

# THE ANALYSIS OF CUSTOMER INTEGRATION OF CHILDREN'S PLAY FACILITIES AT KENTUCKY FRIED CHICKEN MANADO

## ANALISIS INEGRASI PELANGGAN TERHADAP FASILITAS BERMAIN ANAK DI KENTUCKY FRIED CHICKEN MANADO

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**Abstract:** Child's attitude can influence parents purchasing decisions. Playground can affect the activities of children and parents. Companies need to consider providing and developing Playground which can also be profitable for the company. Because in Manado there is minimal availability of Playground at the Restaurant. This research doing by In Depth Interview Method. There are several things that affect customer integration with the Playground, Kids Fun, Child's Appetite, Child Safety, and Parents' Comfort. Customers will integrate well for the company if the company also pays attention to the integration that customers show. What are their desires and complaints. Customers can fulfill what they expect.

**Keywords:** customer integration, children's play facilities, customer relationship management

**Abstrak:** Sikap anak dapat mempengaruhi keputusan pembelian orang tua. Taman bermain dapat mempengaruhi aktivitas anak dan orang tua. Perusahaan perlu mempertimbangkan untuk menyediakan dan mengembangkan Playground yang juga dapat menguntungkan bagi perusahaan. Karena di Manado minim ketersediaan Playground di Restoran. Penelitian ini dilakukan dengan Metode In Depth Interview. Ada beberapa hal yang mempengaruhi integrasi pelanggan dengan Playground, Kids Fun, Child's Appetite, Child Safety, dan Parents' Comfort. Pelanggan akan berintegrasi dengan baik bagi perusahaan jika perusahaan juga memperhatikan integrasi yang ditunjukkan pelanggan. Apa keinginan dan keluhan mereka. Pelanggan dapat memenuhi apa yang mereka harapkan.

**Kata Kunci:** integrasi pelanggan, fasilitas bermain anak, manajemen hubungan pelanggan

## INTRODUCTION

### Research Background

In the current era of globalization, business development in Indonesia in particular and in the world in general has experienced rapid progress. This was marked by the development of the food business (culinary), clothing (convection), crafts, banking to various businesses in all fields. Food business (culinary) is one of the fast-growing businesses that generate profits that are increasingly in demand. Examples of the growing culinary business are culinary in franchise system. The franchise business in particular fast food restaurant is currently on the rise of the leaves because it is in the most classy and competent value to compete than restaurants serving regional food. The restaurant is a business place where the scope of activities serves dishes to the community and provides a place to

enjoy these dishes as well as setting certain rates for food and providing services in the place of business (Minister of Health Regulation No.304 of 1989).

In 2017 the number of restaurants PT/PT Persero/Perum is the most widely that is 65.81% beyond the other business and shows that the restaurant is much liked by consumers so that the company multiply the number of restaurants. The restaurant business will have a long heyday when managed well. KFC (owned by PT Fast Food Indonesia, Tbk) is classified as one of PT / PT Persero / Perum restaurants in Indonesia. However, there are other Indonesian Persero restaurants that are quite well known in Indonesia as a competitor of KFC, including McDonald (PT. Rekso Nasional Food), Pizza (PT. Sarimelati Kencana, TBK), especially Texas Chicken (PT. Cipta Selera Murni) that has the similarity of having children play facilities as one business strategy. Increasingly tight business competition, causing customers to have more alternative products, prices and varying quality, so customers will always look for the value that is considered the highest of several products.

The city of Manado is one of the cities with the second largest number of restaurants in Indonesia in 2017. This means, Manado people really like to eat at restaurants. Thus the competition is getting tougher. The increasingly fierce competition in the restaurant business is a challenge and threat to these business actors. In order to win the competition, maintain the existing market and seize the existing market, the company is required to have the ability to adapt its business strategy and environment that is constantly changing and developing. Every business person is required to have a sensitivity to any changes that occur, and be able to meet and respond to every customer's changing demands. Companies need to maintain relationships with customers. Customers are considered as the basics for an organization's activities that can enable it to participate in a marketing competition with other companies. The significance of this importance has caused an increased requirement for organizations to integrate knowledge for building close collaboration and partnering relationships with customers. Customer Relationship Management Systems can provide communications that help simplify the structure of long-term relationships between companies and customers. With CRM systems, customers are served better on a day to day basis; and, with more reliable information to hand, they demand less of these services.

