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# The Influence of Brand Image and Prices on KFC Product Purchase Decision: Case Study at KFC Prabumulih Branch

## Arif Rahman Saputra

Master of Management, Sriwijaya University, Palembang, Indonesia  
Corresponding author email: [arifrahmansaputra1@gmail.com](mailto:arifrahmansaputra1@gmail.com)

## Zakaria Wahab

Lecturer of Magister Management, Economic Faculty, Sriwijaya University, Palembang, Indonesia  
Email: [zkwahab01@gmail.com](mailto:zkwahab01@gmail.com)

## Muchsin Saggaf Shihab

Lecturer of Bakrie University, Jakarta, Indonesia  
Email: [muchsin.shihab@bakrie.ac.id](mailto:muchsin.shihab@bakrie.ac.id)

## Marlina Widiyanti

Lecturer of Magister Management, Economic Faculty, Sriwijaya University, Palembang, Indonesia  
Email: [marlinawidiyanti68@yahoo.co.id](mailto:marlinawidiyanti68@yahoo.co.id)

**Abstract---** This study is to decide the impact of brand picture and cost on buying choices for KFC items (a contextual investigation at the KFC Prabumulih City branch). The populace in this study were all customers who bought KFC items at the Prabumulih part of KFC in 2022, and the example utilized in this study was 100 respondents utilizing the purposive examining strategy. The different direct relapse examination results show that brand picture significantly affects buying choices. Cost affects buying choices. KFC Indonesia ought normal to be all the more frequently engaged with get-togethers. Furthermore, it is trusted that KFC can offer more to the general climate by being engaged with typical food dispersion to individuals out of luck. Value, it is trusted that KFC Indonesia can add variations of the Goceng menu and menus at low costs. Since KFC's piece of the pie covers varying backgrounds in light of direct examination in the field, the typical KFC purchasers are school and undergrads. Adding more Goceng menus makes purchasers keener on purchasing KFC menus contrasted with other comparable drive-through joints.

**Keywords---** brand image, customers, price, purchase decision

## Introduction

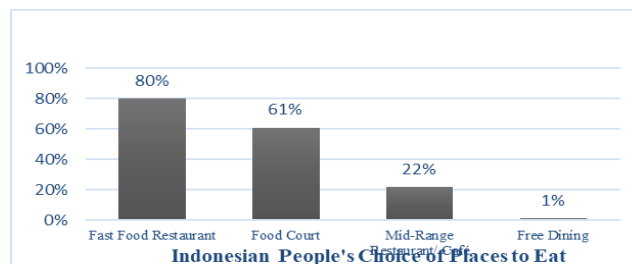


Figure 1. Survey of dining choices by Indonesian people in 2022

Source: [http://repository.unika.ac.id/8797/2/07.30.0020%20Benita%20Kristianto\\_BAB%20I.pdf](http://repository.unika.ac.id/8797/2/07.30.0020%20Benita%20Kristianto_BAB%20I.pdf)

Based on the data in Figure 1 above, it can be seen from the current reality—most people like things that are fast, practical, and instant. Therefore, Fast Food Restaurants or Fast Food are in great demand by young people and children, as well as adults. A restaurant or fast food restaurant business is a form of business where consumers have to queue for service, and as the name implies, fast food is one of its characteristics (Kristianto, 2021).

One example of a fast-food restaurant or fast food that is well known both in Indonesia and abroad is KFC (Kentucky Fried Chicken). KFC is a franchise trademark from the United States famous for its flagship menu, fried chicken. KFC can be classified into 50% service companies and 50% manufacturing companies because, in addition to offering products in the form of fried chicken, drinks, etc., KFC is also required to provide good service to consumers. Good service can be interpreted as fast and appropriate service so that consumers do not have to queue for too long (Kristianto, 2021).

