THE INFLUENCE OF SERVICE QUALITY, BRAND IMAGE, AND PRICE ON C'BEZT FRIED CHICKEN MAKALE TO GAIN CUSTOMER LOYALTY

Novita Nonce[1], Helba Rundu Padang[2], Jens Batara Marewa[3]
[1,2,3]Management Program, Faculty of Economics
Christian University of Indonesia Toraja
[1]novitance1909@gmail.com
[2]helba.rundupadang@gmail.com,
[3]Distro_pasal@yahoo.com

Article Info	Abstract
	This study aims to determine the effect of service quality, brand image and price of C'Bezt Fried Chicken Makale on customer loyalty. This type of research is quantitative research. The population in this study were all the visitors of C'Bezt Fried Chicken. The sample in this study was calculated using the Slovin formula and the results obtained were 84 samples. The data analysis technique used in this study is multiple linear regression analysis test. The results of this study indicate that partially the variables of service quality, brand image and price have a positive and significant effect on customer loyalty in C'Bezt Fried Chicken Makale. Similarly, the variables of service quality, brand image and price simultaneously or together have a significant effect on customer loyalty to C'Bezt Fried Chicken Makale.

INTRODUCTION

Competition in the culinary sector is already relatively fierce, especially in the fast food sector. Fast food is culinary fast food, said to be fast food because it has a quick and short preparation technique. Fast food is one of the culinary delights that is very popular with the public because it is easy to serve. This is evidenced by the data published by tribunnews.com in Khadra and Mawardi (2019), which conveyed that according to a survey conducted by Mastercard entitled Consumer Purchasing Priority, 80% of Indonesians prefer to consume fast food. Most of the fast food restaurants operating in Indonesia are branches of companies, which are commonly considered as franchises.

One of the well-known fast food companies in Indonesia is C'Bezt Fried Chicken, which is based in Jakarta. C'Bezt Fried Chicken is a franchise company under PT Cipta Aneka Selera. C'Bezt Fried Chicken is a fast food restaurant with a cozy and cheap concept that is committed to providing the best quality service at affordable prices and different flavours. Currently, C'Bezt Fried Chicken has 80 outlets spread across East Java, Central Java, Sulawesi, Bali and Lombok (NTB). With the franchise and partnership

business concept, C'Bezt Fried Chicken can grow even faster to reach more cities in Indonesia. This business is almost the same as KFC, McDonald's, Quick Chicken, CFC and so on, so to open this business you need to be able to develop marketing concepts and also survey the place before opening a business.

C'Bezt Fried Chicken itself is a crispy fried chicken restaurant that offers the best quality fried chicken. Although C'Bezt itself is a new business compared to KFC, Mc Donald's, Quick Chicken, CFC and so on, but C'Bezt Fried Chicken from year to year experienced a very rapid development. It is proven that in Jember itself there are many branches of C'Bezt Fried Chicken restaurants, even C'Bezt Fried Chicken will be a tough competitor for these world-class restaurants. Fried chicken restaurants run in a modern way are also increasingly being established in various places, both in cities and districts, such as in the Tana Toraja district in Rantepao and Makale. C'Bezt Fried Chicken is a business that manages, sells and takes orders for modern crispy fried chicken food that has many fans, and here the researchers chose C'Bezt Fried Chicken Makale as the object of research because the sales results remained stable and continue to run as expected.

According to Fandy Tjiptono (2017: 180), service quality or service quality is defined as a measure of how well the level of service provided can meet customer expectations. Meanwhile, according to Parasuraman in Arni Purwani and Rahma Wahdiniwaty (2017: 65), service quality is a comparison between the perceived service (perception) of customers and the quality of service expected by customers.

According to Kotler and Armstrong in Firmansyah (2019), referring to the completeness of consumer trust in a particular brand is called brand image, while Eva & Widya (2021) reveal that this brand image is a representation of a brand that is born from the memory of consumers. If a company already has a name that is known to the general public, it will also attract consumers to make purchasing decisions, an example being the company C'Bezt Fried Chicken.

