

THE INFLUENCE OF TASTE AND PRICE TO CUSTOMER LOYALTY WITH PURCHASE DECISION AS VARIABLES INTERVENING IN KENTUCKY FRIED CHICKEN (KFC) ARION MALL

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Abstract– This study aims to determine how much influence taste and price have on consumer loyalty with purchasing decisions as an intervening variable in KFC Arion Mall products. The method used is a method of data collection using a questionnaire measured by a Likert scale. The sampling method used accidental sampling technique with a total sample of 97 respondents. The strategy used in this research is a quantitative strategy as measured by the calculation of the correlation coefficient (partial and simultaneous) and the data analysis used is path analysis. Based on the results of statistical calculations, it shows: (1) the sig. t taste and price variables on purchasing decisions of 0.000. Where is the sig. t is less than 0.05. (2) sig. t taste, price, and purchase decision variables of 0.000 and sig. t is less than 0.05. (3) sig. t taste variable towards consumer loyalty with the purchase decision variable as an intervening variable of 0.000. Where is the sig. t is less than 0.05. (4) sig. t the price variable on consumer loyalty with the purchase decision variable as an intervening variable of 0.031. Where is the sig. t is less than 0.05. The value of R² on purchasing decisions is 56.1% and consumer loyalty is 61.8%. The conclusion is: partially taste affects purchasing decisions. Partially the price has an effect on purchasing decisions. Partially, purchasing decisions affect consumer loyalty. taste partially affects consumer loyalty. Partially, price affects consumer loyalty. Indirectly, taste affects consumer loyalty with the purchasing decision variable as an intervening variable. Indirectly, price affects consumer loyalty with the purchase decision variable as an intervening variable.

Keywords: *Taste, Price, Purchase Decision, Consumer Loyalty*

I. INTRODUCTION

During this period, business growth, especially in the Foods & Beverages sector, is growing rapidly. This can be observed if we go to a shopping center at every corner, we can find a cafe or coffee shop that offers a variety of menus ranging from heavy and light meals to various types of drinks. The very rapid development of the Foods & Bevarages business sector has also been accompanied by intense competition. To control the increasingly tighter competition, an effort is

needed to control it. One effort that can be done is to create a consumer-oriented marketing strategy with the main objective of achieving consumer loyalty.

Judging by the increase in competition, consumer loyalty has become a determining factor in long-term business profits. The number of loyal consumers as a sign that the company controls market share becomes more meaningful and significant than the number of consumers. More loyal consumers means that the implications for high profits. Loyal consumers will make repeat purchases of products or services from the same product or service providers, and are willing to pay higher prices for product quality and service quality, thereby increasing total sales revenue. So at this point many company managers focus on aspects of marketing management to increase consumer loyalty in order to gain a competitive advantage in this very tight competition.

Changes in a diverse consumption pattern of the community give rise to the concept of service or practical food presentation, one of which is the type of fast food (fast food). This business opportunity is used by many capital owners in the fast food restaurant industry. Fast food is food that is available fast and ready to eat, such as fried chicken, hamburger or pizza. And the ease with which it is easy to get ready-to-eat food on the market makes it easy to provide a wide variety of foods according to the tastes and purchasing power of consumers for these products or services. In addition, processing and serving is easier and faster, perfect for those who are always busy with their daily activities.

Kentucky Fried Chicken (KFC) is a business engaged in the Foods & Beverages sector, which provides services and sells products in the form of fried chicken. Kentucky Fried Chicken (KFC) also serves other menus such as Burger, Rice Chicken Pepper, Spaghetti, Zuppa Soup, Twisty, Scramble Egg and several types of drinks such as Soft Drink, Coffee Milk, Milk Tea, and Ice Cream. In big cities, fast food restaurants are now becoming a lifestyle trend, because of this the development of this business is growing rapidly, even triggering the emergence of similar businesses. Although many competitors have emerged, Kentucky Fried Chicken (KFC) at Arion Mall still has a place for its consumers. There are many types of non-profit organizations in Indonesia, one of which is a mosque. Mosque activities that focus on the interests of Muslims make the mosque into the category of non-profit organizations. The mosque also never looks for profit in carrying out its activities. Just like other non-profit organizations, mosques also receive funding from the community or Muslims around them. The mosque donors do not expect returns. This aims to make the mosque run programs that are social without prioritizing profit for the mosque itself.

One of the factors that encourage consumer decisions is the taste of consumers, through the taste given to consumers, it is hoped that consumers will be loyal to the products or services offered by the company providing the goods or services. Apart from taste, another factor that affects consumer loyalty is price. Price is something that is given up in exchange for goods and services (Tjiptono 2005: 34). In order to achieve success in marketing goods and services, managers must integrate with previous decisions in the areas of production, distribution and promotion strategies.

KFC can maintain its market share, therefore KFC must know the needs and wants of its customers, and develop an understanding of how consumers actually make their purchasing decisions. According to Setiadi (2003), consumer decision making is an interaction process that combines knowledge to evaluate two or more alternative behaviors, and selects one of them. The result of this integration process is a choice, which is presented cognitively as a desire to behave. The quality of the food and beverage menu produced by KFC gets the main attention, considering that the quality of the food and beverage menu is closely related to consumer satisfaction. This can be seen from the distinctive taste of KFC fried chicken and various menu packages that offer a wide variety of menu variations produced by KFC. Some information on consumer complaints at KFC

Arion Mall often occurs in long queues when ordering and the desired menu is sometimes not available at consumer demand.

Kentucky Fried Chicken (KFC) at Arion Mall The location of the KFC Arion Plaza branch or office in East Jakarta City, DKI Jakarta. Additional services include KFC delivery, Kentucky Fried Chicken delivery, KFC online order, KFC home delivery, KFC bucket, KFC hours and KFC order. Consumers can check the Kentucky Fried Chicken or KFC menu, there are many KFC menu choices that are evocative for consumers. Operational hours or operating hours for Kentucky Fried Chicken (KFC) Arion Mall on Mondays: 9:30 AM - 9:30 PM, Tuesday: 9:30 AM - 9:30 PM, Wednesday: 9:30 AM - 9:30 PM, Thursday: 9:30 AM - 9:30 PM, Friday: 9:30 AM - 9:30 PM, Saturday: 9:30 AM - 9:30 PM, Sunday: 9:30 AM - 9:30 PM. Kentucky Fried Chicken (KFC) Arion Mall usually provides information regarding KFC coupons, promotions and KFC discounts. And consumers or the public can also access other information online through the official website and mobile app. KFC is a fast food restaurant that serves chicken products and other products related to various variations of the chicken menu. There are so many fast food restaurants, there will be competition in presenting quality products that are liked by the public. KFC Arion mall must be well aware of this competition.