Table 1  
Top brand for teens fast food restaurant category 2017-2021

No	Brand	Years (%)				
		2017	2018	2019	2020	2021
1	KFC	42.1	41.44	31.7	33.0	36.0
2	Mc Donald's	25.2	25.93	28.2	27.5	25.4
3	A&W	7.0	6.77			
4	CFC	5.2	4.50	5.7	5.7	7.1
5	Pizza Hut	5.0	3.46			
6	Hoka-Hoka Bento			12.1	11.7	8.9
7	Burger King			9.7	10.8	8.7

Data Source: [https://www.topbrand-award.com/top-brand-index/?tbi\\_find=kfc](https://www.topbrand-award.com/top-brand-index/?tbi_find=kfc), processed 2022

Based on the data in Table 1 above, it shows that the top brands for teens in the fast-food restaurant category in 2017-2021 show that KFC always shows the highest percentage when compared to other fast-food brands such as Mc Donald's, A&W, CFC, Pizza Hut, Hoka-Hoka Bento and Burger. King. This shows that KFC is the top brand that is the people's leading choice in choosing fast-food restaurants. In 2019 it showed the lowest percentage due to the start of the Covid-19 pandemic which caused a decrease in people's purchasing power and also had an impact on the decline in profits generated by KFC.

KFC (Kentucky Fried Chicken) is a fried chicken restaurant with the Company's main products, Colonel's Original Recipe and Hot & Crispy, which remains the most preferred fried chicken product among all fast-food restaurant brands throughout Indonesia, and is consistently rated as the best-fried chicken. Delicious version of various consumer surveys in Indonesia. The Company's products are grouped into several categories including Goceng Menu, Practical Menu, and other combination package menus. Fried Chicken has become people's favorite food. Born in the land of Uncle Sam in the 18th century, his presence is accepted in almost all countries. Present in Indonesia since 1978, this fast-food restaurant has 740 outlets spread across 169 cities throughout Indonesia. Presenting a variety of menus ranging from chicken, burgers, rice boxes, and various drinks, their presence in various cities is always welcomed by the public (Marifah, 2021).

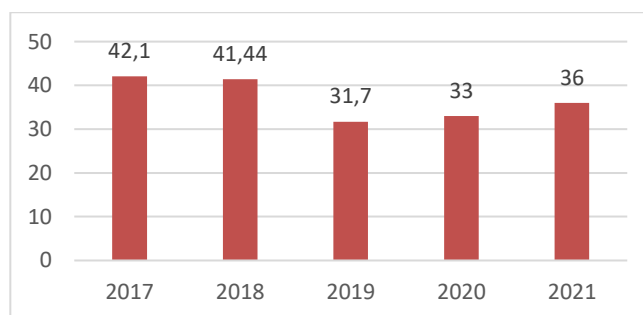


Figure 2. KFC growth year 2017-2022  
Source: Data Processed by Author, 2022

Based on the data in Figure 2, it shows that KFC's growth from 2017-2022 has fluctuated. In 2017 it showed a percentage of 42.1%. In 2018 showed a decrease to 41.44%. In 2019 there was a drastic decline due to the COVID-19 pandemic which caused many decreases in all sectors including KFC fast-food restaurants by 31.7%. In 2020 there was a slight increase compared to 2019 which was 33% and in 2021 it increased again by 36%.

These various innovations and menu variants have succeeded in making KFC the winner of the Indonesia Digital Popular Brand Award 2021 for the restaurant *fried chicken category*. The event took place on (30/06) by TRAS N CO Indonesia and InfoBrand.Id was held online, and the award was given to I Nyoman Mas Swastima, as Creative & Innovation Manager of PT Fast Food Indonesia Tbk. "This is proof of netizens' trust and appreciation for KFC Indonesia to be the best fast-food chicken restaurant, according to our tagline #JagonyaAyam. Hopefully in the future KFC will always touch the hearts of Indonesian people so that it will remain number one in their hearts." Said I Nyoman. Tri Raharjo also revealed that increasing community activities in the digital realm, apart from providing challenges, is also an opportunity to be known faster and more widely. Therefore, brands must increase digital activities by carrying out various strategies to increase brand awareness in the digital realm (Marifah, 2021).

KFC in Indonesia is different from KFC outlets in other countries. One of them is seen in the chicken rice menu offered by KFC Indonesia. This makes many foreigners curious to try it, one of which was done by a YouTuber named Conner Sullivan who came from America and was curious to try the KFC menu in Indonesia. Conner Sullivan said that there is something different that can be seen is the rice menu. In addition, KFC Indonesia also provides a variety of diverse drinks such as chocolate, matcha, and other drinks that he has never encountered in America. According to him, KFC Indonesia's fried chicken has a pretty good taste, especially when it's added with chili sauce, and you also have to use your hands to eat KFC here (Sääksjärvi & Samiee, 2011; Lien et al., 2015; Saraswati & Giantari, 2022).

