

**THE INFLUENCE OF PRICE, SERVICE QUALITY, AND PROMOTION ON
BUYING INTEREST CONSUMERS KFC SAMBIROTO SEMARANG (STUDY
ON STUDENT AT THE FACULTY OF ECONOMICS AND BUSINESS,
MUHAMMADIYAH UNIVERSITY, SEMARANG)**

Annisa Maslikhatun Najjah¹, Muchammad Rully Sjahiril Alim²

Faculty of Economics and Business, Muhammadiyah University Semarang
Jl. Kedungmundu Raya, Kedungmundu, Tembalang, Semarang City, Indonesia

Correspondence author: annisamn63@gmail.com

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ABSTRACT

This research aims to determine the influence of price, service quality, and promotion on buying interest consumers KFC Sambiroto Semarang (Study of Management Study Program students at FEB University of Muhammadiyah Semarang). The population in this study is consumers of KFC. The sample used in this study was the Slovin formula, so a sample of 93 people was obtained. The sample technique used in this study is probability sampling with a simple random sampling type. The data analysis method used in this research is quantitative analysis. The analyses and multiple linear regression methods were performed using SPSS version 24. The result of the research analysis obtained show that price has significant effect on buying interest, service quality has no significant effect on buying interest, promotion has significant effect on buying interest, and price, service quality, and promotion simultaneously have a significant effect on buying interest consumers.

Keywords: Price, Service Quality, Promotion, and Buying Interest

INTRODUCTION

Nowadays, globalization has accelerated the development of business through widespread expansion. In recent years, Indonesia and other Asian countries have experienced significant growth in the food and beverage sector, which has the potential to have a positive impact on the economic growth of a country, as reflected in the annual increase in national income. Even in the midst of the recent pandemic, some countries still rely heavily on the food and beverage industry and the fast-food restaurant business. Businesses like fast food restaurants have become an important lifestyle in Asian society, with rapid development in some countries. It has also resulted in increased competition in the industry. Therefore, it is important to explore the opportunities and challenges in developing a fast-food restaurant business, given that each restaurant has its own strategy and advantage to compete in this dynamic market. Harland Sanders founded KFC, an American franchise business, in 1930. The owner of the KFC franchise in Indonesia is PT Fast Food Indonesia.

Buying interest is a term used to describe a consumer's intention to buy a particular item. Potential consumers can also be influenced to buy a product because of the recommendations of others they trust. In addition, consumers may sometimes feel very motivated to share information about the products they see advertised, customer testimonials, and urgent needs for a product. (Fauziah & Mubarak, 2019). According to Kotler & Keller (2012) buying interest is a consumer attitude that encourages them to choose or acquire a product based on previous experience in choosing, using, consuming, or retaining a desire to acquire it.

According to (Kotler & Armstrong, 2001) price can be understood as a good or service can be regarded as the value given by the consumer in exchange for the benefits obtained from owning or using the product or service. According to (Indrasari, 2019) the quality of service basically ranges from meeting consumer needs to be met precisely in accordance with their expectations. According to (Tjiptono, 2015) promotions are part of a marketing mix that aims to educate, persuade, and remind consumers about the company's brands and products.

LITERATURE REVIEW

Buying Interest

According to (Kotler & Keller, 2012) buying interest is a consumer's behaviour that indicates their desire to choose or buy a product based on their experience in choosing, using, and consuming, or even their wish to own the product. According to (Ferdinand, 2014) buying interest is identified through indicators of buying interest as follows:

1. Transactional interests
2. Reference interests
3. Preferential interests
4. Explorative interests

Price

According to (Tjiptono, 2015) price is the value to acquire the right of ownership of a good or service, either in the form of cash or other currency. As for the price indicators submitted by Kotler and Keller (2012), they consist of the following:

1. The price of the product is affordable.
2. Price compatibility with product quality
3. Product price competitiveness.
4. Price accuracy with utility products.

Service Quality

According to Tjiptono (2011), service quality is a dynamic condition that is closely related to products, services, labor, processes, and the environment and can at least meet or exceed expectations of service quality. According to Zeithaml, Bitner, & D.D.

(2013) there are indicators of the quality of service that are:

1. Tangibles
2. Empathy
3. Reliability
4. Responsiveness
5. Assurance

Promotion

According to Firmansyah (2019), promotion is a step to introduce products and services to the public so they are known and well received. As for the promotion indicators, according to Dharmmesta (2015) they are:

1. Advertising
2. Sales promotion
3. Public relation
4. Personal selling

Relationship between variables

a. Price

Based on previous research conducted by Juliani, Siagian, and Pelawi (2022) stated that prices have a significant influence on buying interest, the supposed hypothesis is:

H₁: Prices have a significant influence on purchasing interest.

b. Service Quality

Based on previous research carried out by Sari, Manggabarani, and Husbianti (2020), who stated that the quality of service is significant against buying interest, the supposed hypothesis is:

H₂: Quality of service has a significant influence on purchasing interest.

c. Promotion

Based on previous research conducted by Irawan (2020), which stated that promotions have a significant influence on purchasing interest, the supposed hypothesis is:

H₃: Promotion has a significant influence on purchasing interest.

d. Price, Service Quality, and Promotion

Based on previous research conducted by Bakti, Hairudin, and Alie (2020), which stated that prices, quality of service, and promotions have a significant influence on buying interest, the supposed hypothesis is:

H₄: Price, quality of service, and promotion simultaneously have a significant influence on purchasing interest.