II. LITERATURE REVIEW

2.1 Research Review

The first research was conducted by Christy Rondonuwu and Michael Ch. Raintung with the title "Kesadaran Merek, Keragaman Produk, dan Kualitas produk pengaruhnya terhadap Keputusan konsumen membeli di KFC Manado" from the Faculty of Economics and Business, Management Department of Sam Ratulangi University Manado Journal EMBA Vol.4 No.4 September 2016. Sampling in this study conducted using purposive sampling method with a total sample of 165 respondents. The research objective is to evaluate the quality of services, products and prices on customer satisfaction and consumer loyalty. The analytical method used is Structural Equation Modeling (SEM). The results show that all indicators of service quality (X1) are significant or the probability value is smaller than 0.05. This means that all valid indicators are used to measure service quality (X1). all product measuring indicators (X2) are significant or the probability value is smaller than 0.05. This means that all valid indicators are used to measure the product (X2). all price indicators (X3) are significant or the probability value is smaller than 0.05. This means that all valid indicators are used to measure prices (X3). all indicators of consumer satisfaction (Y1) are significant or the probability value is smaller than 0.05. This means that all valid indicators are used to measure customer satisfaction (Y1). all indicators of loyalty (Y2) are significant or the probability value is smaller than 0.05. This means that all valid indicators are used to measure consumer loyalty.

The second study "Pengaruh Brand Image dan Harga terhadap Keputusan Pembelian konsumen pada produk Chicken KFC" was conducted by Yanuar Firmanto. Journal of Management and Business Vol. 3 No. 1 / April 2019. This study aims to determine the effect of brand image and price on consumer decisions on KFC chicken products at the Cibaduyut branch. The data analysis technique used is path analysis. The method used in this research is descriptive and verification methods. Samples were taken by accidental sampling method. The sample size was 88 people. The results of this study indicate that brand image has a significant effect on purchasing decisions for chicken products at Kentucky Fried Chicken (KFC) and price has a significant effect on purchasing decisions for chicken products at Kentucky Fried Chicken (KFC).

The third research was conducted by Andhika H. Susanto from the Faculty of Economics and Business International Business Administration (IBA) Manado University of Sam Ratulangi Program entitled "The Influence of Customer purchase decision in Customer satisfaction and It's Impact to Customer loyalty". This research was conducted in 2019, Journal of EMBA 1659 Vol.1

No.4 December 2013. The objectives of the study were: (1) to identify and analyze customer purchasing decisions that affect customer satisfaction, (2) to identify and analyze customer satisfaction affecting customer loyalty. , and (3) to identify and analyze customer purchasing decisions that affect customer loyalty. The internal population is students, workers, and fast food customers with a maximum sample of 130 respondents using Structural Equation Modeling (SEM). The result is that customer purchasing decisions have a significant effect on customer satisfaction, customer satisfaction has a significant effect on customer loyalty, and customer purchasing decisions have a significant effect on customer loyalty.

The fourth study entitled "Pengaruh Kualitas Pelayanan dan Citra Merek terhadap Kepuasan konsumen pada PT. Fast Food Indonesia, Tbk KFC Box Ramayana Pematangsiantar". The research was conducted by Nurul Nizar, Marto Silalahi, Sofiyani, Onita Sari Sinaga Management Study Program, Sultan Agung College of Economics, Journal of Management and Finance Volume: 7 No: 2 Year 2019. The objectives of this study are: To describe the quality of service, image brand and consumer satisfaction at PT Fast Food Indonesia, Tbk KFC BOX Ramayana Pematangsiantar. Furthermore, to determine the effect of service quality and brand image on consumer satisfaction at PT Fast Food Indonesia, Tbk KFC BOX Ramayana Pematangsiantar, either simultaneously or partially. The results of this study can be concluded as follows: Service quality, brand image and customer satisfaction are good. There is a positive and significant influence between service quality and brand image on customer satisfaction. There is a strong and positive relationship between service quality and brand image with customer satisfaction. The level of customer satisfaction can be explained by service quality and brand image. H0 is rejected, it means that service quality and brand image have a positive and significant effect on customer satisfaction both simultaneously and partially.

The fifth study entitled "Pengaruh Kualitas Layanan dan Produk terhadap Kepuasan serta Loyalitas Pelanggan KFC di Tangerang Selatan" was conducted by Yesenia, Edward H Siregar from the Department of Management, Faculty of Economics and Management, Bogor Agricultural University. Journal of Management Science Research Volume III No. 2, June 2018. The purpose of this study is to analyze the attributes of service and product quality that can affect KFC customer satisfaction and loyalty. The results of research with Important Performance Analysis (IPA) and the Customer Satisfaction Index (CSI) show that KFC's customer satisfaction level is 81.26% which indicates that customers are very satisfied. Based on the results of the Partial Least Squares (PLS) analysis, service quality has no significant effect on satisfaction but has a significant effect on customer loyalty in the total visitor, student and non-student model. Product quality has a significant effect on satisfaction in all models. Product quality has no significant effect on customer loyalty in the total visitor model, but product quality has a significant effect on loyalty in the student and non-student models, and satisfaction has a significant effect on loyalty in all models.

The sixth study entitled "Consumer Behavior towards Decision Making and Loyalty to Particular Brands". This research was conducted by Adunola Oluremi Oke, Parinda Kamolshotiros, Oluwamayowa Yewande Popoola, Musibau Akintunde Ajagbe, Olusola Joshua Olujobi in 2015, Universiti Teknologi Malaysia, Kuala Lumpur, Malaysia ". International Review of Management and Marketing. The survey method uses a questionnaire by giving questions to 50 consumers. Researchers used the Statistical Test for Social Sciences (SPSS version 19.0) as a data analysis tool to perform analyzes such as Chi-square and correlation analysis. The results of this study indicate that the factors that influence Thai consumer decisions on Oishi green tea are perceived value (brand awareness, brand association and brand loyalty) and perceived quality. In addition, there is a positive relationship between decision making behavior and consumer repurchase loyalty and word of mouth behavior. This study found that apart from the four main factors that were well thought out in the

literature review, there were many other factors (such as convenience of purchase, taste, price and packaging) that influenced consumers' decisions to buy and consume Oishi green tea.

The seventh research is entitled "Consumers Preference Of Fast Food Items in Kathmandu Valley". The research was conducted by Bharat Rai, Mphil, Rajshree Rawal. Nepal Commerce Campus, Faculty Of Management, TU. International Journal of Research and Review Vol.4 No.1; Ncc Journal 2019. The purpose of identifying and evaluating 5 variables of consumer preference for fast food in the Kathmandu Valley. Taste, price, atmosphere and location were taken as independent variables and brand preference was taken as the dependent variable in this study. This study used a descriptive and causal research design. The sample taken was 226. This primary data used a structured questionnaire on fast food consumers of Kathmandu Valley University students. To analyze the data collected, descriptive statistics, Pearson correlation and regression analysis, to analyze the data using SPSS. With correlation analysis, there is a significant relationship between the independent (taste, price, atmosphere and location) and the dependent variable (preferred brand). Based on the regression analysis, taste, atmosphere and location have a significant and positive effect on consumer preferences for fast food.