In 2022, KFC Indonesia released its newest menu, which is called "rosemary butter grilled chicken", which serves grilled chicken pieces wrapped with a unique blend of herbs and spices that provide a different experience and new color for consumers. KFC's new menu, "rosemary butter grilled chicken," is priced at IDR. 19,091/ per chicken excluding tax. In addition, KFC Indonesia is expanding a special menu called the "classic menu," which is the menu offered by KFC when it arrived in Indonesia in 1979, to all regions. This classic menu features pieces of original chicken, bread, corn on the cob, coleslaw, and mashed potato accompanied by a distinctive gravy sauce (References).

Based on the data in Table 1 shows that the menu prices offered by KFC offer various prices and are included in the affordable category. This shows that KFC provides a variety of menu variants with different prices so they can reach all levels of society (Andryusalfikri & Widiyanti, 2019; Djatmiko & Pradana, 2016; Rybaczewska et al., 2020). The menu prices offered by KFC start from the fried menu or at a price of Rp. Five thousand consumers can already enjoy the menu at KFC. Based on direct interviews with consumers who have purchased KFC and several other types of fast food, they said that the menus chosen by KFC are the leading choice in choosing the type of fast-food restaurant with the many menu choices offered, and also the menu prices are lower when compared to other fast food such as McDonald's. Donald's.

Prabumulih city dubbed the city of pineapples with the motto "Singkok Sepemunyian," is one of the cities located in the province of South Sumatra. Prabumulih City has a population of approximately 200,000 people in 2019 and 193,196 people in 2020 with an area of 435.10 km (1,150.0/sq mi) and is the third-largest city in South Sumatra. Prabumulih City has 6 sub-districts and 37 sub-districts led by the mayor, namely Ir. H. Ridho Yahya, MM and the deputy mayor named H. Andriansyah Fikri, SH (www.wikipedia.org, 2022).

The writer will examine the KFC brand image based on the above phenomenon. With so much competition from fast-food restaurants and more and more of these, the researcher will do further research on KFC's brand image among the public. In addition to the brand image, with the increasing number of fast-food competitors and rapidly competitive price offerings, consumers are increasingly being offered more choices. This requires the strength of KFC to survive in the era of increasingly fierce business competition. So with that, the author wants to do research on brand image and price on purchasing decisions for KFC products by distributing questionnaires to all consumers who buy KFC at the Prabumulih city branch (Persson, 2010; Theotokis et al., 2012; Cretu & Brodie, 2007; Mahatama & Wardana, 2021).

## Literature Review

### *Buying decision*

The buying choice is a phase where customers have a decision and are prepared to make a buy or trade among cash and a guarantee to pay with proprietorship privileges or utilization of a thing or administration (Kotler & Keller,

2016). As per Kotler & Keller (2016), there are six aspects that impact shopper choices in making buys, including 1) item determination choices, 2) chose brand choices, 3) chose store choices, 4) amount choices, 5) choices with respect to the chose season of procurement, 6) choices in regards to the strategy for installment.

### *Brand image*

The brand picture depicts the outward idea of an item or administration remembering the way for which they attempt to meet the mental or social necessities of clients (Kotler & Keller, 2016). As per Kotler & Keller (2016), the principal aspects to shape the picture of a brand are as per the following: 1) brand character (brand personality), 2) brand character (brand character), 3) brand affiliation (brand affiliation), 4) brand disposition and conduct (brand mentalities and conduct), 5) brand advantage and skill (brand advantages and benefits).

### *Price*

Cost is how much cash is charged for an item or administration or how much worth that clients trade for the advantages of buying or utilizing an item or administration (Kotler & Armstrong, 2015). As indicated by Kotler and Armstrong (2015) states that the cost aspect comprises of: 1) cost moderateness, 2) cost appropriateness with item quality, 3) cost seriousness, 4) cost reasonableness with benefits.

