

**ANALYZING FACTORS AFFECTING CUSTOMER SATISFACTION IN THE MIDST OF THE COVID-19 PANDEMIC (CASE STUDY: KFC BITUNG)****MENGANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUASAN PELANGGAN DI TENGAH PANDEMI COVID-19 (STUDI KASUS: KFC BITUNG)**

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**Abstract:** The Covid-19 virus has disrupted economic activity such as buying and selling in Indonesia, and even some branded stores, supermarkets and small shops in Indonesia have to close amid the Covid-19 pandemic. However, it is different from these branded stores or supermarkets, in the field of food and beverage, stores that are engaged in food and beverage, such as Kentucky Fried Chicken (KFC), are still holding out their buying and selling activities amid the Covid-19 pandemic. This research aims to analyzing factors affecting customer satisfaction in the midst of the covid-19 pandemic at KFC Bitung city, by using variable Product Quality, Price, Promotion, and Customer Satisfaction. This research using a quantitative method that formed from the respondent responses by a questionnaire and Multiple Linear Regression as the tool of analysis. The samples in this research are 100 respondents who have bought KFC in Bitung city. The findings revealed that product quality, price, and promotion have a positive relationship and there is a significant influence toward customer satisfaction. From the results, it is recommended for KFC in Bitung city to consider certain factors that can make customers satisfaction and keep buying KFC products.

**Keywords:** Product quality, price, promotion, customer satisfaction, Covid-19, fast food restaurant

**Abstrak:** Virus Covid-19 telah mengganggu aktivitas ekonomi seperti jual beli di Indonesia, bahkan beberapa toko branded, supermarket dan toko kecil di Indonesia harus tutup di tengah pandemi Covid-19. Namun berbeda dengan toko atau supermarket bermerek ini, di bidang makanan dan minuman, toko yang bergerak di bidang makanan dan minuman, seperti Kentucky Fried Chicken (KFC), masih tetap melakukan aktivitas jual beli di tengah wabah Covid-19 pandemi. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi kepuasan pelanggan di tengah pandemi covid-19 di KFC kota Bitung, dengan menggunakan variabel Product Quality, Price, Promotion, dan Customer Satisfaction. Penelitian ini menggunakan metode kuantitatif yang dibentuk dari tanggapan responden dengan kuesioner dan Regresi Linier Berganda sebagai alat analisis. Sampel dalam penelitian ini adalah 100 responden yang pernah membeli KFC di kota Bitung. Hasil penelitian menunjukkan bahwa kualitas produk, harga, dan promosi memiliki hubungan positif dan terdapat pengaruh yang signifikan terhadap kepuasan pelanggan. Dari hasil penelitian tersebut, disarankan bagi KFC di kota Bitung untuk mempertimbangkan faktor-faktor tertentu yang dapat membuat kepuasan pelanggan dan tetap membeli produk KFC.

**Kata Kunci:** Kualitas produk, harga, promosi, kepuasan pelanggan, Covid-19, restoran cepat saji

## INTRODUCTION

### Research Background

The Covid-19 virus has disrupted economic activity such as buying and selling in Indonesia, and even some branded stores, supermarkets and small shops in Indonesia have to close amid the Covid-19 pandemic. This happens because of the lack of customers who come to visit the store or supermarket to buy the products that sold,

resulting in a reduced of income received by the store. Even the branded stores and supermarkets have to lay off their workers, because the branded stores and supermarkets cannot afford to pay their employees' salaries. However, it is different from these branded stores or supermarkets, in the field of food and beverage, stores that are engaged in food and beverage, such as Kentucky Fried Chicken (KFC), are still holding out their buying and selling activities amid the Covid-19 pandemic. Kentucky Fried Chicken (KFC) is a fast food restaurant that wants to give satisfaction to their customers through the products and services provided by the restaurant.