According to Kotler & Armstrong, (2019: 63) translated by Bob Sabran, price is "the amount that customers must pay to obtain a product". Usually, this is done to adjust the price to the existing competitive situation and bring the product in line with the buyer's perception.More broadly, price is the total value that consumers exchange to benefit from the possession of a product or service.Therefore, before making a purchase, the consumer will find out the price that best suits them. Consumers expect to receive a product for the price offered. The price offered by the company must be in line with the consumer's needs and wants.

Service quality and price are no less important factors because service quality and price determine the level of satisfaction that consumers experience after purchasing a product or service. In addition, companies need to maintain the quality of services, prices and products to make it easier for consumers to choose products before making purchase decisions, so that consumers do not feel disappointed with these products.

Based on the background that has been described, it is necessary to conduct research on purchasing decisions at C'Bezt Fried Chicken to analyze and test service quality, brand image and price have a significant effect on obtaining consumer loyalty at C'Bezt Fried Chicken Makale .

RESEARCH METHODS

The data used in this study is quantitative data. Quantitative data is performance in the form of a questionnaire, in other words, quantified data (Sugiyono, 2015).

The data source in this study is primary data. The primary data used in this research was obtained directly from the customers of C'Bezt Fried Chicken Makale. The data presented are in the form of numerical data and are analyzed using statistics, while secondary data are data obtained indirectly by the researcher from C'Bezt Fried Chicken.

Primary data is data obtained after the research conducted by the researchers by going directly to the field that is the source of the data without any intermediaries (Suteki & Taufani, 2017). The data is then processed by the researchers using the SPSS (Statistical Product and Service Solutions) application.

RESULTS AND DISCUSSION
Classical Assumption Test Results
a. Normality Test
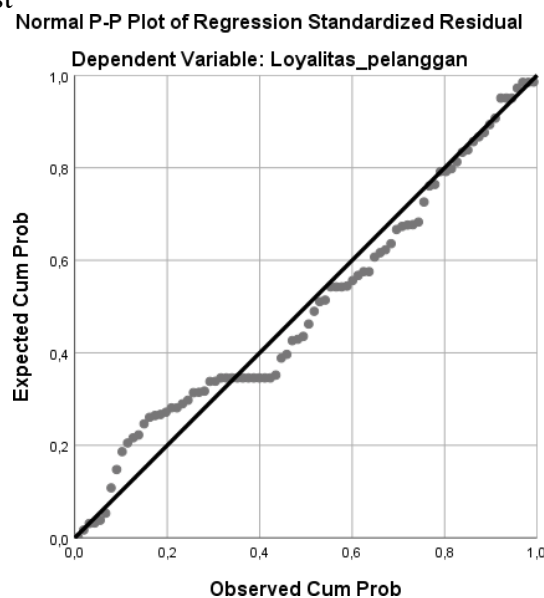
Figure 1. Normality Test Results
Source: Data processed (2024)

The results of the normality test in the figure above show that the data is normally distributed because the points are not spread far from the diagonal line. It can therefore be concluded that the data in this study have normal residuals.

b. Multicollinearity Test

Table 1. Multicollinearity Test Results

Variables	Collinearity Statistics		Information
	Tolerance	**VIF**	
(Constant)			
Quality of Service (X1)	0.500	2,000	No multicollinearity

FAKULTAS EKONOMI
UNIVERSITAS ISLAM LAMONGAN

JURNAL EKBIS
ANALISIS, PREDIKSI, DAN INFORMASI

https://jurnalekonomi.unisla.ac.id

E-ISNN : 2621- 4210
P-ISNN : 1979- 746X

|			
Brand Image(X2)	0.419	2,386	No multicollinearity
Price (X3)	0.514	1,945	No multicollinearity

Source: Data processed (2024)

From Table 4.15 we can see that the tolerance value of the service quality variable is 0.500, the brand image variable is 0.419 and the price variable is 0.514, i.e. the tolerance value is <0.10. The VIF value on the Service Quality variable is 2.000 and the Brand Image variable is 2.386, the Price variable is 1.945, it can be said that the value of the three variables is <10. It can therefore be concluded that there is no multicollinearity between the variables.