Companies that have good customer service will also have a good image in the external eyes. If the service is very good, Customer Service can help the company's relationships with customers or clients continue to be repeated. Customer integration is inherently suitable for services, because many services could not be provided without the customer's contribution and active participation in the first place this presents a huge potential that service firms can tap into. Customer integration during the development process for both products and services, involves working within and outside an organization or firm's market environment, this means that customers play active roles in the development of new products or services in today's business environment. Adult customers who eat with children in restaurants are the subject of attention as customer integration that less noticed by the company. The reason behind the lack of attention is from several factors, such as companies that pay less attention to things that become the center of attention for children so that they intend to eat and the attention of parents who want the best for their children from eating intentions. One way to pay more attention to the center of attention of customers, both children and adults who bring children, is to know more about what is the center of their attention. Generally, the center of attention of both parties at KFC is the children's play facilities. Children's Play Facilities generally become the center of attention that attracts children in every place, especially in restaurants and Children's Play Facilities for parents generally become the main goal as a form of fulfilling children's desires so that children's needs are met, especially interest in eating.

In Manado, parents who have children sometimes take advantage of Children's Play Facilities as a means for them to take the time to have the opportunity to eat or eat while working alone. In Manado, there are also a few restaurants that provide Children's Play Facilities and in Manado the Children's Play Facilities available are generally Children's Play Facilities that have not been upgraded to new ones and in Manado also many children are interested in Children's Play Facilities wherever they go. The attitude of the child can influence the purchase decision of the parents. Playgrounds can

affect the activities of children and parents. Companies need to consider providing and developing Playground by getting to know more about customer integration which can also be beneficial for the company. Because in Manado there is minimal availability of Playground in restaurants. The Company may consider increasing the Children's Playground Facility because it will not only serve customers who are still less in the center of attention but this consideration allows the Company to gain additional customers and sales.

### **Research Objective**

Based on the research background and the problem that exist, this research conducted with the aim to analysis the customer integration of children's play facilities at KFC in Manado.

## **THEORITICAL FRAMEWORK**

### **Marketing**

Tjiptono (2002) declares that definition of marketing is a social and management process in which individuals or groups get what they need and want through the creation, supply and exchange of all things of value with other people or groups.

### **Customer Relationship Management (CRM)**

CRM is a business strategy designed to optimize profitability, revenue and customer satisfaction by organizing the enterprise around customer segments, fostering customer-centric behaviors and implementing customer centric processes (Gartner, 2004)

### **Customer Integration**

Customer integration plays a central role in the widely discussed field of open innovation. Customer integration is inherently suitable for services, because many services could not be provided without the customer's contribution and active participation in the first place. This presents a huge potential that service firms can tap into (Dohmen, Kryvinska, and Strauss, 2012). Effective customer integration will achieve the following goals:

1. An improvement in communication with customer
2. Customer retention and loyalty
3. More improved and targeted marketing
4. Enhanced tracking of customers and prospective customers
5. It increases the business's focus

When deciding whether to use customer integration and how to implement the approach, management has to consider the potential effects of the individual customer roles on the company's processes. This includes the consideration of both positive and negative consequences of customer integration (Büttgen 2009).

### **Effects of Customer Integration.**

The positive effects of customer integration mainly impact the customer relationship and the efficiency and effectiveness of the business processes. Literature highlights three main factors, which are positively affected by the integration of customers: Decreased costs, increased customer satisfaction, and increased market shares.

### **Satisfaction of Customer Integration.**

The roles that are reported to have a smaller benefit appear to be used less as well. People value the benefit that customer integration offers higher after having gained their own experiences.