Since Indonesia was hit by the Covid-19 virus, KFC sales (Bitung branch) have decreased. This is happens because people are afraid to make purchases directly to KFC premises and also the people are afraid to contamination directly with others who are there, where it can make them to be exposed to the Covid-19 virus. In a short time, the marketing methods of several fast food restaurants such as KFC have changed, especially when social distancing and large-scale social restrictions are implemented. KFC companies must find a ways to market their products or services to consumers, as a strategy to survive in the midst of the corona virus pandemic. There are several ways that KFC for the customers to make the customer still trust KFC as a fast food restaurant that they always rely on. One of them is by paying attention to the factor of customer satisfaction with the products and services provided by KFC. One of them is by paying attention to the factor of customer satisfaction with the products and services provided by KFC. Where KFC companies optimize their online marketing as a means of communication with their target consumers, such as making various efforts in marketing their products by increasing promotions through social media and even carrying out very precise pricing strategies, one of which is optimizing the selling price of the products to be marketed. KFC also collaborates with GRAB to make sure customers can buy products provided by KFC without having to queue at KFC premises, using the GRAB app. KFC also provides a 15,000 discount promo for new users of the GRAB application and also a 30% off whole bucket promo for customers who have been vaccinated. It is certainly done so that customers feel satisfied with the service provided so that they are interested and can be a loyal customer. There are even other factors that affect customer satisfaction to KFC.

### **Research Objectives:**

The research objectives describe the objectives of this research. The aims of this research are:

1. To find out the significant effect of KFC product quality, price, promotion, toward customer satisfaction in the midst of the Covid-19 pandemic simultaneously.
2. To find out the significant effect of KFC product quality toward customer satisfaction in the midst of the Covid-19 pandemic partially.
3. To find out the significant effect of KFC price toward customer satisfaction in the midst of the Covid-19 pandemic partially.
4. To find out the significant effect of KFC promotion toward customer satisfaction in the midst of the Covid-19 pandemic partially.

## **THEORITICAL FRAMEWORK**

### **Marketing**

Kotler and Keller (2012) defined marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Marketing is a process where marketers must introduce the product or service that they want to sell to the public in order to be known by the public. Marketing can also mean the process of marketing a product or service, starting from what strategies that will be used to what feedback is given by the customer.

### **Product Quality**

According to Kotler et al. (2005), product quality is the ability of a product to perform its functions; it includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes. Product quality has a positive and significant influence on a product purchase. If the product has a good quality, then the purchase of the product will increase. Jahanshahi et al. (2011) point out that if a product fulfils the customer's expectations, the customer will be pleased and consider that the product is of acceptable or even high quality.

**Price**

Kotler et al. (2005) defined price as the amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service. While according to Stanton, Michael and Bruce (1994), price is the amount of money or goods needed to acquire some combination of another goods and its accompanying services.

**Promotion**

According to Festa et al. (2016), promotion refers to a series of actions that enable a company to analyze and segment the market by its customers and sell its products more effectively. While according to Prasetyo et al. (2021), promotion is another useful method for cognitive evaluation of a product and purchasing decision.

**Customer Satisfaction**

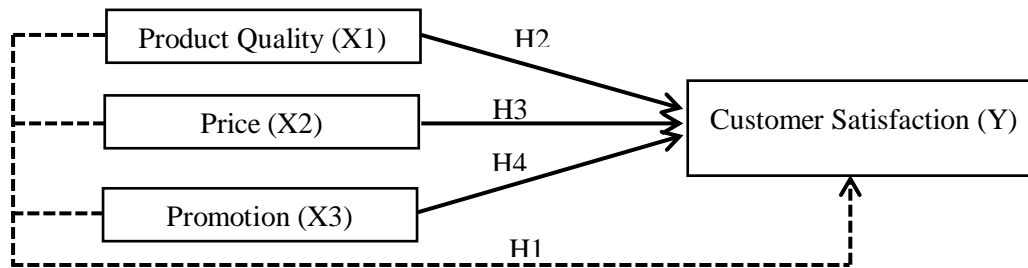
Sivadas and Baker-Prewitt (2000) indicated that the customer satisfaction is the customer response to determine the repeat buying of goods or services. Customer satisfaction is very important for entrepreneurs or for the people who run the business, this is because the business will definitely be able to run more smoothly if the business owner pay attention to customer satisfaction, when customers receive the products or services that they buy or use.