The eighth research entitled "Product Quality, Brand Image and Pricing To Improve Satisfaction Impact on Customer Loyalty" this research was conducted by Tubagus Agus Khoironi, Hidayat Syah, Parlindungan Dongoran from Bina Bangsa University Banten, Indonesia, Syekh Yusuf Islamic University, Tangerang, Banten, Indonesia in 2018. Journal International Review of Management and Marketing. The purpose of this study was to determine and analyze the effect of product quality, brand image, and price partially or simultaneously on customer satisfaction. The population of this research is customers of SMEs in the Emping Melinjo Industry Sector in Banten Province. The research method used in this research is descriptive survey method and explanatory survey with a sample size of 255 respondents, and the data analysis method used is structural equation modeling. Based on the research results, that product quality, brand image, and price partially or simultaneously have a positive and significant effect on customer satisfaction. The results also show that customer satisfaction is a partial intervening variable on the effect of product quality, brand image, and price on customer loyalty.

2.2 Definition of Marketing

Marketing is one of the main activities that a company needs to carry out, be it a goods or service company, in an effort to maintain its business continuity. This is because marketing is one of the company's activities, which is directly related to consumers. Then, marketing activities can be interpreted as human activities that take place in relation to the market.

According to Miller and Layton cited by Tjiptono (2014: 3), Marketing is a total system of business activities designed to plan, set prices, promotion and distribute products, services and ideas that are able to satisfy the desires of target markets in order to achieve organizational goals.

According to Swastha in Danang (2012: 18), defining Marketing is the overall system of business activities aimed at planning services and ideas to target markets in order to achieve organizational goals.

According to the American Marketing Association (AMA) in Setyaningrum, (2015: 7) defines Marketing as the process of planning and implementing conception, pricing (princing), promotion, and distribution of ideas, goods, and services to create exchanges that will satisfy the goals of individuals and organizations.

According to Setiyaningrum, et al (2015: 23), marketing is a combination of science and art, so that marketing becomes a very interesting subject to study and apply in daily activities, especially in companies because marketing activities can revive, advance, and bring down a company.

2.3 Definition of Taste

Taste is a way of selecting food or drinks that are distinguished from that taste (Drummond & Brefere, 2010). The behavior of a person in enjoying everything that is consumed must be the first to judge from the taste of the meal that will be eaten, the taste or the food quality itself. High taste allows one to judge the taste of the meal whether it is suitable for consumption or not.

2.4 Indicators of Taste

Taste can be influenced by three factors, namely smell, taste and oral stimulation (Garrow and James, 2010: 124):

1. Smell

Is a component of the taste in food or drink that can give an aroma and can also tell from the taste contained in the food.

2. Taste

Taste can be recognized by the presence of cecepan buds located on the papilla, which is the orange blood stain located on the tongue. In children the taste buds are located on the pharynx, and the palate on the soft or hard part of the palate and are also located on the tongue.

3. Mouth stimulation

It is a person's feeling that arises after swallowing a drink which can stimulate the taste buds under the skin of the face, tongue, or teeth which can cause feelings. Taste can affect the texture of a material because it can be generated from it.

So it can be said that this research can obtain a change in texture, if the material can make the taste or smell that is caused can change because it affects the speed at which an stimulation occurs in the olfactory receptor cells or the salivary glands, because the thicker the material, the taste, smell, as well as a diminished taste in acceptance of that intensity.

2.5 Price

Price is very important for customers because it will be a guide to measure the suitability between the benefits of the product received and the sacrifices that have been given either in the form of money or certain sacrifices. Customers will also make price one of the standards for the level of perceived satisfaction.

According to Kotler and Armstrong (2014: 313) explain that price is the amount of money charged for a product or service, or the sum of the values that customers exchange for the benefits of having or using the product or service. This definition implies that the price is an amount of money that must be prepared by customers who want to get goods or services or the amount of value that consumers exchange for the benefits of owning or using the product or service.

According to Tjiptono (2014: 193), price can be interpreted as the amount of money or monetary units and / or other (non-monetary) aspect units that contain certain uses needed to obtain a service.

From the understanding of the price above, it can be concluded that the price is an amount of money that must be paid by the consumer to the service provider of goods and services in order to get the benefits of using the product, thus providing reciprocity between the consumer and the company.

2.6 Indicators of Price

The indicators used in pricing include (Tjiptono, 2014: 209-211), as follows:

1. Pricing decision, is an element of the marketing mix that is flexible, meaning that it can change quickly. From a consumer's point of view, price is associated with the perceived benefits of a good or service. At a certain price level, if the benefits received by consumers increase, the value will also increase. Likewise, on the contrary, at a certain price level, the value of a good or service increases with the increase in benefits obtained.

2. Price elasticity, which reflects the sensitivity of demand to changes in the level of demand for prices. The price chosen has a direct effect on and determines the level of activity.

3. Competitor prices are other factors that influence pricing decisions. if the price is too high, while the competitor charges a lower price, then the customer can turn to a competitor.

2.7 Pricing Methods

According to Tjiptono (2015: 298), pricing methods can be broadly grouped into four main categories, namely demand-based, cost-based, profit-based, and competition-based pricing methods, as follows:

1. Demand-Based Pricing Methods

Is a method that emphasizes factors that influence customer tastes and referrals rather than factors such as cost, profit, and competition. Customer demand itself is based on various considerations, including:

- a. Customers' ability to buy (purchasing power)
- b. Customer willingness to buy
- c. A product in the customer's lifestyle, which concerns whether the product is a status symbol or just a product that is used daily
- d. The benefits that these products provide to customers
- e. The price of substitute products
- f. The potential market for these products
- g. Characteristics of non-price competition
- h. General consumer behavior
- i. Segments in the market

2. Cost-Based Pricing Method

In this method, the main determining factor for price is the supply or cost aspect, not the demand aspect. Prices are determined based on production and marketing costs plus a certain amount so as to cover direct costs, overhead costs, and profits.

3. Profit-Based Pricing Method

This method seeks to balance income and costs in pricing. These efforts can be made on the basis of specific profit volume targets or expressed as a percentage of sales or investment. This profit-

based pricing method consists of target profit pricing, target return on sales pricing, and target return on investment pricing.

4. Competition-Based Pricing Methods

Apart from being based on considerations of cost, demand or profit, prices can also be determined on the basis of competition, namely what competitors are doing. Competition-based pricing methods consist of customary pricing; above, at, or below market pricing; loss leader pricing; and sealed bid pricing.

2.8 Buying Decision

Setiadi stated that consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. Purchasing decisions according to Buchari are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and process, so as to form an attitude towards consumers to process all information and draw conclusions in the form of responses which appears what product to buy. Based on the definition above, it can be concluded that the purchase decision is a process of evaluation and consumer attitudes to process data into a response to make a purchase.

According to Swastha and Handoko, there are five roles of individuals in a buying decision, namely:

1. Taking initiative (initiator): an individual who has the initiative to purchase certain goods or who has a need or desire but does not have the authority to do it himself.
2. Influencers: individuals who influence the decision to buy either intentionally or unintentionally.
3. Decider: the individual who decides whether to buy or not, what to buy, how to buy it, when and where to buy it.
4. Buyer (buyer): the individual who made the actual purchase.
5. User: individuals who enjoy or use the products or services purchased.

A company needs to know about these roles because all roles have implications for designing products, determining messages and allocating promotional budget costs as well as creating marketing programs according to buyers.