c. Heteroscedasticity Test

Figure 2. Heteroscedasticity Test Results
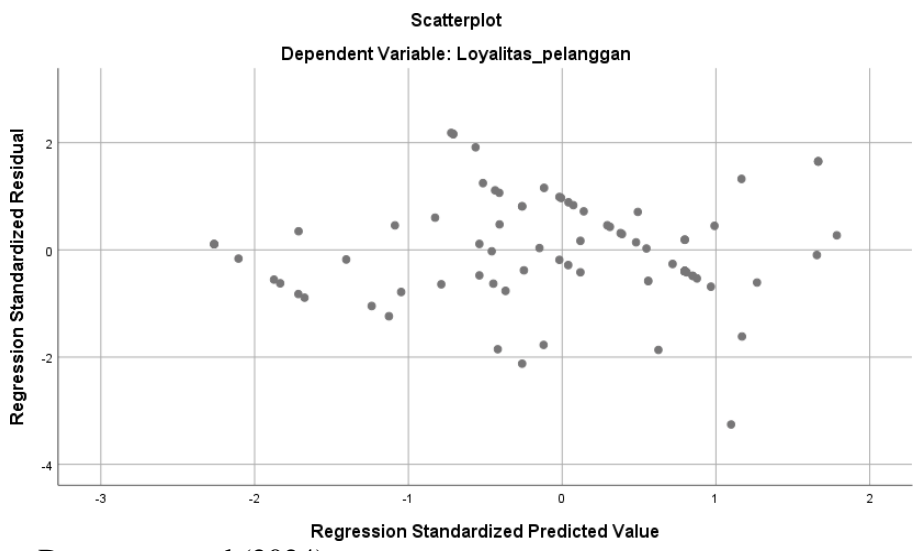
Source: Data processed (2024)

Based on the image above, which is the result of the heteroscedasticity test using the scarlettplot graph, it can be seen that the points do not form any particular pattern, the data points are spread out above and below zero and do not just cluster up or down. Also, the distribution of the data points does not form a wavy, widening and then narrowing pattern. So we can conclude that there is no evidence of heteroscedasticity in this study.

Hypothesis Test
a. Multiple Linear Regression

Table 2. Multiple Linear Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1,039	1,066		-,975	,332

Quality Service	,229	,074	,245	3,096	,003
Brand Image	,492	,091	,466	5,395	,000
Price	,375	,110	,266	3,413	,001

a. Dependent Variable: Customer Loyalty

Source: Data processed (2024)

$$Y = -1.039 + 0.229 X_1 + 0.492 X_2 + 0.375 X_3 + e$$

With the equation above it can be explained that:

1. The constant (a) with a negative value of -1.039 indicates that in the absence of the variables of service quality, brand image and price, the constant value is -1.039 units of customer loyalty.
2. The service quality variable (X1) with a positive value of 0.229 indicates that if the service quality variable increases by 1 unit, it will increase customer loyalty by 0.229 units.
3. The brand image variable (X2) with a positive value of 0.492 indicates that if the price variable increases by 1 unit, it will increase customer loyalty by 0.492 units.
4. The price variable (X3) with a positive value of 0.375 indicates that if the location variable increases by 1 unit, it will increase customer loyalty by 0.375 units.

Partial t-Test

The t-test is used to assess the extent to which the dependent variable is explained by the independent variable. The t-test is used to evaluate the significant value of t-count of each regression coefficient with a specific significant value of 0.05. The hypothesis is accepted if the significant value of t count is > 0.05. The hypothesis is rejected if the significant value of t count < than 0.05, which indicates that the independent variable has an effect on the dependent variable. The results of the analysis are used to define how each independent variable affects the dependent variable. The statistical table shows the t-test value with a significant level of 0.05 and df = nk. Where n is the total number of observations or samples in the regression and k is the total number of variables (independent + dependent). So df = 84 - 4 = 80. The result of the t-test shows a value of 1.66412

Table 3. Partial t-Test Results

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-1,039	1,066		-,975	,332
	Quality Service	,229	,074	,245	3,096	,003
	Brand Image	,492	,091	,466	5,395	,000
	Price	,375	,110	,266	3,413	,001

a. Dependent Variable: Customer Loyalty

Source: Data processed (2024)