**Previous Reserach**

Chian (2020) investigated the factors influencing customer satisfaction in Johor Bahru fast food industry. This research selected the Johor Bahru fast food restaurant as the target industry to investigate and a few variables was chosen which are price, service quality, food quality, physical environment and analyzed the customer satisfaction of Johor Bahru fast food industry. Customer satisfaction can be defined as the feelings of happiness, relief, pleasure, delight, and acceptance. Hence, it is important to analyze how the four dimensions tend to influence the customer satisfaction in fast food industry. The fast food industry is being adapted to Malaysian food requirements and is a growing phenomenon in Malaysia, and it is significant for fast food restaurants' owner to clearly understand which dimensions enable to stand out among other competitors and increase customer satisfaction. Data for this study were collected from a sample of 60 respondents who has visited the fast food restaurant in Johor Bahru and had the dining experience in fast food restaurant. The collected data was analyzed using Statistical Package for Social Science (SPSS) version 22.0 and Partial Least Squares (PLSSEM) with SmartPLS version 3. The findings revealed that two dimensions which are service quality and physical environment positively influence customer satisfaction whereas, two dimensions which are price and food quality do not have a significant impact.

Run (2017) determined a demographic profile of the selected KFC Food customers in Cambodia, identified perceptions among customers toward the selected KFC Food, and determined factors that influence repeat customers. The questionnaire has been used as the tool to collect the data, the researcher collected the data during September 2016 to October over the period of four weeks. The sample size of 147 was used to study. Data was entered and analyzed by the Statistical Package for the Social Sciences (SPSS), it is excepted only the open-ended question. Basic descriptive statistics (Mean, Standard Deviations) and frequency distribution were computed for each variable. In this study, t-test analysis and F-ratio have been done by the researcher. The result of this study show us that the significant factors regarding the demographic nature of the targeting market, as well as the consumer's perceptions toward the selected KFC food in Cambodia and the result, also show us the main three factors that consumers buy the KFC food and come back to buy KFC food again: Quality of food have 110 respondents is 24.9 percent, Price or Value have 98 respondents is 22.2 percent, Variety of food selection have 78 respondents is 17.7 percent.

Prasetyo and Fuente (2020) determined the factors affecting customer satisfaction in online shopping. A valid response of 251 Filipinos participated in the empirical study. Structural Equation Modeling (SEM) was used to validate the measurement model and to test the causal relationship in the model. The result revealed that products/services, pricing, consumer, and technological were significantly influenced the consumer buying decision which also affect customer satisfaction. Surprisingly, operational was found not significant as a predictor for buying decisions and customer satisfaction.

**Conceptual Framework****Figure 1. Conceptual Framework***Source: Data Processed (2021)***Research Hypothesis**

The hypothesis of this research are:

- H<sub>1</sub>: There is significant effect of KFC product quality, price, and promotion toward customer satisfaction in the midst of the Covid-19 pandemic simultaneously.
- H<sub>2</sub>: There is significant effect of KFC product quality toward customer satisfaction in the midst of the Covid-19 pandemic partially.
- H<sub>3</sub>: There is significant effect of KFC price toward customer satisfaction in the midst of the Covid-19 pandemic partially.
- H<sub>4</sub>: There is significant effect of KFC promotion toward customer satisfaction in the midst of the Covid-19 pandemic partially

**RESEARCH METHOD****Research Approach**

This research using a quantitative method that formed from the respondent responses by a questionnaire and multiple linear regression as the tool of analysis. This research aims to analyze factors that affect customer satisfaction to KFC in the midst of the Covid-19 pandemic. And the method that will be used for this research is multiple linear regressions as a tool to analyze the data.

