The Model of Fried Chicken Consumer Behavior

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Abstract:
This study aims to determine whether the brand equity influence on purchase decisions of Fried Chicken, find out if the price of influence on purchase decisions of Fried Chicken, see if the location influence on purchase decisions of Fried Chicken and find out if the brand equity, price, and location are equally influential on purchasing decisions Fried chicken. The methodology used is a descriptive quantitative method. Data used in this research is quantitative data, ie data obtained in the form of numbers or numbers. Sources of data in the form of primary and secondary data. Data were analyzed using multiple linear regreAAion analysis methods. The results of the analysis showed that brand equity has a significant and positive influence on purchasing decisions Fried Chicken. The analysis shows the price has a significant and negative effect on purchasing decisions Fried Chicken. The analysis shows the location has a significant and positive influence on purchasing decisions Fried Chicken. The results showed that brand equity, price, and location have a significant effect on purchase decisions of Fried Chicken.

INTRODUCTION

Franchises that have a high earning potential in Indonesia today certainly is a franchise of fast-food restaurants because the number of Indonesia's population growth can be said to be high and the availability of fast food is increasingly needed in line with the development of this modern era. Increased activity in the field of marketing must be planned. Or in other words, the company must determine the right marketing strategy. Changes in a corporate environment especially competitors factors that can produce the same product, causing a lot of consumer-oriented companies. Consumer-oriented companies should always think about what is needed by customers, what customers want, and the price is how favored by consumers so that consumers are not only satisfied,Quality is an enterprise engaged in the main menu of the foods where the product is derived from chicken fried and then combined with other menus available. Quality itself is similar to the AA Fried Chicken, BB Fried Chicken and Fried Chicken Hisana which are equally engaged in food that is fried chicken. Since the number of companies

engaged in the purchase decisions of consumers highly contested to increase the income of any company in which the consumer purchase decision is the preference of consumers for brands that exist in the collection of choice and consumer intentions to buy the most preferred brand (Kotler, 2013),The brand is very important for a company because the company is required to compete competitively in terms of creating and maintaining loyal customers one of which was war between brands. Then a company should be able to create brand equity of its own because of the brand equity is the added value given to products or services where this value can be reflected in how you think, feel and act toward the brand, price, market share, and profitability of the company (Kotler and keller, 2012). The presence of good brand equity of a company will continue to increase in terms of peddling copies manufactured products as well as on the sale of Fried Chicken. Not just by brand equity alone business can thrive and benefit, but the price and location also play an important role in the sustainability of consumer purchasing decisions because the price is the value

of goods or services measured by the amount of money. Based on the value of a person or company willing to release the goods or services owned by others (Kotler, 2013) so that the price can be regarded as an important factor in the proceAA of product marketing for the price affordable consumers will buy it. But besides that, according to Walton (2014: 17), the price and quality of service have a high influence on consumer satisfaction. It is often not noticed by several companies so that consumers would think again to buy the product at a price that can be said to be low and will feel satisfied when using the product. Pricing is one of the issues most important faced by a company because if the pricing is too low to attract the consumer purchase decision then it can pose a threat to the company because some people would think that the price is cheaper then the product is not good and but otherwise, there are a few other people who came to buy a product because of its affordability.

Literature review

According to Kotler and Keller (2012: 251-252), the purchase decision is a problem-solving proceAA that consists of analyzing or recognition of the need desire, information retrieval, aAAeAAment of the selection of sources of alternative purchases, purchasing decisions, and behavior after purchase which according to Kotler and Keller No 4 indicators Purchasing Decisions consisting of 1) the stability of a product. 2) The habit of buying the products. 3) Provide recommendations to others. 4) To re-purchase.According to Durianto (2014: 4), brand equity is a set of brand aAAets and liabilities aAAociated with a brand name, a symbol that can increase or decrease the value provided by a product or service both on the company and the customer. And according to Durianto there are 4 indicators for brand equity, among others: 1) Brand AwareneAA. 2) Trademark AAAociation. 3) Perception of Quality. 4) Brand Loyalty.

According to Kotler and Armstrong (2012: 345) price is the amount of money charged for a product or service, or the total value of the exchanged customers to benefit from owning or using a product

or service. And according to Kotler and Armstrong have 5 price indicators include: 1) List Price. 2) Discounts. 3) Payment Terms. 4) Credit. 5) Payment Period.According to Lupiyoadi (2013: 157) is the location of the decisions made about where the company is operating and its staff will be placed. And according to Lupiyoadi, there are four indicator locations include 1) Marketing Strategy. 2) Regional Analysis. 3) Analysis of Area 4) Evaluation Points.