RESEARCH METHOD

Independent variable (Independent Variable)

The independent variable in research is price (X_1), service quality (X_2), and promotion (X_3)

Dependent Variable (Dependent Variable)

The variable that is the focus of this research as a dependent variable is buying interest (Y)

Population

Population (Sugiyono, 2020) is a generalization area that covers a variety of objects or subjects that have certain characteristics that have been set by researchers to be investigated and analyzed. The population in this study is 1330 students and covers several criteria. As to the criteria used, they are:

1. Active students enrolled in the Management Studies Program of Muhammadiyah University of Semarang, 2020-2024
2. Have made at least two purchases of KFC products.

Sample

According to Sugiyono (2019) is part of the number and characteristics that the entire population has called a sample. Sampling technique using simple random sampling. This determined use formula *Slovin* because the sample population is known to be a relatively large number, namely 1330 were obtained as samples of 93 respondents.

Method of collecting data

The data collection stage is crucial in research as it aims to obtain data that meets established standards. (Sugiyono, 2020). In this study, data was collected using a questionnaire containing a number of questions for respondents, which were distributed through google form.

Analysis Methods

According to (Sugiyono, 2020) data analysis is carried out after all data from respondents or other data sources has been collected. In this study, data analysis will use SPSS version 24 software. The analytical approaches used include descriptive analysis to explain data characteristics as well as linear regression to evaluate the influence of independent variables on the dependent variables studied.

RESULTS

Description of Research Objects

KFC is a fast-food restaurant from the United States that operates in many countries, including Indonesia. Kentucky Fried Chicken belongs to Colonel Sanders, whose photo is now an icon in his product packaging. PT. Fast-food Indonesia Tbk was founded by the Gelael family in 1978 with the acquisition of the right to use the KFC brand from the current franchise.

Respondent Description

Primary data were used in this study, which includes respondents' responses regarding price, service quality, and promotion their buying interest.

Description of Respondents Based on Gender

Table 1. Gender of Respondents

Gender	Frequency	Percentage (%)
Woman	67	72%
Man	26	28%

Source: Processed primary data, 2024

The characteristics of respondents based on gender shows that in this research consumers of KFC Sambiroto Semarang are dominated by females.

Description of Respondents Based on Age

Table 2. Age of Respondent

Age	Frequency	Percentage (%)
20-21	40	43%
22-24	53	57%

Source: processed primary data, 2024

The characteristics of respondents based on age shows that in this research consumers of KFC Sambiroto Semarang are dominated by aged 22-24.

Description of Respondents Based on Class Year

Table 3. Based on Class Year

Class Year	Frequency	Percentage (%)
2020	40	43%
2021	26	28%
2022	13	14%
2024	14	15%

Source: processed primary data, 2024

The characteristics of respondents based on class year shows that in this research consumers KFC Sambiroto Semarang are dominated by class of 20.

Validity Test

Table 4. Validity Test Results

Variable	Statement Items	r count	r table	Information
Price (X_1)	X1.1	0,819	0,2039	Valid
	X1.2	0,722	0,2039	Valid
	X1.3	0,798	0,2039	Valid
	X1.4	0,797	0,2039	Valid
	X1.5	0,536	0,2039	Valid
Service Quality (X_2)	X2.1	0,800	0,2039	Valid
	X2.2	0,854	0,2039	Valid
	X2.3	0,796	0,2039	Valid
	X2.4	0,826	0,2039	Valid
	X2.5	0,848	0,2039	Valid
Promotion (X_3)	X3.1	0,744	0,2039	Valid
	X3.2	0,760	0,2039	Valid
	X3.3	0,740	0,2039	Valid
	X3.4	0,770	0,2039	Valid

Source: processed primary data, 2024

Based on table in the validity test results, it is stated that each item has an r count \geq r table, (df) 91 and an alpha of 5% with a two-sided test and an r table of 0.2039. This means that each question item in all variables is valid.

Reliability Test

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	$\alpha = 0,60$	Information
Price (X_1)	0,792	0,60	Reliable
Service Quality (X_2)	0,881	0,60	Reliable
Promotion (X_3)	0,745	0,60	Reliable
Buying Interest (Y)	0,876	0,60	Reliable

Source: processed primary data, 2024

Based on table in the reliability test result, it can be found that the whole variable has a Cronbach's alpha value of more than 0.60, so the element of the statement is that the entire variable of the study is reliable and the measurement used consistently.