**Population and Sample Size**

The population of this research is customer of KFC Bitung. The sample size is using Slovin's formula. Based on the calculation using Slovin's formula and error rate of 10% the sample in this research is 100 respondents. According to Sekaran (2009), sample sizes larger than 30 and less than 500 are appropriate for most research. In this research all the population will be used as the samples which are 100.

**Data Collection Method**

Data collection method are an integral part of research design (Sekaran and Bougie, 2009). This research uses two sources of data collection, namely the primary data and secondary data. In this study, the primary data source is from online questionnaire. Online questionnaires are usually created as "web forms" with a database to store the answers and statistical software to provide statistical analysis (Sekaran and Bougie, 2009). Primary data from this study were taken from questionnaires that had been distributed to the respondent so that the respondent can directly fill in the questionnaire. Secondary data analysis may be based on the published data or it may be based on the original data (Church, 2002).

**Operational Definition of Research Variable**

1. Product quality is the ability of a product to perform its functions. Indicators: Durability, Reliability, Performance, Feature.
2. Price is defined as to obtain the product or service what the customer gives or pays to the seller of product or service provider. Indicators: Price fairness, Cheap price, Discount.
3. Promotion is another useful method for cognitive evaluation of a product and purchasing decision. Indicators: Advertising, Sales promotion, Public relations.

4. Customer satisfaction is the customer response to determine the repeat buying of goods or services. Indicators: Satisfied with the service quality of the company Menu varieties and choices.

### Data Analysis Method

#### Validity and Reliability Test

Validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure. Validity for each variable is good where the values are above minimum level of 0.30 (Sekaran and Bougie, 2009). Reliability testing is performed to determine whether the answer given respondent trustworthy or reliable by using analysis through Cronbach Alpha method. Alpha Cronbach is reliable coefficients one another (Sekaran, 2009)

#### Multiple Linear Regression Analysis Model

Sekaran and Bougie (2009) explain that Multiple Linear Regression is a statistical method used to form a model of the dependent variable (the dependent: responses, Y) with one or more independent predictors, X). Multiple regression are used to express the effect of independent variables and the dependent variable. The formula of multiple linear regression in general as follow:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Whereas:

- Y : Customer Satisfaction  
 $\alpha$  : Constant value  
 $\beta_1, \beta_2, \beta_3$  : The regression coefficient of each variable  
 $X_1$  : Product Quality  
 $X_2$  : Price  
 $X_3$  : Promotion  
 e : error

## RESULT AND DISCUSSION

### Result

#### Validity Test and Reliability test

Validity test is aimed to test whether the question item or indicators are able to measure what is supposed to be measured. The purpose of the validity test is to know whether the data or the question is valid or not. The validity test is carried out to test the validity of the questionnaire items using SPSS version 26. Validity test it can be seen that the value of correlation index for relationship among variable independent (Product Quality, Price and Promotion) with variable dependent (Customer Satisfaction) are greater than the significant level of 5% (0.195). The correlation between Product Quality (0.803), Price (0.827), Promotion (0.820) with Customer Satisfaction (0.861) shows that a positive relationship. It means the data is considered as Valid.

Reliability test is used to check the consistency of the measurement instrument. In this research to see whether that the data is reliable or not

**Table 2. Reliability Test**

Reliability Statistics	
Cronbach's Alpha	N of Items
.837	4

Source: SPSS Output 2021

The SPSS output shows that the Cronbach's Alpha value of the 4 items used in this study is 0.837, which means the value obtained is above the acceptance limit of 0.6. Therefore the research instrument is reliable.