RESEARCH METHODS

The location of this research is on Fried Chicken Ismaliyah in Palembang. In this study, the population used is the consumer at the Fried Chicken Ismaliyah in Palembang as many as 900 customers. Based on calculations using the formula Slovin sample obtained in this study were 276 respondents. In obtaining the data and information by this study, the researchers used a questionnaire (questionnaire) which is given directly to the respondents to collect data and information related to this study which according Sugiyono (2017: 121) questionnaire is a collection of data by submitting a list of written questions on the issues to be discuAAed.In this study, researchers used multiple linear regreAAion analysis which deals with the study of the dependence of the dependent variable with the independent variable, to determine and predict the population mean or average value of the dependent variable based on an independent value known. Multiple linear analysis is used here to determine the effect of Brand Equity (X1), Price (X2) and location (X3) of the Purchase Decision (Y) consumers on Fried Chicken. Multiple linear regreAAion formula derived from this study are:

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

Information :

Y = Purchase Decision

X1 = Brand Equity

X2 = Price

X3 = Location

β_1, β_2, β_3 = regreAAion coefficient of the independent variable.

e = Error estimators (which is not revealed = 5%)

RESULTS AND DISCUAAION

According Sugiyono (2017: 134) Validity is testing done on each item used item analysis, which correlates the score of each item with the total score is the sum of each score, where the minimum requirement to be considered valid is if each item score meets r = 0, 3 so that if each item-total score of leAA than 0.3 then the grains in the instrument is declared invalid. While the Test Reliability according to Sugiyono (2017: 136) is a tool to measure a questionnaire which is an indicator of variables or constructs, in which the requirement to say reliable if each variable gives Cronbach Alpha greater than 0.6. Results Test Validity and Test Reliability will be presented in Table 1 and Table 2.

Table 1. Results of Test Validity

No.	Statement	variables	rcount
1	EM-1		.839
2	EM-2	Brand	0.723
3	EM-3	Equity	0.648
4	EM-4		.653
1	H-1		0.667
2	H-2	Price	0.841
3	H-3		0.431
4	H-4		.784
1	L-1		.869
2	L-2	Locations	0.739
3	L-3		0.657
4	L-4		.538
1	KP-1		0.878
2	KP-2	Buying	0,877
3	KP-3	decision	0.739
4	KP-4		0.567

From the results obtained Table 1 rcount value of each item statement for each variable was obtained above 0.3 so that it can be said that the statement used in the study variables is said to validity (valid).

Table 2. Results of Test Reliability

No.	variables	number of items	Cronbach's Alpha
1	Brand Equity	4	0.679
2	Price	4	.616
3	locations	4	.652
4	Keputusn Purchase	4	0.739

And from Table 2 were also obtained from each of its variables Cronbach's Alpha is not below 0.6 so that it can be said relabel. The cumulative distribution of the normal distribution.

ClaAAicaAAumption test
Normality test

Normality Test aims to test whether the regreAAion model, the dependent variable and independent variables both have a normal distribution or not. There du event to detect whether or not a residual normal distribution, by analysis of graphs and statistical tests. Analysis charts can be seen in Figure 2. Graph Histogram and Image 3. Normal P-Plot Graphs.
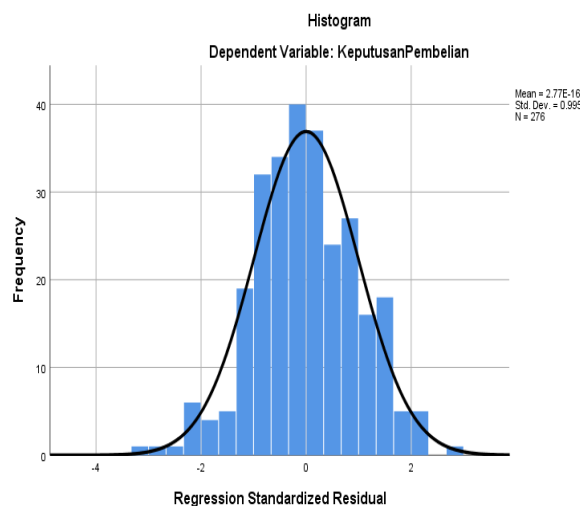

Figure 2. Graph Histogram

From Figure 2 it can be seen that the resulting histogram graph curves that tend to symmetry and no more left and not much to the right so it follows the normal distribution of data.