## **Children's Influence to Parents Purchase Decision.**

Family restaurant chains would benefit from adapting their communications and customer service to children, in order to reach and satisfy this clientele, in addition to the parent clientele. In fact, this recommendation has already been acted on by companies who stand out in the sector by offering children's menus, developing games for children, and applying other such strategies.

### **Facilities**

Facilities are physical resources that must exist before a service can be offered to consumers. Facilities can also be anything that makes it easy for consumers to get satisfaction. Because a form of service cannot be seen, cannot be smelled and cannot be touched, the aspect of physical appearance becomes important as a measure of service. Customers will use the sense of sight to assess a quality of service (Tjiptono, Chandra, and Adriana, 2011:38).

### **Previous Research**

Straub et al. (2013) built on established customer role concepts to study the status quo of customer integration in industry, as well as reservations against the roles and negative experiences from customer integration projects. The study reveals a gap between reservations and actual negative experiences in losing know-how, as well as a positive effect of experience in customer integration on perceived benefits for the company.

Zolnowski and Bohmann (2013) discussed the impact of co-creation on business models and suggests requirements for the representation of service. For the development of these requirements, we take service-dominant logic as a theoretical vantage point. In particular, we use the reasoning of service-dominant logic on value and value co-creation to develop a representation for the extensive integration of the customer into the value creation process.

Moeller (2008) proposed customer integration as a key component of marketing. Three stages of service provision are identified: facilities, transformation, and usage. The stages differ in terms of resource origin (company or customer), autonomy of decision-making (integrative or autonomous), and value (potential value, value-in-transformation, and value-in-use). These perspectives, which are synthesized in the study framework, shed light on the process of service provision and direct or indirect knowledge application. The author aimed to show that in the context of the proposed framework, customer integration is vital to the implementation of service provision.

## **RESEARCH METHOD**

### **Research Objective**

The research is included in a descriptive research category using a qualitative approach. Descriptive research is a study conducted against data existing variables without the manipulation process (past and present data). Descriptive research aims to obtain an overview of a situation at a certain time (the picture of a moment) or the development of something (Supranto, 2003:14).

### **Population, Sample and Sampling Technique**

According to Sugiyono (2013), in qualitative research there is no term population but only a social situation, which consists of three elements: place, actor and activity. The population in this study is Customer of KFC in Manado. The sample in qualitative research is also not a statistical sample but a theoretical and constructive sample because the aim is to obtain a theory, and the source of the data is the source of the phenomena constructed which were previously unclear. The sample were randomly selected in Manado city only for people who have experienced and know the Playground in KFC Manado. In determining the subject, research using purposive sampling techniques. Purposive sampling technique is a technique for sampling data sources with certain considerations. This particular consideration, for example the person who is considered most knowledgeable about what we

expect, or maybe he as a ruler so that it will allow researchers to explore the object or social situation under study (Sugiyono, 2013:218-219). In this research, 10 informants were selected, with the condition:

- 1) Is a KFC Customer
- 2) Having Small Children/Nephew
- 3) The child has experienced Playground at KFC

### Data Collection Method

This research will be conducted with resources of Primary Data. According to Sekaran and Bougie (2009), primary data are data gathered for research from the actual site of occurrences of events are called primary data. And primary data refers to information that is developed or gathered by the researcher specifically for the research project at hand (Burns and Bush, 2006). The primary data of this research is obtained by interview with selected informants

### Operational Definition of Research Variable

**Table 1. Operational Definition and Indicator of Research Variable**

Variable	Operational Defenition	Indicator
Customer Integration	Customer integration is inherently suitable for services, because many services could not be provided without the customer's contribution and active participation in the first place this presents a huge potential that service firms can tap into.	Experience Safety Satisfaction Selection

Source: Data Processed (2020)

### Research Instrument Testing

The key instrument of this research is the researcher. The researcher is trained and has good understanding about all aspects of this research. The researcher was equipped with a note book, a recorder, and a camera in order to conduct interviews. In instrument of research there are some step that have to applied in order to process the data that have to be researched in terms of qualitative research instruments, Licenses and Guba state that: The instrument of choice is naturalistic inquiry is the human. We shall see that other forms of instrumentation may be used in later phases of the inquiry, but the human is the initial and continuing mainstay. But if the human instrument has been used extensively in earlier stages of inquiry, so that an instrument can be constructed that is grounded in the data that the human has product.