#### Multiple Linear Regression Analysis Model

From the result in the table 3, the model of the relationship between each independent variable and the independent variable can defined as :  $Y = 2.984 + 0.173 X_1 + 0.143 X_2 + 0.464 X_3 + e$   
 Based on the Multiple Linear Regression equation above, the multiple linear regression equation cab be interpreted as follows:

1. The constant value of 2.984 means that in a condition of *ceteris paribus*, if all independent variables equal to zero, then the dependent variable which is Customer Satisfaction (Y) will be 2.984.
2. X1 coefficient value of 0.173 means that if there is one unit increase in Product Quality (X1), then the Customer Satisfaction (Y) will improve and increase by 0.173.
3. X2 coefficient value of 0.143 means that if there is one unit increase in Price (X2), then the Customer Satisfaction (Y) will improve and increase by 0.143.
4. X3 coefficient value of 0.464 means that if there is one unit increase in Promotion (X3), then the Customer Satisfaction (Y) will improve and increase by 0.464.

**Table 3. Multiple Linear Regression Analysis**

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	2,984	.837		3.564	.001
	Product Quality (X1)	.173	.057	.233	3.059	.003
	Price (X2)	.143	.060	.190	2.373	.020
	Promotion(X3)	.464	.070	.516	6.639	.000

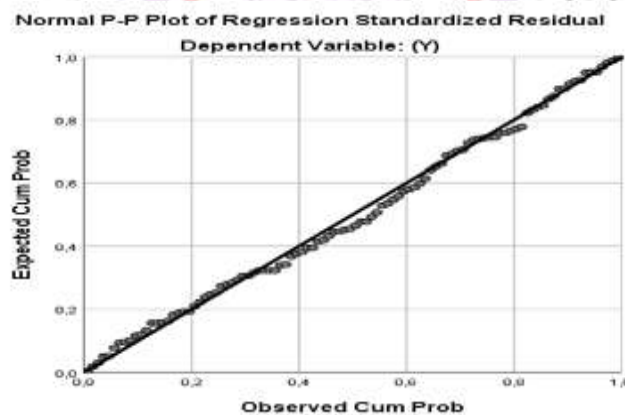
a. Dependent Variable: Customer Satisfaction (Y)

Source: SPSS Output 2021

### Classical Assumption Test

#### Validity Test and Reliability test

Normality test can be identified by using graph of P-P Plot. The data will distribute normally if the value of P-P Plot is near diagonal line of the graph.



**Figure 2. Normality Test**

Source: SPSS Output 2021

The figure shows that the dots are spreading near to the diagonal line and follow the direction of the diagonal line. Therefore, it is concluded that the normality test is accepted which means the data of this research is normally distributed.

### Multicollinearity

Table 4 shows that the output coefficient model is known that the value of VIF variable Product Quality (X1), Price (X2), and Promotion (X3) is <10 and tolerance value > 0.1. It can be concluded that there is no multicollinearity in the regression model.

**Table 4. Multicollinearity**

Model	Coefficients <sup>a</sup>					Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Tolerance	VIF
	B	Std. Error	Beta					
1 (Constant)	2.984	.837			3.546	.001		
Product Quality (X1)	.173	.057	.233		3.059	.003	.667	1.500
Price (X2)	.143	.060	.190		2.373	.020	.599	1.670
Promotion (X3)	.464	.070	.516		6.639	.000	.639	1.565

a. Dependent Variable: Customer Satisfaction (Y)

Source: SPSS Output 2021

### Autocorrelation

**Table 5. Autocorrelation**

Model	Model Summary <sup>b</sup>				
	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.793 <sup>a</sup>	.630	.618	1.198	2.067

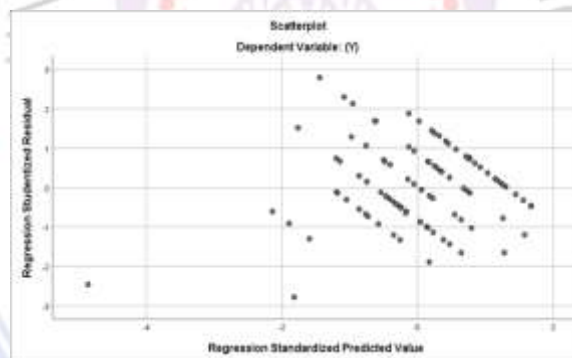
a. Predictors: (Constant), (X3), (X1), (X2)

b. Dependent Variable: (Y)

Source: SPSS Output 2021

The table 5 shows that the probability value of Durbin-Waston is above 0.05 which is 2.067 and for the value dU is below than the value of d and 4-dU ( $dU < d < 4dU$ ) it means  $1.736 < 2.067 < 2.264$ . Therefore, it can be concluded that the model has no autocorrelation.