Figure 3 Graph Normal P-Plot

From Figure 3 shows that the data (point) spread around the diagonal line and follow the direction of the diagonal line so that it can be said of Normal Probability Plot the data showed normal distribution pattern.
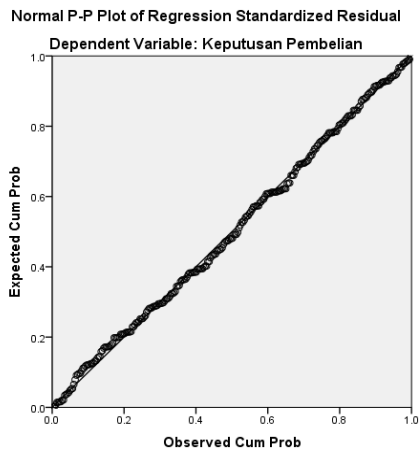
Table 3. Test Statistics To Normality

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		276
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.83118788
Most Extreme Differences	Absolute	.030
	Positive	.030
	Negative	-.027
Test Statistic		.030
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

From Table 3 above, it can be seen as a significant value greater than 0.05 is equal to 0.200 where the results of this test showed that the data were normally distributed.

Results of Multiple Linear RegreAAion Analysis

From Table 5, multiple linear regreAAion obtained regreAAion equation is:

Table 5. Standardized Coefficients

Hasil Persamaan Regresi Linear Berganda

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.000	1.258		8.747	.000
	EkuitasMerek	.210	.044	.252	4.817	.000
	Harga	-.300	.062	-.251	-4.812	.000
	Lokasi	.356	.051	.365	6.975	.000

a. Dependent Variable: KeputusanPembelian

Purchasing Decisions = 11.000 + 0.210 Brand Equity - 0.356 0.300 + Price Location + e

Explanation of the following equation:

a. Constants by 11,000 state that if the independent variables are considered constant, then the value of purchasing decisions by 11,000.

b. Brand equity variable has a value of 0.210 and the regreAAion coefficient is positive, meaning that each increase the brand equity of the resulting increase in purchasing decisions by 0.210.

c. The price variable has a value of a regreAAion coefficient of 0.300 and a negative sign means that any increase in price resulted in a decrease in the purchasing decisions of 0.300.

d. Variable location has a value of 0.356 and a regreAAion coefficient is positive, meaning that any increase in the location of the resulting increase in purchasing decisions at 0.356.

The T-test (Partial test)

The t-test is intended to knowing the partial influence of independent variables namely brand equity, price and location of the dependent variable, namely the purchase decision or test the significance of the constants and the dependent variable. The shape of the test are as follows:

1. H0: β1, β2, β3 = 0 means the brand equity, price, and location partially no influence on purchase decisions of Fried Chicken.

2. H1: β1, β2, β3 ≠ 0 means that brand equity, price, and location of the partial influence on purchase decisions of Fried Chicken.

The calculation result obtained by partial t-test tcount brand equity amounted to 4.817 with a significant value of 0.000. Value t> t table or 4.817> 1.96872 H0 Ha rejected or partially accepted brand equity means a significant positive effect on purchasing decisions Fried Chicken. The result of the calculation of the partial t-test was obtained tcount price of -4.812 with a significant value of 0.000. -Tcount value <-ttabel or -4.812 <-1.96872 Ha then H0 is rejected or partially accepted meaning the price significantly negative influence on purchasing decisions Fried Chicken. The result of the calculation of the partial t-test obtained at a value of 6.975 locations with a significant value of 0.000. Value t> t table or 6.975> 1,

CONCLUSION

The conclusion of this study are:

1. The results of this study state the effect of Brand Equity (X1), Price (X2), and location (X3) of the Purchase Decision (Y) is shown from the results of multiple regreAAion analysis in which the Purchase Decision = 11.000 + 0.210 Brand Equity - 0.300 Price + 0.356 Location + e

2. Results of t-test show that brand equity is partially has a positive and significant influence on purchasing decisions Fried Chicken with a value of t> t table or 4.817> 1.96872 and significant values below 0.05.

3. Results of the t-test show that partial price has a significant negative influence on purchasing decisions Fried Chicken with -tcount value <-ttabel or -4.812 <1.96872 as well as significant values below 0.05.

4. Results of the t-test showed partial location has a positive and significant influence on purchasing decisions Fried Chicken with a value of t> t table or 6.975> 1.96872 and significant values below 0.05.

5. F test results indicate that brand equity, price, and location simultaneously influence the purchase decisions of Fried Chicken with 31.518 F count> F table 2,64 and significance values below 0.05.

6. Based on the value of the coefficient of determination (R2) is known that 25% of purchase decisions can be explained by the variation of the three independent variables were used, namely brand equity, price, and location. While the rest of 75% is influenced by other causes beyond the research model.

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