Table 3 explains the partial relationship between the independent variable and the dependent variable, so that hypothesis testing can be assumed as follows:

1. In the service quality variable, the value of tcount is 3.096. So that t count < t table, the significant value for the service quality variable is 0.003 < 0.05. Therefore, H1 is accepted, which means that X1 has an effect on Y
2. For the brand image variable, the t count value is 5.395. So that t count < t table, the significant value for the brand image variable is 0.000 < 0.05. H2 is accepted, which means that X2 has an effect on Y.
3. For the price variable, the value of tcount is 3.413. So that t count < t table, the significant value for the price variable is 0.001 < 0.05. Therefore, H3 is accepted, which means that X3 has an effect on Y.

Simultaneous Test f

Table 4. Simultaneous f-Test Results

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	695,233	3	231,744	79,799	,000b
	Residual	232,327	80	2,904		
	Total	927,560	83			

a. Dependent Variables:Customer Loyalty
b. Predictors: (Constant),Price,Quality Service, Brand Image
Source: Data processed (2024)

From Table 4.13 above it can be seen that the calculated F value obtained is 79,799, while the F table can be obtained by finding df1 and df2.

Formula :   known :
df1 = k-1   k : Number of Variables
df2 = n- k   df: Degree Of Freedom
               n : Number of Respondents

Therefore, $df_{1 = k - 1}$
$= 4 – 1 = 3$
$df_{2 = n – k}$
$= 84 – 4 = 80$ $F_{hcount}=79,799$and $F_{table}= 2.72$

Because Fcount> Ftable 79,799> 2.72 and the significance value is lower than the probability, namely 0.000 <0.05. It can therefore be concluded that all the variables of service quality (X1), brand image (X2) and price (X3) simultaneously have a significant correlation or influence on the variable of customer loyalty (Y).

Coefficient of determination (R2)

Table 5. Determination Coefficient Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,866a	,750	,740	1,70414

a. Dependent Variables:Customer Loyalty
b. Predictors: (Constant),Price,Quality Service, Brand Image
Source: Data processed (2024)

Table 4.13 shows the results of the analysis with the obtained r2 value of 0.750 = 75.0%, which indicates that there is an influence of the variables service quality (X1), brand image (X2) and price (X3) on the variable customer loyalty (Y). The remaining 25.0% is influenced by other variables not included in the study.

CONCLUSIONS AND RECOMMENDATIONS

From the analysis of the data and the discussion above, the following conclusions can be drawn:

1. Service quality variables (X1) influence customer loyalty (Y) at C'Bezt Fried Chicken Makale.
2. Brand image variable (X2) influences customer loyalty (Y) to C'Bezt Fried Chicken Makale.
3. Price Variable (X3) has an effect on Customer Loyalty (Y) at C'Bezt Fried Chicken Makale.
4. Service Quality Variable (X1), Brand Image Variable (X2) and Price Variable (X3) have an effect on Customer Loyalty (Y) at C'Bezt Fried Chicken Makale.

The recommendations that can be made in relation to the research results of the conclusions that have been described are as follows:

1. To C'Bezt Fried Chicken Makale, it can be suggested that it should further improve the quality of service, brand image and prices applied at this time so that consumers feel more at home and can increase customer loyalty and help to maintain market share, increase customer retention and create profitable long-term relationships between companies and consumers.
2. It is recommended that future research explore additional aspects such as interior design, promotions and other variables that may trigger customer loyalty. to continue or extend this research.

REFERENCE

Alfia Febriatu Sholikhah, H. (2023). The Influence of Service Quality, Product Quality and Price on Consumer Satisfaction Through Mie Gacoan Customer Satisfaction in East Bekasi. Jurnal Economina.

Aprillyani, S. (2019). The Influence of Accuracy of Allocation, Tax Information Technology, Discrimination, and Tax Justice on Tax Evasion (Study on Individual Taxpayers Registered at Tax Service Offices throughout Pati Residency).

Arianto. (2018). The Influence of Product Quality and Product Completeness on Purchasing Decisions of Salt n Pepper Products at PT Mitra Busana Sentosa Bintaro. Creative Journal: Marketing, Human Resources and Finance.