### Heteroscedasticity

**Figure 3. Heteroscedasticity**

Source: SPSS Output 2021

The figure 3 shows that the dots are randomly distributed above and below the number zero (0) in the Y axis. It proves that the model is free from heteroscedasticity or in other words there is no heteroscedasticity in this regression.

### Hypothesis testing

**Table 6. F-Test Output)**

Model	ANOVA <sup>a</sup>				
	Sum of Square	df	Mean Square	F	Sig.
Regression	234.186	3	78.062	54.393	.000 <sup>b</sup>
Residual	137.774	96	1.435		
Total	371.960	99			

Source: SPSS Output 2021

The table 6 shows that Fcount is 54.393 with the level of significance 0.000. The calculated value of Fcount is greater than the Ftable ( $54.393 > 2.70$ ). It means that  $H_0$  is rejected and  $H_1$  is accepted.  $\text{Sig} < 0.05$  means that the confidence of this prediction is above 95% and the probability of this prediction error is 5% which 0.000. The result declares that three is a simultaneously significant effect of product quality (X1), price (X2) and promotion (X3) on customer satisfaction (Y).

**Table 7. T-Test Output)**

Variable	t <sub>count</sub>	t <sub>table</sub>	Description
Product Quality (X1)	3.059	1.985	Accepted
Price (X2)	2.373	1.985	Accepted
Promotion (X3)	6.639	1.985	Accepted

Source: SPSS Output 2021

Table 7 shows that:

1. T-count for X1 is 3.059 with the level of significance of 0.003. In this case, T-count has a greater value than T-table ( $3.059 > 1.985$ ). The significant level of product quality has a smaller value than Alpha ( $0.003 < 0.05$ ). It indicates that the Product Quality has significant influence on Customer Satisfaction, then  $H_2$  is accepted.
2. T-count for X2 is 2.373 with the level of significance of 0.20. In this case, T-count has a greater value than T-table ( $2.373 > 1.985$ ). The significant level of price has a greater value than Alpha ( $0.20 > 0.05$ ). It indicates that the Price has a significant influence on Customer Satisfaction, then  $H_3$  is accepted.
3. T-count for X3 is 6.639 with the level of significance of 0,000. In this case, T-count has a greater value than T-table ( $6.639 > 1.985$ ). The significant level of promotion has a smaller value than Alpha ( $0.000 < 0.05$ ). It indicates that the Promotion has a significant influence on Customer Satisfaction, then  $H_4$  is accepted.

## Discussion

By studying about what factors that affecting customer Satisfaction to KFC in the midst of the covid-19 pandemic specially in Bitung, it is expected the company can create a good strategies to attract attention from the customer and of course to increase their sales. To get an accurate result from Multiple Regression Method which is purpose of this research, the researcher analyzed about what factors that affecting customer satisfaction to KFC in the midst of the covid-19 pandemic with case study on KFC Bitung.