### Data Analysis Method

This research collect and analysis the data baed on the in-depth interview and observation result from the respondent of Customer Kentucky Fried Chicken who's having small childr/nephew. Interview doing by asking some question to the respondent personally , and observation doing by directly go to the place and see how it actually happen and records the interview section. This research use the case study as a qualitative type of research, which is in this research, the obtained information will be described one by one.

## RESULT AND DISCUSSION

### Result

#### Coding

In this research the coding categorizing to define the specific data, to arrange all the important answer from the informants 1 to informants 10. The coding is contains the data that inform into a form



analysis. Table 4.2 shows the important part of the informants answers which is how to coding all the answer that were collected from all the informants, in coding categorizing researches put all the important.

The interview result has been arrange based on the interview from all the informant, and the important answer from all the informants are on coding categorization, which on coding categoration contains the specific answer from the informant. The important part of the coding itself based on the variable and also all the indicators, for the variable which is the Customer Integration. The experience of customer that leads to decision children's influence connection with KFC, more than safety and satisfaction, also create trust and future choices.

Of ten informants interviewed, the dominant informant eats at KFC once a with their children, 3 informants of them 3 to 5 times a month. This means that every month some even bring their children to eat at KFC more often. The informant's special reasons for eating at KFC with children, many with the aim of focusing on children's pleasures and needs. Their goal is to make children happy. And after being interviewed whether the children enjoyed the KFC Play Facilities, all the informants confirmed this that the children really liked the KFC Play Facilities. In this way, Play Facilities really attract the attention of adults who bring children and children that come to KFC. The experience from 1-10 informants. The reasons why adults who bring childrens that choose to eat at KFC with the children all share their reasons for this and 6 of them consider this reason to be special reason and 4 of the informants considered it only as a reason not the main reason because the general thing is that KFC provides food that is right for children. And all the informant's children's happy with the KFC children's play facilities. This means experience customers often come to eat at KFC, minimal every month they come. The children all really enjoyed and liked the KFC Play Facilities. KFC Play Facilities are mostly the reason customers eat at KFC. KFC Play Facilities attract of customers both adults and children.

Safety is also one of the factors that shows important statements from all the interviewed informants. Some of the ten informants said the part of the Play Facilities was actually safe at first glance. However upon frequent inspection, there is an unsafe part of the Play Facilities which can make a danger to children while they are playing. What worries the Play Facilities for adults who allow children to play is the part of the Play Facilities responsibility. According to informants, the stairs and slides are very dangerous for children. The stairs were too high for the children to climb up every step of the way. This can allow children to fall. The slide part of the KFC Play Facilities needs to be repaired for security. Because according to informants, the slide allows children to slip, some of them say that the edge of the slide needs to be repaired because it is still not safe. Therefore, many informants are of the opinion that there is a need for supervisors from KFC to supervise them and there is a need for a change in the form of Play Facilities that is even safer. That means the need to repair the slides and stairs of the KFC Play Facilities. However, there are only two things that KFC needs to pay attention to improve. Because the rest is still safety for customer. The supervisor is only advice from the protection of their children when playing.

Satisfaction is also a factor that influences informants to assess the services provided by the company. The satisfactions conveyed by the informants are in accordance with their wishes generally for the benefit of the children. The informants are more opinion for the satisfaction and comfort of the child. Indeed, few of the informants think that they are comfortable and have their own time with the Play Facilities. However, this opinion is more dominant to adults who are not parents. How ever, few of them were adult informants who brought their nieces and nephews who thought that they were comfortable when they saw their nieces and nephews enjoying playing. This is the same with all the opinions of more parents. The advantages of Play Facilities according to the informants. Most argue that, Play Facilities can increase children's eating intentions. Children want to eat because they can while playing. KFC Play Facilities also have other advantages, namely colorful and indoor. The disadvantages of Play Facilities according to the informants are only the lack of safety, namely the satirs and slides of the Play Facilities.