2.9 Level of Customer Buying Decision

Schiffman and Kanuk stated that there are three actions in consumer decision making, namely:

1. Extensive Solving Program

When consumers do not have criteria to evaluate a particular product category or a particular brand cannot narrow down the three numbers of brands into a small scope, then consumer decision making efforts are categorized as general problem solving. At this level, consumers need a lot of information to be able to make and assess some of the desired criteria.

2. Limited Probling Solving

At this level, consumers have made basic criteria for evaluating product categories and the various brands contained in these categories, but consumers still have to collect various information to differentiate brands or from others.

3. Routinized Response Behavior

At this level, consumers already have experience with the product category and have established criteria for evaluating the brands they are considering. Some consumers are still looking for

additional information about their products, while others only review information that is already known.

2.10 Customer Loyalty

Customer loyalty is not formed in a short time but through a learning process and based on the experience of the customer itself from consistent purchases over time. If what is obtained is in accordance with expectations, then this buying process will continue to be repeated. It can be said that customer loyalty has arisen. If from his experience, customers do not get a satisfying brand, then he will not stop to try other brands until he gets a product or service that meets the criteria they set. Loyalty is the amount of consumption and the frequency of purchases made by a customer for a company.

Ali Hasan defines customer loyalty as people who buy, especially those who buy regularly and repeatedly (Ali Hasan 2013: 123). A customer is someone who continuously and repeatedly comes to the same place to satisfy his desires by having a product or getting a service and paying for the product or service. Loyalty is actually a habit of repetitive purchasing behavior, high linkages and involvement in the choice, which begins with the exposure of external information and evaluation of alternatives to existing products.

From the definition above, it can be concluded that customer loyalty is a deep commitment to repurchase or subscribe to a product or service consistently in the future. So that it can lead to repeated purchases of the same brand even though there are situations and various marketing efforts that have the potential to cause brand transfer actions, companies to get customer loyalty or loyalty need precise and complex marketing strategies.

A consumer can become a loyal customer because of several factors that determine loyalty to a product or service. In building and increasing customer loyalty, companies must pay attention to the factors that influence it. According to Robinette, the factors that influence customer loyalty are caring, trust, length of patronage, and overall satisfaction (Robinette 2011: 13).

According to Fredericks and Salter in Egan (2011: 62), there are five factors that determine a consumer's loyalty to the brand they use, namely:

1. Brand Value.
2. Individual characteristics possessed by customers.
3. Switching barrier.
4. Customer satisfaction.
5. And the market environment.

III. RESEARCH METHOD

3.1 Research Strategy

The strategy used in this research is to use a quantitative approach, namely the associative research strategy used to determine the relationship between two or more variables. Where this research aims to determine the effect of taste (X1) and price (X2) on Consumer Loyalty ($Y \rightarrow I$) with purchase decisions (Y2) as intervening at KFC Arion mall.

3.2 Research Population

According to Sugiyono (2016: 116) The population can be divided into two types, namely the sampling population or research population and the target population or target population, where the target population has a size larger than the sampling population size. Population sampling is a unit of analysis that provides information or data required by a study or research. While the target population is all units of analysis within the research area.

Population is a generalization area consisting of objects / subjects that have certain qualities and characteristics that are determined by the researcher for study and then draw conclusions. In this study the population is the customers who make purchases at KFC Arion Mall so that the number of population is not known precisely, due to factors of limited funds, energy and time so this research was conducted by sampling.

The populations in this study include:

1. General Population

The population in this study were all consumers of Arion Mall's KFC (Kentucky Fried Chicken) products. In the period of July 2020, men / women who are at least 15 years old are considered capable of understanding the statements given in the questionnaire.

2. Target Population

The target population in this study were consumers of KFC (Kentucky Fried Chicken) Arion Mall products. Who have made purchases 3 or more times.

In this study, the consumers of KFC (Kentucky Fried Chicken) Arion Mall, totaling 97 consumers. From this population, samples will be drawn to be used in this study as respondents. This population collection was taken at KFC (Kentucky Fried Chicken) Arion Mall. Which is located at Arion Plaza, 1st Floor, Jln. Pemuda No. 3-4, RT.002/RW.007, Rawamangun, Kecamatan Pulo Gadung, Kota Jakarta Timur, Daerah Khusus Ibukota Jakarta 13220.

3.3 Research Sample

According to Sugiyono (2016: 81) the sample is part of the number and characteristics of the population. If the population is large and it is impossible for the researcher to study everything in the population, for example, because of limited funds, energy and time, the researcher can use a sample drawn from that population. Homogeneous population elements mean that the population has the same criteria, so there is no need to question how much the number of sample sizes must be taken, research on all elements in the population makes no sense, and if the population is homogeneous, then a smaller sample can be used (Sekaran, 2016: 252).

Sampling in this case uses an accidental sampling technique which takes a sample of each customer who meets the criteria and is met when the researcher makes a purchase at KFC Arion mall, so that everyone does not have the same opportunity to become a sample. This technique was chosen by researchers because researchers also have limited time and funds. Sugiyono (2016: 58) for the population size in the study that cannot be known with certainty, the sample size used can be calculated with the following formula:

$$n = \frac{Z^2}{4(\text{Moe})^2}$$

Information:

n = Sample size

Z = score at a certain level of significance (95% confidence level) then Z = 1.96

Moe = Margin of error, the maximum error rate is 10%

By using the formula above, the following calculations are obtained:

$$n = \frac{(1,96)^2}{4(10\%)^2} \quad n = 96,04 \text{ or rounded to } 97.$$

From the results of the above calculations, the number of samples to be studied is 97 respondents who made purchases at KFC Arion mall. Samples were taken by purposive sampling method, namely sampling based on the needs of the sample the researcher wants in accordance with the criteria.

3.4 Types of Research Data

1. Primary Data

Primary data is data that is obtained directly in an object of research. The type of data obtained from the objects we examine directly. In this study, primary data was obtained through distributing questionnaires on a Likert scale to 97 respondents by asking customers to fill out a questionnaire that had been prepared.

2. Secondary Data

Secondary data is data obtained indirectly through intermediary media. In obtaining secondary data, the writer studies books and literature related to research problems. In addition, the authors also make direct quotations from the theories that are the basis of this research, by reading books, articles and other information from the internet and websites related to this research.

3.5 Measurement Scale

Data collection using a questionnaire or a list of questions related to the problem to be studied. In this study the authors will manage the data by providing an assessment of the instrument or questionnaire distributed to respondents using a Likert scale.

According to Sugiyono (2016: 93) explains that "Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. In the Likert scale, used the score (weighted value) given to the answers provided in each question. The alternative answers provided can be seen in Table 3.1 below:

Table 3.1
Likert Scale

No.	Criteria	Score
1	Strongly Agree	4
2	Agree	3
3	Disagree	2
4	Strongly Disagree	1

Source: Sugiyono (2017: 93)

3.6 Hypothesis Testing

After conducting various evaluations, both the outer model and the inner model, the next step is to do hypothesis testing. Hypothesis testing is used to explain the direction of the relationship between endogenous and exogenous variables. Hypothesis testing is done by looking at the probability value and t-statistic. For the probability value, the p-value with an alpha of 5% is <0.05 . The t-table value for 5% alpha is 1.96. So that the criteria for acceptance of the Hypothesis are when the $t\text{-statistic} > t\text{-table}$ (Ghozali, 2015: 42).