### Product Quality and Customer Satisfaction

According to Jalil and Rahman (2014), Product quality is the key dimension of the customer satisfaction and loyalty. Product quality is also another core factor of the customer's satisfaction and loyalty. Product quality is a collection of features and sharp brand product characteristics which have a contribution to the ability to fulfill specified demand (Khadka and Maharjan, 2017). The result of multiple regression analysis shows that there is a significant effect of product quality (X1) on customer satisfaction (Y), study case of KFC in Bitung city. Based on the coefficient result in multiple linear regression analysis, the significant of product quality is 0.003 which below than 0.05 and also the tcount value was greater than ttable ( $3.059 > 1.985$ ). It means that  $H_2$  is accepted. Product quality is a factor that has a major influence on a company's profitability and market success. In the market, product quality has an important role to play in the competitiveness of the company through influencing customer satisfaction. Product quality can lead to customer satisfaction, which is determined by performance and expectations. This result is supported by previous research conducted by Manguyoga and Ganawati (2019) that product quality has a positive and significant influence on consumer satisfaction. For this reason, the researcher concludes that the product quality is one of the factors that affected the customer satisfaction. So based on the results, in the researcher's opinion the KFC company must maintain the existing product quality. Because this can make customers satisfied with the products provided by KFC

### Price and Customer Satisfaction

Price is one of the things that has an important role in choosing or buying a product. The result of multiple regression analysis shows that there is a significant effect of price (X2) on customer satisfaction (Y), study case of KFC in Bitung city. Based on the coefficient result in multiple linear regression analysis, the significant of price is 0.20 which above than 0.05 and also the tcount value was greater than ttable ( $2.373 > 1.985$ ). It means that  $H_3$  is accepted. One of the factors to make a customer satisfaction to the company is by providing a price that the customer can still reach or making a discount so that the customer feels more benefited when buying products



from the company. This result is supported by previous research conducted by Hayder (2020) which is there is a significant effect price on customer satisfaction. For this reason, the researcher concludes that the price is one of the factors that affected the customer satisfaction. And in the researcher's opinion based on the results obtained, KFC companies should pay more attention to the prices offered to customers. Because the price is one of the factors that can make customers feel satisfied with what is offered.

### Promotion and Customer Satisfaction

According to Prasetyo et al. (2021), promotion is an important marketing tool for e-retailers to influence customers purchasing decisions. Promotion is also effective at attracting new customers and making them actual users or in this research is called customer satisfaction. The result of multiple regression analysis shows that there is no a significant effect of promotion (X3) on customer satisfaction (Y), study case of KFC in Bitung city. Based on the coefficient result in multiple linear regression analysis, the significant of promotion is 0.000 which below than 0.05 and also the tcount value was greater than ttable ( $6.639 > 1.985$ ). It means that H4 is accepted. The researcher agree with the previous study by Prasetyo et al. (2021) that promotion is another useful method for cognitive evaluation of a product. Because in this research, the result shows that promotion has a significant factor influencing customers to be a customer satisfaction. So the company can use a promotion, because promotion have a significant effect on customer satisfaction. Based on the results, the researcher concludes that promotion is a factor that triggers respondents to be a customer satisfaction. And the researchers concluded that promotion is a factor that can make customers interested in buying KFC products and customers are satisfied with the promotions carried out by KFC, because the promotions carried out by KFC are very interesting.

## CONCLUSION AND RECOMMENDATION

### Conclusion

After examining the findings and discussing the result, the conclusion based on this research can be formulated as follows:

1. There are any significant effect of product quality, price and promotion toward customer satisfaction in the midst of the Covid-19 pandemic simultaneously.
2. There is any significant effect of product quality with indicators such as durability, reliability, performance, and feature toward customer satisfaction in the midst of the Covid-19 pandemic.
3. There is any significant effect of price with indicators such as price fairness, cheap price, and discount toward customer satisfaction in the midst of the Covid-19 pandemic.
4. There is no any significant effect of promotion with indicator such as advertising, sales promotion and public relations toward customer satisfaction in the midst of the Covid-19 pandemic.

### Recommendation

Based on the findings obtained in this study, here are some suggestions made as a complement to the research results:

1. Create more simple and the effectiveness of KFC advertising with famous celebrities or influencers, to increasing the sales of KFC products.
2. Keep building and maintaining the value of a reputable brand name, in this case KFC because it is one of the ways of increasing brand.
3. To maintaining the brand name, KFC should keep improving their product by create a new menu that can attract or get attention from the customer while still paying attention to the existing tagline, namely "Jagonya Ayam".

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