, which are divided into 50 males and 50 females customers.

Data Collection Method
All the data collection method in this research are gathered from primary data and secondary data. The primary data of this study gets from the results of questionnaires. The researcher collected the primary data from the result of questionnaire. Online questionnaire were shared to respondents so they can respond directly on the questionnaire. The secondary data collected in varied of sources and the sources are books, journals, articles, and websites.

Operational Definition of Research Variable
Perceived price:
Affordability, accordance of price with the quality, price competitiveness, price compliance with benefits.
Perceived quality:
Performance, features, reliability, durability, conformance
Perceived value:
Social value, emotional value, functional value (price/value for money) and functional value (performance/quality)

Data Analysis Method
Validity, Reliability, Normality and Homogeneity Test
To analyze the validity of questionnaire, Pearson Product Moment was used. If probability of correlation is less than 0.05 (5%) then the research instrument is considered valid. For the reliability test uses Alpha Cronbach measurement. If Alpha is less than 0.06 then it is unreliable. The distribution of data with normal distribution pattern (data distribution is not skewed to the left or right). If the probability value > 0.05 then population is normally distributed. And for the homogeneity test is based on the Levene's F test for Equality of Variances is the most commonly used statistic used statistics to test the assumption of homogeneity of a variance. The criteria of Levene's test is if the variance or value of significant higher than 0.05 it means homogeneous

Independent Sample T-test
Horn (2008) stated the independent sample t-test evaluates the difference between the means of two independent or unrelated groups. This evaluate whether the means for two independent groups are significantly different from each other. The study of Schlomer and The Military Reach Team (2012) explain that independent samples t-test is used to compare two groups whose means are not dependent on one another. In other words, when the participants in each group are independent from each other and actually comprise two separate groups of individuals, who do not have any linkages to particular members of the other group (in contrast to dependent samples).

RESULT AND DISCUSSION

Validity Test Result

Table 1. Correlations

		Perceived Price	Perceived Quality	Perceived Value
Perceived Price	Pearson Correlation	1	.340**	.575**
	Sig. (2-tailed)		.001	.000
	N	100	100	100
Perceived Quality	Pearson Correlation	.340**	1	.709**
	Sig. (2-tailed)	.001		.000
	N	100	100	100
Perceived Value	Pearson Correlation	.575**	.709**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).
Source: SPSS Output, 2017

Table 1 shows that the correlation index is higher than 0.3 and below the significance level of 5%. Therefore the data is considered valid.

Reliability Test Result

Table 2. Reliability Statistics

Cronbach's Alpha	N of Items
.774	3

Source: SPSS Output, 2017

Table 2 shows that the Alpha Cronbach has a value 0.774 higher than 0.60 which means that this research instrument is stated **reliable.**

Normality Test Result

Table 3. One-Sample Kolmogorov-Smirnov Test

		Perceived Price	Perceived Quality	Perceived Value
N		100	100	100
Normal Parameters[a,b]	Mean	33.6400	38.3500	36.4500
	Std. Deviation	7.25094	5.89191	6.72906
Most Extreme Differences	Absolute	.098	.104	.098
	Positive	.068	.051	.065
	Negative	-.098	-.104	-.098
Kolmogorov-Smirnov Z		.985	1.036	.979
Asymp. Sig. (2-tailed)		.287	.234	.293

a. Test distribution is Normal.
b. Calculated from data.

Source: SPSS Output, 2017

Based on the Table 3 above further decisions are resulted as follows:

- It appears that a significant column (Asymp. Sig (2-tailed)) for Perceived Price is 0.287 or more than 0.05 then the probability of H_0 received population mean of perceived Price normally distributed.
- It appears that a significant column (Asymp. Sig (2-tailed)) for Perceived Quality is 0.234 or more than 0.05 then the probability of H_0 received population mean of Perceived Quality normally distributed.
- It appears that a significant column (Asymp. Sig (2-tailed)) for Perceived Value is 0.293 or more than 0.05 then the probability of H_0 received population mean of Perceived Value normally distributed

Homogeneity Test Result

Table 4. Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Perceived Price	1.795	1	98	.183
Perceived Quality	2.483	1	98	.118
Perceived Value	1.141	1	98	.288

Source: SPSS Output, 2017

The table of Perceived Price interpretation: Normality test results show that both groups of subjects in the study had a normal distribution. Homogeneity test results of 0.183 show that the variance between the study samples was homogeneous.

The table of Perceived Quality interpretation: Normality test results show that both groups of subjects in the study had a normal distribution. Homogeneity test results of 0.118 show that the variance between the study samples was not homogeneous.

The table of Perceived Value interpretation: Normality test results show that both groups of subjects in the study had a normal distribution. Homogeneity test results of 0.288 show that the variance between the study samples was not homogeneous.