A hypothesis that can be accepted or must be rejected can be statistically calculated through its significance level. The level of significance used in this study was 5%. If the selected significance level is 5%, the significance level or the confidence level is 0.05 to reject a hypothesis. In this study there is a 5% chance of making the wrong decision and a 95% chance of making the right decision.

Based on previous results and rationalization of the relationship between variables in this study, the hypothesis proposed in this study are as follows:

1. The direct effect of taste (X1) on purchasing decisions (Y1).

Determine H0 and H1a

H0: $\beta = 0$ There is no direct positive and significant influence between taste and purchasing decisions

Ha: $\beta \neq 0$ There is a direct positive and significant influence between taste and purchasing decisions.

Criteria:

H0 is rejected or Ha is accepted if the significance is <0.05 .

H0 is accepted or Ha is rejected if the significance is ≥ 0.05 .

2. Direct effect of price (X2) on purchasing decisions (Y1).

Determine H0 and H1a

H0: $\beta = 0$ Directly there is no positive and significant influence between price on purchasing decisions.

Ha: $\beta \neq 0$ Directly there is a positive and significant influence between price on purchasing decisions.

Criteria:

H0 is rejected or Ha is accepted if the significance is <0.05 .

H0 is accepted or Ha is rejected if the significance is ≥ 0.05 .

3. The effect of taste (X1) on consumer loyalty (Y2).

Determine H10 and H1a

H0: $\beta = 0$ There is no direct positive and significant influence between taste and consumer loyalty.

Ha: $\beta \neq 0$ Directly, there is a positive and significant influence between taste and consumer loyalty.

Criteria:

H0 is rejected or Ha is accepted if the significance is < 0.05 .

H0 is accepted or Ha is rejected if the significance is ≥ 0.05 .

4. The effect of price (X2) on consumer loyalty (Y2).

Determine H10 and H1a

H0: $\beta = 0$ Directly there is no positive and significant effect between price on consumer loyalty.

Ha: $\beta \neq 0$ Directly there is a positive and significant influence between price on consumer loyalty.

Criteria:

H0 is rejected or Ha is accepted if the significance is < 0.05 .

H0 is accepted or Ha is rejected if the significance is ≥ 0.05 .

5. Direct effect of purchasing decisions (Y1) on consumer loyalty (Y2)

Determine H10 and H1a

H0: $\beta = 0$ Directly there is no positive and significant influence between purchasing decisions on consumer loyalty

Ha: $\beta \neq 0$ Directly there is a positive and significant influence between purchasing decisions on consumer loyalty.

Criteria:

H0 is rejected or Ha is accepted if the significance is < 0.05 .

H0 is accepted or Ha is rejected if the significance is ≥ 0.05

6. Indirect effect of taste (X2) through purchasing decisions (Y1) on consumer loyalty (Y2).

Determine H10 and H1a

H0: $\beta = 0$ Indirectly there is no positive and significant influence between taste through purchasing decisions on consumer loyalty

Ha: $\beta \neq 0$ Indirectly there is a positive and significant influence between taste through purchasing decisions on consumer loyalty.

Criteria:

H0 is rejected or Ha is accepted if the significance is < 0.05 .

H0 is accepted or Ha is rejected if the significance is ≥ 0.05

7. Indirect effect of price (X1) through purchasing decisions (Y1) on consumer loyalty (Y2)

Determine H10 and H1a

H0: $\beta = 0$ Indirectly there is no positive and significant influence between price through purchasing decisions on consumer loyalty.

Ha: $\beta \neq 0$ Indirectly there is a positive and significant influence between price through purchasing decisions on consumer loyalty.

Criteria:

H0 is rejected or Ha is accepted if the significance is < 0.05 .

H0 is accepted or Ha is rejected if the significance is ≥ 0.05

IV. RESEARCH RESULTS AND DISCUSSION

4.1 Respondent Data

In an overview of respondents, data that has been obtained from research that has been conducted on 97 respondents will be presented. Collecting data from research is about the effect of taste and price on consumer loyalty with purchasing decisions as an intervening variable in Arion Mall's Kentucky Fried Chicken (KFC) product. This report will present data regarding the profile of the respondents consisting of gender, age, monthly income, number of visits.

1. Respondents based on gender

Table 4.1.

Profile of Respondents by Gender

No	Gender	Number of People	Percentage
1	Woman	59	61%
2	Man	38	39%
Total		97	100 %

Source: Data processed (2020)

Based on Table 4.1. It can be seen that of the 97 respondents who have been researched based on the respondent profile based on gender, the respondents who made the most purchases at KFC Arion Mall were 59 women with a percentage of 61%, while the male respondents were 38 respondents with a percentage 39%.

2. Respondents based on age level

Table 4.2.

Profile of Respondents by Age Level

No	Age	Number of People	Percentage
1	< 15 Years old	4	4%
2	15 – 30 Years old	78	81%
3	31 – 40 Years old	11	11%
4	>40 Years old	4	4%
Total		97	100%

Source: Data processed (2020)

Based on Table 4.2. It can be seen that of the 97 respondents who have been researched based on the respondent profile based on the age level, the respondents who made the most purchases at KFC Arion Mall were 78 people aged 15-30 years with a percentage of 81%, while the age <15 years were 4 people. with a percentage of 4%, followed by 11 people aged 31-40 years with a percentage of 11%, and > 40 years old as many as 4 people with a percentage of 4%.

3. Respondents based on income per month

Table 4.3.
Profile of Respondents Based on Income Per Month

No.	Income	Number of People	Percentage
1	< Rp. 3.000.000,-	27	28%
2	Rp. 3.000.000,- to Rp. 5.000.000,-	35	36%
3	Rp. 5.000.000,- to Rp. 8.000.000,-	32	33%
4	>Rp. 8.000.000,-	3	3%
Total		97	100%

Source: Data processed (2020)

Based on Table 4.3. It can be seen that of the 97 respondents who have been researched based on the respondent's profile based on the income level of the respondent, the one who made the most purchases at KFC Arion Mall was the one who had an income per month of Rp. 3,000,000, - up to Rp. 5,000,000, - with a total of 35 people and a percentage of 36%, followed by a monthly income of Rp. 5,000,000, - up to Rp. 8,000,000, - a number of 32 people and the percentage is 33%, then <Rp. 3,000,000, - 27 people with a percentage of 28 people, and > Rp. 8,000,000, - as many as 3 people with a percentage of 3%.