This means, satisfaction from customer integration is that it is comfortable for children to eat because of the children's play facilities, adult customers have their own time both to eat and enjoy. According to their statement, the advantages of children's play facilities are colorful and useful for children. According to them, the lack of children's play facilities, lack of safety, slides, stairs and no supervisor for children to play.

Selection is also a factor that affects the integration of customers to buy. Selection is also a factor that affects the integration of customers to buy. Through interviews with 10 informants, some of them are more dominant in the opinion that children's play facilities are included in their decision to buy food at KFC when eating with their children. This is because adult customers depend on children's moods. KFC has children's play facilities that can improve the child's eating mood. KFC's children's play facilities also have the advantage of colorful colors that attract people's attention and become one of the factors for the existence of children's play facilities. One of the customers decides to eat at KFC restaurants with their children. So it is necessary to pay attention to the company's mood and things that are interesting for children. Companies can improve children's moods by realizing wishes that appeal to them. Companies can make children's play facilities more colorful. Because this affects children's considerations whether they want to eat at KFC or not and adults will adjust to the desires shown by children, what they want, and make it their decision to buy or not. They are afraid to take the risk to make their own decisions when bringing children. They worry that children have different tastes than adults and that they don't like it.

Through interviews with 10 informants as well, all of them in the future will still choose KFC to eat with their children for various reasons. All the complaints they received from the company they could still accept. Even so, companies need to provide good service to customers. Because this can affect their loyalty to customers who last long in their company. Companies need to correct deficiencies and complaints that have been submitted by customers as a better company goal in the eyes of customers. Of course, they need consideration if the service they receive is good and beneficial for them and their children so that in the future they will continue to buy food at KFC. Therefore, we discuss things that affect customer integration regarding children's play facilities owned by KFC which can be KFC's marketing strategy to seek profit and increase the number of customers. These four things need to be explored by the company so that the company knows what the desires and complaints of customers are about the services that the company currently provides. To then be repaired, updated and improved again by the company into a better service for customers to feel. These four aspects indicate things that need to be considered and considered by the company that may not have been paid too much attention by the company.

As with other restaurants, they are also trying to make their own strategy to keep their customers loyal to them and they are also trying to increase the number of their customers to increase their sales profit. They also try to provide good service. Therefore, it is necessary for KFC to improve its marketing strategy through upgrading children's play facilities in order to create a separate strategy compared to other restaurants. And they can get more customers because of the purchases made by 2 customers or even more people at once, namely these customers and the children they bring.

## Discussion

The current status quo, restaurant customers continue to grow every month, restaurant business competition shows good quality and service, making customers more interested and visiting often and staying in a food house according to their comfort and needs. This is because the convenience and needs of customers are now more visible because many customers now have many considerations, including the influence of the role of families, especially children, on parents. That can be in line with the likes of children with services, especially the facilities provided by restaurants, for example. In Manado itself, the number of restaurants with various facilities and good service is quite growing because many customers visit and eat more outside than at home, because many restaurants now have a solid number of visitors and even run out of several food menus when the restaurant has not closed.



With the current dominant type of Manado society who likes to eat out of the house, good service facilities are important for customers.

Service facilities have become an important factor for customers. The current situation sees facility service as an important factor for customers; with the role of the family that affects customers today means that the restaurant is very liked and needed by customers. However, because of the variety of other restaurants as well, many restaurants are trying their best to get customers and even loyal customers. The type of strategy that a restaurant employs can make customers switch from other restaurants. It should be emphasized how important customer engagement is to company profits; The right strategy can increase the number of restaurant visitors. Anything wrong will make them lose to other restaurants that are the current restaurant strategy where every restaurant will always provide the best service for customers and try to excel from other companies. The current condition of customer development leads to deeper customer decision making, in this case the KFC restaurant now acts as the sole franchise holder for the KFC brand in Indonesia, so that the restaurant's popularity compared to other big restaurant names is superior in reaching general customers. KFC restaurants also create trust and strong long-term relationships through providing greater flexibility in operating hours with complete facilities to meet customer needs and tastes. Customer purchasing decisions are defined as customer involvement, which are actions taken by customers to decide to buy according to customer needs. It should be noted that customer purchasing decisions ultimately come from various aspects considered by customers, in the end good service with good aspects will be chosen by customers.