### *Research methods*

The population in this study were all consumers who purchased KFC products at the Prabumulih branch of KFC in 2022. The sample was determined using the *purposive sampling method*, the sample used in this study was 100 respondents.

#### Individual Parameter Significance Test Results (t-Test)

- 1) The brand picture variable (X 1), has a beta worth of 0.538 with a critical worth of 0.000 which is more modest than 0.05. This shows that the brand picture variable decidedly and altogether impacts buying choices for KFC items in the city of Prabumulih. This demonstrates that the principal speculation on the brand picture variable makes a positive and huge difference and can be acknowledged.
- 2) The cost variable (X 2), has a beta of 0.340 with importance worth of 0.001 which is more modest than 0.05. This shows that the cost variable affects buying choices for KFC items in the city of Prabumulih. This demonstrates that the second speculation on the deal's advancement variable makes a positive and huge difference and can be acknowledged.

## **Result and Discussion**

Brand picture affects buying choices. These outcomes are in accordance with the consequences of exploration (Wu et al., 2022; Yulianti, 2020; Faddilah & Dwiarta, 2020; Haqiqi & Khuzaini, 2020; Anwar & Andrean, 2020; Firmanto, 2019; Amron, 2018; Foster, 2018; Novansa & Ali, 2018), shows the outcomes that brand picture affects buying choices.

The consequences of this study demonstrate that brand picture is related to a few pointers like brand character, brand character, brand affiliation, brand mentality and conduct, brand advantage and skill. The KFC marker frequently associated with get-togethers shows the least worth. It is suspected that the image of KFC is very familiar and has a good image among the wider community, so this indicator is not the main factor for potential consumers to make a purchase. Based on direct interviews with several respondents said that there is still a lack of KFC to be involved in events both locally and nationally. This is what still needs to be followed up to pay more attention in order to form a better image among the Indonesian people even though KFC is very familiar. The KFC menu item pointers are as of now natural to the overall population and shows the most noteworthy score. This shows that an intimately acquainted picture among people, in general, is the primary element for shoppers to make buys on the menus presented by KFC. Price has a positive and significant effect on purchasing decisions. These results are in line with the results of research from (Manyu et al., 2022; Levrini & Jeffman dos Santos, 2021; Fadli et al., 2021; Nazirah & Parani, 2021; Nazirah & Parani, 2021; Mukramah, 2020; Haqiqi & Khuzaini, 2020; Anwar & Andrean, 2020; Firmanto, 2019; Wahyuni & Ginting, 2019; Amron, 2018; Novansa & Ali, 2018), shows the results that the price has a positive and significant effect on purchasing decisions.

The consequences of the review demonstrate that the cost is related to a few pointers like cost moderateness, cost reasonableness with item quality, value intensity, and cost reasonableness with benefits. On the cost pointer, the menus presented by KFC match my assumptions, showing the least worth. It is thought that the evaluation on some KFC items is as yet seen by buyers to be altogether too costly for the quality and amount given. However, several respondents whom the author met with direct interviews, they said that when compared to similar competitors such as McDonalds and Burger King, the price. The prices offered by KFC are indeed more affordable. The KFC menu price indicator is affordable for all people and shows the highest value. This shows that although respondents said that some of the prices offered were not appropriate, consumers felt that almost all of the KFC menu prices offered affordable prices by offering Goceng menu prices that were more affordable. In addition to the Going menu, KFC also provides many other economic package menu variants such as the Winger package which already gets rice, 4 pieces of chicken wings, and soda drinks (Enneking et al., 2007; Basri et al., 2016; Vázquez-Rowe et al., 2013).

## Conclusion

Brand picture and cost affect buying choices for KFC items (contextual investigation at KFC Prabumulih branch).

## Suggestion

For KFC Indonesia

- 1) In the brand image variable, it is expected that KFC Indonesia will be more often involved in social events. In addition, it is hoped that KFC can contribute more to the surrounding environment by being involved in routine food distribution to people in need.
- 2) In the price variable, it is expected that KFC Indonesia can add variants of the Goceng menu and menus at low prices. Because KFC's market share covers all walks of life, but based on direct research in the field, the average KFC consumers are school and college students. The addition of more Goceng menus makes consumers more interested in buying KFC menus compared to other similar fast-food restaurants.

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