4. Respondents based on the number of visits

Table 4.4.
Respondent Profile Based on Number of Visits

No	Visit	Number of People	Percentage
1	1 – 2 times	41	42%
2	3 – 4 times	47	49%
3	≥ 5 times	9	9%
Jumlah		97	100%

Source: Data processed (2020)

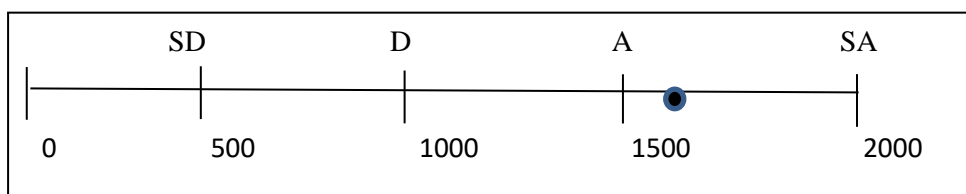
Based on Table 4.4. It can be seen that of the 97 respondents who have been researched based on the respondent's profile based on the number of visits the respondent who made the most purchases at KFC Arion Mall was 3-4 visits with 47 people and a percentage of 49%, then 1-2 times as many as 47 people with a percentage of 49% and ≥ 5 times as many as 9 people with a percentage of 9%.

4.2 Data Description

The data used in this study were obtained from filling out a questionnaire with a Likert scale by KFC Arion Mall customers as many as 97 customers. The variables used in the study are as follows: Image taste variable (X1), price (X2), consumer loyalty (Y), purchase decision (Z).

For the independent variable (X1), namely the taste proposed for 97 respondents, the number of criteria is obtained (if each question gets the highest score) $X1 = 4 \times 97 \times 5 = 1940$. The total score of the data collection was 1546, thus the quality of the product according to the perceptions of 97 respondents was 1546: 1940 = 79.69% of the established criteria. These results can be illustrated in the following diagram:

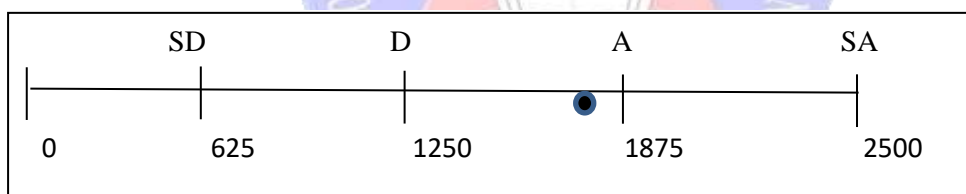
Picture 4.1
Taste Variable Likert Scale Diagram (X1)



From the diagram above, it can be concluded that the respondent about the taste variable (X1) lies in the area that strongly agrees.

For the independent variable (X2), namely the price proposed for 97 respondents, the number of criteria obtained (if each question gets the highest score) $X1 = 4 \times 97 \times 6 = 2328$. The total score of the data collection was 1761, thus the quality of the product according to the perceptions of 97 respondents was 1761: 2328 = 75.64% of the established criteria. These results can be illustrated in the following diagram:

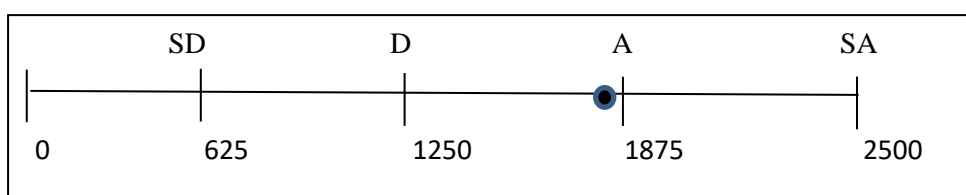
Picture 4.2
Price Variable Likert Scale Diagram (X2)



From the diagram above it can be concluded that the respondent about the price variable (X2) lies in the agreed area.

For the independent variable (Y), namely consumer loyalty proposed for 97 respondents, the number of criteria obtained (if each question gets the highest score) $X1 = 4 \times 97 \times 6 = 2328$. The total score of the data collection was 1823, thus the product quality according to the perceptions of 97 respondents was 1823: 2328 = 78.30% of the established criteria. These results can be illustrated in the following diagram:

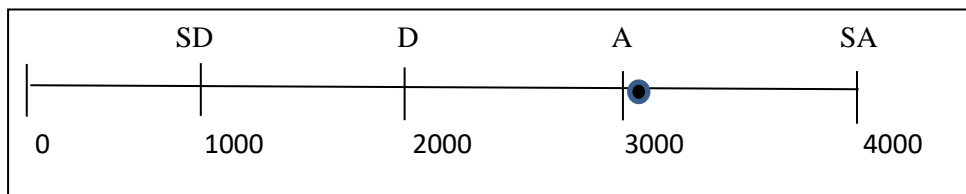
Picture 4.3
Likert-scale diagram of variable consumer loyalty (Y)



From the diagram above it can be concluded that the respondent about the consumer loyalty variable (Y) lies in the agreed area.

For the independent variable (Z), namely the purchase decision proposed for 97 respondents, the number of criteria obtained (if each question gets the highest score) $X1 = 4 \times 97 \times 10 = 3880$. The total score of the data collection was 3038, thus the quality of the product according to the perceptions of 97 respondents was 3038: $3880 = 78.29\%$ of the established criteria. These results can be illustrated in the following diagram:

Picture 4.3
Likert Scale Diagram Variable purchase decision (Z)



From the diagram above, it can be concluded that the respondent about the purchasing decision variable (Z) lies in a strongly agreed area.

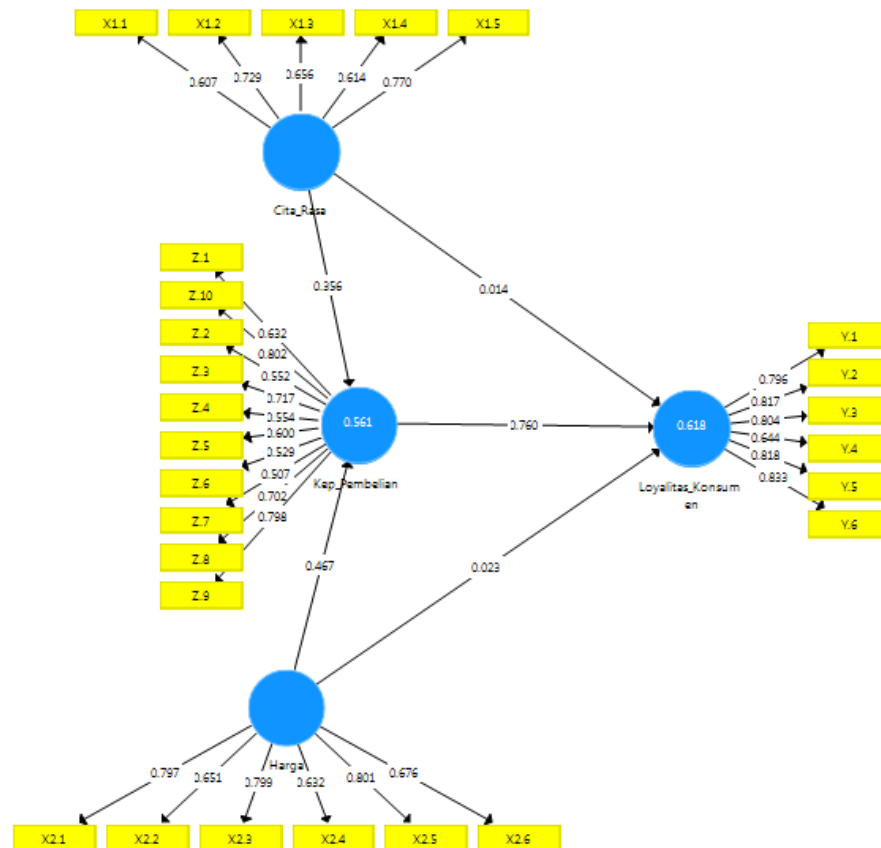
4.3 Data Analyst

Data processing techniques using the SEM method based on Partial Least Square (PLS) require 2 stages to assess the Fit Model of a research model, these stages are as follows:

Evaluation of Measurement (Outer) Model

The measurement model for the validity and reliability test, the model determination coefficient, and the path coefficient for the equation model, can be seen in Picture 4.4 below:

Picture 4.4
PLS Algorithm results



Source: PLS 2020 output

Convergent Validity

Convergent validity aims to measure the suitability between indicators of variable measurement results and theoretical concepts that explain the existence of indicators from these variables. The convergent validity test can be evaluated in three stages, namely outer loadings, composite reliability, and average variance extracted (AVE).