Service is an activity or sequence of activities that occur in direct interaction between a person and another person or a physical machine, and provides customer satisfaction. Service is provided as an act or act of a person or organization to provide satisfaction to customers. Service is an action taken to fulfill the customer's desire for a product or service that they need. Services in the sense can be in the form of facilities. Facilities are physical resources that must exist before a service can be offered to consumers. Facilities can also be anything that makes it easier for consumers to get satisfaction. Because a form of service cannot be seen, cannot be smelled and cannot be touched, then the aspect of physical appearance becomes important as a measure of service. Customers will use the sense of sight to assess the quality of service. If a service company has adequate facilities so that it can make it easier for consumers to use its services and make consumers comfortable using these services, it will be able to influence consumers in making purchases of services.

In addition, companies that provide a pleasant atmosphere with attractive facility designs will influence consumers to make purchases. Facilities that are also important for KFC to pay attention to are the Children's Play Facilities. Children's Play Facilities are places that have been specifically developed to provide opportunities for children to play and be physically active, thus facilitating healthy growth and development. Children's play facilities are very good for increasing visitor attraction and increasing turnover income for restaurants. Children's Play Facilities provide opportunities for children to build active and healthy bodies and develop their decision-making, negotiation, and motor skills. Because children's play facilities can attract the attention of at least 2 customers, children and adults which of course can increase the number of customers and restaurant sales. This children's play facilities is one of the attractions for children when eating at a restaurant and at the same time it is a child's decision that can influence the purchasing decisions of adult customers. The findings suggest that family restaurant chains would benefit from adapting their communications and customer service to children, in order to reach and satisfy these customers, in addition to the parent customers.

This is what companies need to pay attention to, the interests of children's wants and needs that are decided by adult customers which can be referred to as Customer Integration. Customer integration is inherently suited to services, as many services cannot be delivered without customer contribution and active participation from the outset, this presents a huge potential that can be exploited by the company. Customer integration approach to children's play facilities consists of one or more aspects, some of which are Experience, Safety, Satisfaction, Selection eventually can be an important aspect for facilities to have big advantage toward other restaurant services in the market. The research that in this



scenario is to whether analyze Experience, Safety, Satisfaction, and Selection can give effect toward the customer integration.

### **Experience**

From the research result's first about Experience, of the ten interviewed informants, the dominant informant eats at KFC once with his child, 3 of them 3 to 5 times a month. This means that every month some even bring their children to eat at KFC more often. This is in line with the statement that in addition, Asian culture promotes hasty lifestyles resulting from academic pressures experienced by children, leaving less time for concerns about healthy dietary habits (Kumanyika, 2008). Which means adults are also concerned about children's eating habits. According to adults who bring children, eating out is one of the most effective ways to improve children's eating habits. By eating out at least every month, children seem to get an award for their eating habits. By being given the opportunity to eat out, children can increase their appetite with interesting things for those who are not in their respective homes. It is necessary for the restaurant to pay attention to that they do not have to worry about the lack of customers, parents and children. Because from the opinion of the informants it was proven that at least every month they must eat at their restaurant. What restaurants need to consider is how to increase the number of customers to become loyal customers. Companies can also look at what are the specific reasons customers eat at their restaurants. Customers who bring their children to eat at KFC Dominant think that the special reason they eat when they are going to eat out with children is just to please the child. That means the company got the answer that the main goal that is prioritized by adults who bring children is the interests of children. So companies need to pay attention to what is the center of attention of children when eating in restaurants so that it also affects adults to buy. Children's play facilities are facilities that are of concern to children. Companies need to pay more attention to this. Because based on the statements of adults, children's play facilities are not an excuse for all adults. Some of them said that they only focus on other reasons, namely food. Food is important but it is also important to pay attention to the child's eating intentions. Not all children have the intention of eating just like that, among them will eat if there is something that becomes the center of their attention to eat. It should be noted that the restaurant, adults do not really pay attention to the children's play facilities which could be because the facilities are less attractive. So need to upgrade the facilities of the restaurant.