Hypothesis Testing

T Test

Table 6. T Test Results

Model	t	Sig.
Price	2.453	.016
Service Quality	1.397	.166
Promotion	4.261	.000

Source: processed primary data, 2024

- a. The influence of price on buying interest
 The statistical result of the t test on the price variable is a t count value of 2,453 > t table of 1,661 with a significance value of 0,016 < 0,05, and it can be concluded that H_a received H_0 rejection. That means the price partially has a significant influence on the purchasing interests.
- b. If the results of the t-test on the price variable are obtained with a counting t value of 1,397 < t table of 1,661 and a significance value of 0,166 > 0,05, then it can be concluded that H_0 is accepted and H_a is rejected. This means that the quality of service, in part, has no significant influence on purchasing interests.
- c. The influence of promotion on buying interest
 The statistical result of the t test on the price variable is a t count value of 4,261 > t table of 1,661 with a significance value of 0.000 < 0.05, and it can be concluded that H_a received H_0 rejection. Which means that the promotion partially has a significant influence on purchasing interest.

F Test

Table 7. F Test Results

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	298.365	3	99.455	24.633	.000 ^b
Residual	359.334	89	4.307		
Total	657.699	92			

Source: processed primary data, 2024

Based on the test results table f, which obtained a value of f counting 24.633 > table 3.099 with a significance value of 0.000 < 0.05, it can be concluded that price, quality of service, and promotion simultaneously adhere positively and significantly to purchase interest.

Coefficient of Determination (R²)

Table 8. Determination Test Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.674 ^a	.454	.435	2.009	2.154

Source: processed primary data, 2024

The adjusted R square value is 0.435, equal to 43.5%. This means that 43.5% of KFC consumer purchasing interests are influenced by the independent variables found in the research, namely price, quality of service, and promotion.

DISCUSSION

The Influence of Price on Buying Interest

The results of the study show that the price variable (X_1) has a significant influence on buying interest (Y). This can be seen from the results of a statistical test with a count t value $> t$ table of $2,453 > 1,661$ and a significance value of $0.016 < 0.05$. The H_1 hypothesis in this research is accepted, which means the price partially significantly affects the buying interest of KFC consumers.

The Influence of Service Quality on Buying Interest

The results of the research show that the service quality variable (X_2) has no significant influence on purchasing interest (Y). This can be seen from the statistical test results with a t count value $> t$ table of $1,397 < 1,661$ and a significance value of $0,166 > 0,05$. The H_2 hypothesis in this research is not accepted: that the quality of service partially does not have a significant influence on the interests of KFC consumers. This is in line with the research by Budi Lestari (2021) which stated that service quality does not significantly affect purchasing interests, compared to the research carried out by Sari, Manggabarani, and Husbianti (2020) which states that the quality of services has a significant impact on buying interests.

The Influence of Promotion on Buying Interest

The results of the research showed that there was a significant influence of the promotion variable (X_3) on purchasing interest (Y). This can be seen from the results of a statistical test with a count t value $> t$ table of $4,261 > 1,661$ and a significance value of $0.000 < 0.05$. Then the hypothesis of H_3 in this research was accepted: that the promotion partially had a positive and significant impact on KFC consumer purchase interest. This is consistent with the previous research conducted by Irawan (2020), which stated that the promotions partially influenced the purchasing interest.

The Influence of Price, Service Quality, and Promotion on Buying Interest

The results show that price variables, quality of service, and promotion simultaneously have a significant influence on KFC purchasing interests. This can be seen from the F test result, which has a value of f count $> f$ table of $24,633 > 3,099$ with a significance value of $0.000 < 0.05$. So the accepted H_4 hypothesis is that price, quality of service, and promotion simultaneously influence KFC consumer purchasing interests. This is in line with previous research by Bakti, Hairudin, and Alie (2020) which states that prices, service quality, and promotions simultaneously have a significant influence on buying interest.

CONCLUSION

Based on the results of the research and discussions carried out, it can be concluded as follows:

1. The influence of price on Buying Interest
The price has a significant influence on buying interest. This proves that H_1 is accepted, so that the price partially influences buying interest significantly.
2. Impact of Service Quality on Buying Interest
Quality of service has no significant influence on buying interest. This proves that H_2 is rejected, so that the price partially affects the buying interest.
3. Impact of Promotion on Buying Interest
Promotions have a significant influence on buying interests. This proves that H_3 is accepted, so the promotion partially affects the buying interest.
4. Impact of Price, Quality of Service, and Promotion on Buyer Interest
Price, quality of service, and promotion influence buying interest. H_4 is accepted so that it can be concluded that price, service quality, and promotion simultaneously have a significant influence on buying interest.

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