Table 4.1
Outer Loading

	Taste	Price	Buying Decision	Customer Loyalty
X1.1	0.607			
X1.2	0.729			
X1.3	0.656			
X1.4	0.614			
X1.5	0.770			
X2.1		0.797		
X2.2		0.651		
X2.3		0.799		
X2.4		0.632		
X2.5		0.801		
X2.6		0.676		
Y1.1			0.632	
Y1.2			0.552	
Y1.3			0.717	
Y1.4			0.554	
Y1.5			0.600	
Y1.6			0.529	
Y1.7			0.507	
Y1.8			0.702	
Y1.9			0.798	
Y1.10			0.802	
Y2.1				0.796
Y2.2				0.817
Y2.3				0.804
Y2.4				0.644
Y2.5				0.818
Y2.6				0.838

From table 4.1 it can be seen that some validity values for each indicator of each latent variable are good because they have a loading factor value of more than 0.50.

Picture 4.5
Composite Reliability, Cronbach Alpha, dan AVE

The image shows a screenshot of a statistical software interface, likely PLS-PathSmart, displaying a table of reliability and AVE values. The table has five columns: 'Matriks', 'Cronbach's Alpha', 'rho_A', 'Reliabilitas Komposit', and 'Rata-rata Varians I'. The rows correspond to the latent variables: 'Cita_Rasa', 'Harga', 'Kep_Pembelian', and 'Loyalitas_Kons...'. The values are: Cita_Rasa (0.779, 0.837, 0.847, 0.532), Harga (0.827, 0.864, 0.870, 0.530), Kep_Pembelian (0.830, 0.851, 0.874, 0.503), and Loyalitas_Kons... (0.876, 0.896, 0.906, 0.619).

Matriks	Cronbach's Alpha	rho_A	Reliabilitas Komposit	Rata-rata Varians I
Cita_Rasa	0.779	0.837	0.847	0.532
Harga	0.827	0.864	0.870	0.530
Kep_Pembelian	0.830	0.851	0.874	0.503
Loyalitas_Kons...	0.876	0.896	0.906	0.619

Sumber: Output PLS

From Figure 4.5 the construct (Cita Rasa, Harga, Keputusan Pembelian, and Loyalitas Pelanggan) has a good value because it has a composite reliability value of more than 0.60 and an AVE value of more than 0.50.

Discriminant Validity

Discriminant validity is used to ensure that each concept of a latent variable is different from other variables. The model has good discriminant validity if each loading value of each indicator of a latent variable has the greatest loading value with other loading values against other latent variables. The results of discriminant validity testing were obtained as follows:

Picture 4.6
Discriminant Validity

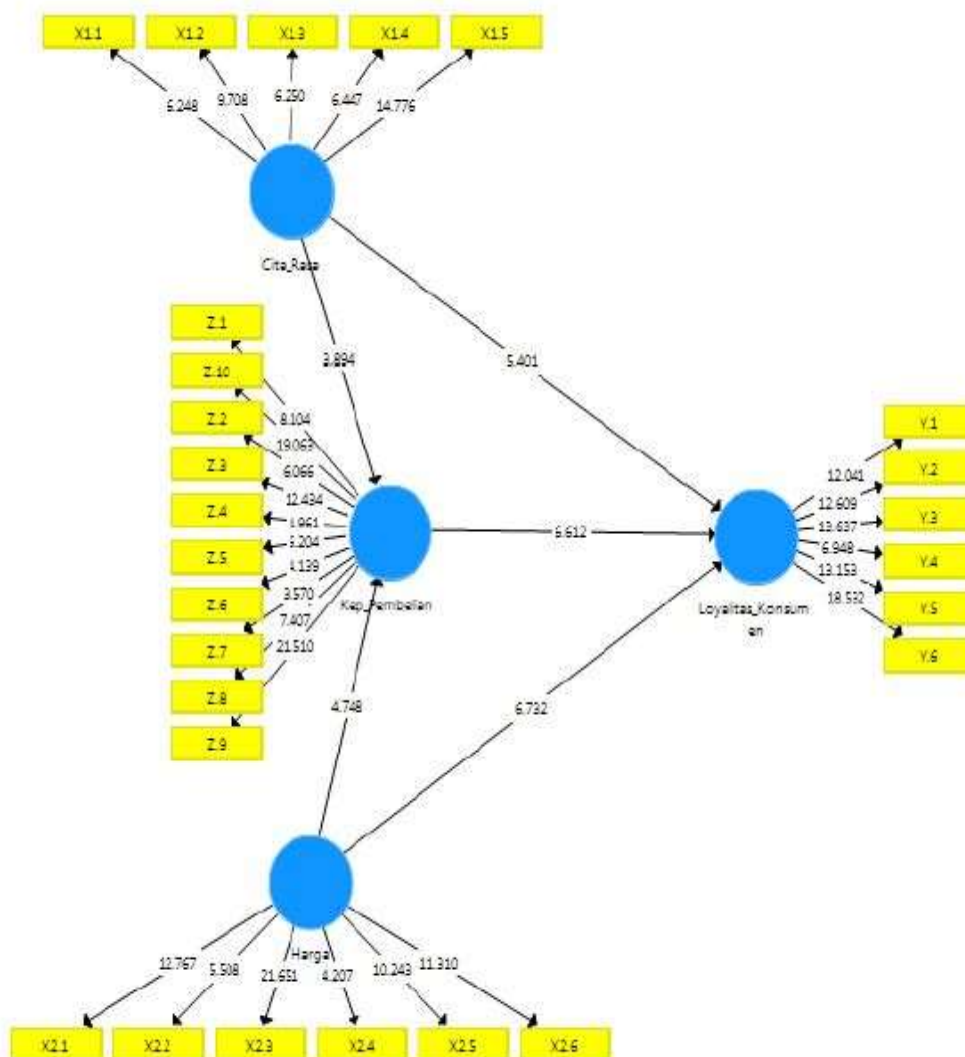
	Cita_Rasa	Harga	Kep_Pembelian	Loyalitas_Kons...
X1.1	0.607	0.274	0.301	0.245
X1.2	0.729	0.397	0.478	0.352
X1.3	0.656	0.408	0.452	0.293
X1.4	0.614	0.538	0.420	0.333
X1.5	0.770	0.550	0.541	0.514
X2.1	0.533	0.797	0.604	0.450
X2.2	0.388	0.651	0.341	0.291
X2.3	0.583	0.799	0.646	0.603
X2.4	0.368	0.632	0.372	0.138
X2.5	0.482	0.801	0.519	0.452
X2.6	0.446	0.676	0.464	0.349
Y.1	0.308	0.430	0.636	0.796
Y.2	0.445	0.453	0.586	0.817
Y.3	0.439	0.414	0.616	0.804
Y.4	0.242	0.347	0.501	0.644
Y.5	0.525	0.501	0.636	0.818
Y.6	0.515	0.502	0.713	0.833
Z.1	0.421	0.509	0.632	0.529
Z.10	0.547	0.488	0.802	0.651
Z.2	0.413	0.367	0.552	0.307
Z.3	0.490	0.484	0.717	0.661
Z.4	0.364	0.371	0.554	0.363
Z.5	0.288	0.294	0.600	0.461
Z.6	0.358	0.489	0.529	0.453
Z.7	0.306	0.371	0.507	0.334
Z.8	0.414	0.495	0.702	0.497
Z.9	0.584	0.588	0.798	0.661