### **Safety**

From the research result's second about Safety, in connection with situations that cause buying under pressure, one of which is when they (parents) themselves feel that the purchase is useful, safe, educational and affordable according to prasad. And judging from the statements of the adults interviewed, KFC's children's play facilities are still not too safe for them. Companies need to improve these facilities into play facilities that are much safer and less worrying for adults. Because this can have a big impact on customer loyalty. With their main goal being to eat at KFC because of the existence of children's play facilities, it means that children's play facilities play an important role in their purchasing decisions to eat at KFC. Because child safety is very important for adults.

### **Satisfaction**

From the research result's third about Satisfaction, satisfactions conveyed by the informants are in accordance with their wishes generally for the benefit of the children. The informants are more opinion for the satisfaction and comfort of the child. Indeed, few of the informants think that they are comfortable and have their own time with the Play Facilities. However, few of them were adult informants who brought their nieces and nephews who thought that they were comfortable when they saw their nieces and nephews enjoying playing. Seeing from customer statements that their safety and satisfaction is important, it is necessary to pay attention to the advantages and disadvantages of children's play facilities for customers. The advantages described by the informants are not detailed compared to the disadvantages of the children's play facilities. The advantages of children's play

facilities according to them are the same in general, children like and colorful that attracts attention. And the shortcomings of the children's play facilities described by the informants are on average the same, namely slides and stairs that are not safe. The slide that needs to be safer has its edge and part of the stairs that are less safe because the steps are too high for children. Adult supervision is required. This means that there is still a shortage of children's play facilities that need to be improved by the company. And customers have been giving advice to the company by providing adult supervisors for children because parents cannot supervise children every minute. Or the company could consider the children's play facilities much safer, the slide barriers safer and the stairs even lower.

### **Selection**

From the research result's fourth about Selection, Choice is a matter of determining for customers to become regular customers for a company. Through dominant customer statements, they stated that children's play facilities were their decision to buy food at KFC compared to other restaurants. However, companies need to pay attention to some of them stating that children's play facilities at KFC are their decision to buy compared to other restaurants because it depends on the child's mood. So companies need to take into account what children take into account so that they are interested in children's play facilities and continue to be recommended to adults when planning to eat at restaurants every time they eat out. Children belong also to the customer circle and their need should be fulfilled the same way as the needs and expectation of adults are fulfilled. Children belong also to the customer circle and their need should be fulfilled the same way as the needs and expectation of adults are fulfilled (Arnold, 2007).

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

1. Based on interviews with 10 informants who were adults who ate with children who had experienced children's play facilities at KFC Manado, the researcher concluded that studying customer integration was effective for children's play facilities at KFC Manado.
2. Customer Integration evidently important because it is based on experience, security, satisfaction, and selection of Customer. Children's Play Facilities can be made even better according to the wishes and desires that are integrated by the customer.
3. Customers love the Playground because their kids love it. The interests of children, influence their decisions. For customers, safe and attractive children's play facilities are a very important factor. Customers will decide to buy and even become loyal customers if the service to children is fulfilled. There are several things that affect customer integration with the Playground: Kids Fun, Child's Appetite, Child Safety, and Parents' Comfort.. Customers will integrate well for the company if the company also pays attention to the integration that customers show. What are their desires and complaints. Customers can fulfill what they expect.

### **Recommendation**

This study intends to explore in general about the integration of customers to the Playground at KFC MANADO. Here are some recommendations proposed and found with this research for customers, universities, and next researcher.

1. It is good to know about the customer integration because it explains their need and the factors of the Playground for their children.
2. To give some understanding about the hat factors that drive customers to stay loyal to eat in KFC. Therefore, it ca become the reference to improve and expand their market by improving the service.
3. To give some knowledge to give some knowledge for the students.
4. It is recommended to conduct research in wide areas of population.



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