Independent Sample T-test

Independent Sample t-test for Perceived Price, Perceived Quality and Perceived Value Divided between the Group Male and Female

Table 5. Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Perceived Price	Male	50	31.2400	7.67865	1.08592
	Female	50	36.0400	5.95891	.84272
Perceived Quality	Male	50	38.4800	6.31564	.89317
	Female	50	38.2200	5.49690	.77738
Perceived Value	Male	50	36.3200	7.02020	.99281
	Female	50	36.5800	6.49361	.91833

Source: SPSS Output, 2017

From the table 5 shows that Perceived Price is divided by a group male and female customers. Mean of male at 31.2400 and mean of female at 36.0400. This means that the group 2 which is female has better mean than female. Perceived Quality difference of male and female comparison mean where male at 38.4800 are better than female only 38.2200. This indicates that group 1 which is male has better mean than female. And also from the table above shows Perceive Value from the result the mean difference from male and female comparison mean where female at 36.5800 are better than male only 36.3200. This indicates that group 2 which is female has better mean than male.

Independent Sample T-test

Table 6. Independent Sample T-test for Perceived Price

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
Perceived Price	Equal variances assumed	1.795	.183	-3.492	98	.001	-4.80000	1.37456	-7.52776	-2.07224	
	Equal variances not assumed			-3.492	92.311	.001	-4.80000	1.37456	-7.52986	-2.07014	

Source: SPSS Output, 2017

In the table 6 can be seen that the value t=-3.492 with a significance of p=0.001 (p<0.05) indicates that H_0 is rejected which means there is significant difference between Male and Female customers of KFC in Manado in Perceived Price.

Table 7. Independent Sample T-test for Perceived Quality

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
Perceived Quality	Equal variances assumed	2.483	.118	.220	98	.827	.26000	1.18409	-2.08978	2.60978	
	Equal variances not assumed			.220	96.170	.827	.26000	1.18409	-2.09034	2.61034	

Source: SPSS Output, 2017

In the table 7 can be seen that t=0.118 with a significant of p=0.827 (p>0.05) indicates that H_0 is accepted which means there is no significant difference between Male and Female customers of KFC in Manado in Perceived Quality.

Table 8. Independent Sample T-test for Perceived Value

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
Perceived qValue	Equal variances assumed	1.141	.288	-.192	98	.848	-.26000	1.35241	-2.94381	2.42381	
	Equal variances not assumed			-.192	97.410	.848	-.26000	1.35241	-2.94401	2.42401	

Source: SPSS Output, 2017

In the table 8 can be seen that t=0.288 with a significant of p=0.848 (p>0.05) indicates that H_0 is accepted which means there is no significant difference between Male and Female customers of KFC in Manado in Perceived Value.

Discussion

This research aims to find out whether there is a significant difference or there is no significant difference between male and female customers of KFC in Manado in terms of perceived price, perceived quality and perceived value. Independent sample t-test method is used to analyze the data in this research. The author was distributed online questionnaire was built and shared to collect the data and used Interval scale to sore the data, and the author was distributed questionnaires containing 6 questions for perceived price, 6 questions for perceived quality and 6 questions for perceived value.

Comparison between male and female customer based on perceived price

Comparing mean of male and female shows that there is a significant difference between male and female customer of KFC in Manado in terms of perceived price. Mean comparison of male and female showing there is significant difference between the groups. By looking at the mean result from, where the mean of female customer is higher than the male customer.

Comparison between male and female customer based on perceived quality

Based on the result, by comparing the mean of male and female based on perceived quality, it shows that there is no significant differences between groups 1 (male) and group 2 (female). Seems in the indicator of perceived quality mean is almost the same in male and female, shows that there is no difference perception of perceived quality on purchase intention. This compare means does not have proven by significant different between male and female, it means both of these groups are not significantly different. Therefore, there is no significant difference between male and female customers of KFC in Manado measured by perceived quality. KFC in Manado already providing a good quality for the customers that is why both male and female customer feel satisfy with the quality/service of the KFC in Manado.

Comparison between male and female customer based on perceived value

Male and female are answering the perception of value based on their experience when they buy the KFC products. The indicator of perceived value mean is almost the same in male and female. Implying that the customers of KFC in Manado are affected equally, whether they are a male customer or a female customer and respondents answering the questions of Perceived Value is more than average. This indicated that KFC Manado measured by Perceived Value have a higher perception by both male and female customers. Therefore, there is no significant difference between male and female customers of KFC in Manado measured by perceived value.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the Data Analysis and discussion, the conclusion of this research concluded as follows:
1. There is a significant difference in terms of perceived price between male and female customers of KFC in Manado
2. There is no significant difference in terms of perceived quality between male and female customers of KFC in Manado
3. There is no significant difference in terms of perceived value between male and female customers of KFC in Manado

Recommendation

1. Company should be more critical and more pay attention in order to set up/re-structure their pricing strategy to compete with other fast food restaurants
2. Company should develop products with better quality than with other similar products to create good product quality to attract new customers

3. The company has to keep maintaining and improving the quality and value of the product and should be more innovative to produce new product that interest both male and female customers because those is important part in winning customers over a product/service to keep the loyal customers

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