Source: PLS output

Structural Model Testing (Inner Model)

The structural model in PLS is evaluated using R2 for the dependent variable and the path coefficient value for the independent variable which is then assessed for its significance based on the t-statistic value for each path. The structural model of this research can be seen in the following figure:

Picture 4.7
Display of PLS Bootstrapping Results



Source: PLS Output Display

In assessing the model with PLS, it starts by looking at the R-square for each dependent latent variable. Table 4.2 is the estimation result of R-square using SmartPLS.

Table 4.2
R-Square Value

Variable	R-Square
Buying Decision	0,561
Customer Loyalty	0,618

Source: PLS output

Table 4.2 shows that the R-square value for the purchase decision variable is 0.561 and for the loyalty variable it is 0.618. The R-square value of the purchasing decision variable is 56.1%. This means that simultaneously the taste and price variables can explain their effect on purchasing decisions by 56.1% and the remaining 43.9% is influenced by other variables. Meanwhile, the R-square value of the loyalty variable is 61.8%. This means that simultaneously the variables of taste, price, and purchasing decisions can explain the effect on customer loyalty by 61.8% and the remaining 38.2% is influenced by other variables.

4.4 Hypothesis Test

The significance of the estimated parameters provides very useful information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the output result for inner weight. Figure 4.8 provides the estimated output for testing the structural model.

Picture 4.8
Path Coefficients

	Sampel Asli (O)	Rata-rata Sam...	Standar Devias...	T Statistik (O/...	P Values
Cita_Rasa -> K...	0.356	0.369	0.091	3.894	0.000
Cita_Rasa -> L...	0.014	0.020	0.115	5.401	0.000
Harga -> Kep_...	0.467	0.465	0.098	4.748	0.000
Harga -> Loyal...	0.023	0.022	0.147	6.732	0.000
Kep_Pembelian...	0.760	0.769	0.115	6.612	0.000

	Sampel Asli (O)	Rata-rata Sam...	Standar Devias...	T Statistik (O/...	P Values
Cita_Rasa -> K...	0.204	0.204	0.057	3.576	0.000
Harga -> Kep_...	0.103	0.104	0.048	2.160	0.031

Source: PLS output

From Picture 4.8 above, the p-value of 0.000 is smaller than 0.05. Based on the results of the regression, it can be concluded that taste directly affects purchasing decisions.

The second test is done to see whether the price directly influences the purchase decision. The test results can be seen from Picture 4.8 above, with a p-value of 0.000, smaller than 0.05. Based on the results of the regression, it can be concluded that the price directly affects purchasing decisions.

The third test is done to see whether taste directly affects customer loyalty. The test results can be seen from Picture 4.8 above, with a p-value of 0.000, smaller than 0.05. Based on the regression results, it can be concluded that taste directly affects customer loyalty.

The fourth test is conducted to see whether price directly affects customer loyalty. The test results can be seen from Picture 4.8 above, with a p-value of 0.000, smaller than 0.05. Based on the regression results, it can be concluded that the price directly affects customer loyalty.

The fifth test is carried out to see whether the purchase decision directly affects customer loyalty. The test results can be seen from Picture 4.8 above, with a p-value of 0.000, smaller than 0.05. Based on the regression results, it can be concluded that purchasing decisions directly affect customer loyalty.

The sixth test is carried out to see whether taste indirectly affects customer loyalty through purchasing decisions. The test results can be seen from Picture 4.8 above, with a p-value of 0.000, smaller than 0.05. Based on the regression results, it can be concluded that the taste through purchasing decisions indirectly affects customer loyalty.

The seventh test is conducted to see whether price indirectly affects customer loyalty through purchasing decisions. The test results can be seen from Picture 4.8 above, with a p-value of 0.031 which is smaller than 0.05. Based on the results of the regression, it can be concluded that the price through purchasing decisions indirectly affects customer loyalty.

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusions

Based on the results of the analysis and the findings of the study, the authors obtained conclusions that can be drawn from the study of the effect of taste and price on consumer loyalty with purchasing decisions as an intervening variable in Arion Mall's Kentucky Fried Chicken (KFC) products, as follows:

- 1) The results of the study show that the distinctive taste of KFC Arion Mall fried chicken and various packages that offer a wide variety of menu variations produced by KFC Arion Mall are able to attract consumers and the taste of KFC Arion Mall can influence consumers. in deciding purchasing decisions.
- 2) The results of the research show that the price given by KFC Arion mall is in accordance with the products offered and can be accepted by the community.
- 3) The results of the study indicate that the taste and price of KFC Arion mall are able to make customers make purchasing decisions. Apart from being the product and the KFC Arion mall brand that has advantages, price is considered in consumer purchasing decisions.
- 4) The results of the study indicate that the taste and price of KFC Arion mall. Loyal customers will repurchase products or services at the same product or service provider, and are willing to pay higher prices for product quality and service quality.

5.2. Suggestions

- 1) To add a special appeal to consumers, the author suggests that in the taste of KFC Arion Mall management can provide a different taste as a form of certain characteristics in a taste of KFC products.
- 2) In the price, the writer suggests that the management of KFC Arion Mall often evaluates the price given to the consumer, by looking at the prices of national and international competitors as the best price options. And do a pricing strategy by doing promotions or special offers that allow attracting new customers and achieving sales targets, especially during the slow sales season.
- 3) In achieving consumer loyalty, the author suggests the management of KFC Arion Mall to actively promote so that consumers can reference KFC products. So that by carrying out promotions, it is expected that both old and new consumers will want to visit and buy KFC products.
- 4) The author also suggests adding supporting facilities, such as a play area for toddlers, which can make it easier for KFC Arion Mall visitors for housewives who bring toddlers. So that it is expected to increase customer satisfaction with the services provided and increase customer attractiveness to remain loyal to KFC Arion Mall.



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