Arni Purwanti, RW (2017). Analysis of Service Quality, Trust, and Price Fairness and Their Influence on Customer Loyalty at Cinderella School of English for Children in Bandung. Jimm Unikom.

Eva, W. (2021). The Influence of Brand Awareness and Brand Image on the Interest of New Student Admissions at the Shanti Bhuana Institute. UM Magelang Conference Series.

Fandy, T. (2016). Service, Quality & satisfaction. Yogyakarta : Andi.

Griffin, J. (2015). Customer Loyalty, Growing and Maintaining Customer Loyalty.

Jakarta: Erlangga.

Hidayat, DR and MRF (2014). Analysis of the Influence of Service Quality, Price, Trust, Corporate Image, and Customer Satisfaction on Customer Loyalty: (Study on Telkom Speedy Customers in Palangka Raya). Journal of Management Insight.

Keller. (2020). Building, Measuring, and Managing Brand Equity Strategic Brand Management. Harlow : Pearson Education Limited.

Kolonio, J. (2019). The Influence of Service Quality, Trust and Consumer Satisfaction on Consumer Loyalty at CV Sarana Marine Fiberglass. Emba Journal.

Kotler, Philip, GA (2019). Principles of Marketing. Jakarta: Erlangga.

Kotler, K. (2016). Marketing Management. Jakarta: Pt Indeks.

Kotler, PA (2018). Principles of Marketing Seventh Edition. Jakarta: Salemba Empat.

Laely, N. (2016). Analysis of the Influence of Trust and Price on Customer Loyalty Mediated by Satisfaction at PT. Telkomsel in Kediri City. Journal of Economics and Management.

Mawardi, K. (2019). The Influence of Variables in the Concept of Susceptibility to Global Consumer Culture on Food and Beverage Purchase Interest (Survey on Students of the Faculty of Administrative Sciences, Brawijaya University, Consumers of Food and Beverage Fast Food Restaurants with Global Brands at. Business Administration Journal, Volume 72.

Murshid. (2014). Marketing Management. Jakarta: Bumi Aksara.

Nurhasanah. (2018). Improvement of Production Floor Layout Design at CV. XYZ. Al-Azhar Indonesia Journal Science and Technology Series.

Oliver, R. (2014). Satisfaction: A Behavioral Perspective on the Consumer.

Rahayu. (2017). Brand Trust and Brand Affect as Antecedents of Brand Loyalty. In Journal of Management and Business Media Ekonomi.

Rusmiati. (2018). Service Quality and Price on Customer Loyalty of Dekatsu Cafe in Cihampelas Cililin.

Saputri, Marheni Eka Saputri, TRP (2014). The Influence of Brand Image on the Loyalty of I-Phone Smartphone Users. Journal of Sociotechnology.

Schiffman, K. (2014). Consumer Behavior. Jakarta: Pt Indeks.

Schiffman, LG (2015). Consumer Behavior Tenth. Jakarta: Pt Indeks.

Sugiarto, E. (2015). Qualitative Research of Thesis and Dissertation. Yogyakarta: Suaka Media.

Sugiyono. (2016). Administrative Research Methods. Bandung: Alfabeta.

Sugiyono. (2014). Qualitative Quantitative Research Methods and R&D. Alfabeta.

Sugiyono. (2018). Mixed Methods Research Methods. Bandung: Alfabeta.

Sumarwan, U. (2015). Consumer Behavior Theory and Its Application in Marketing Second Edition. Bogor: Ghalia Indonesia.

Supriyadi, Yuntawati Fristin, GIK (2016). The Influence of Product Quality and Brand Image on Purchasing Decisions. Journal of Business and Management.

Suteki, T. (2017). Legal Research Methodology (Philosophy, Theory and Practice). Semarang: Raja Grafindo Persada.

Tjiptono, F. (2017a). Strategic Marketing. Yogyakarta: Andi.

Tjiptono, F. (2017b). Marketing Strategy. Yogyakarta: Andi.

Wibowo, A. and S. (2014). The Influence of Service Quality, Price and Location on

Purchasing Decisions at "D'stupid Baker" Surabaya. Indonesian College of Economics (STIESIA) Surabaya.