



The Influence of Product Difference, Price Determination, and Brand Image on the Purchase Decision of KFC Fast Food (Kentucky Fried Chicken) in Surabaya City

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ABSTRACT

Lifestyle changes can occur as a result of people becoming more pragmatic and instant in their thinking as a result of technological advances. The purpose of this study is to dissect the ways in which consumers in Surabaya City, Indonesia make judgments about whether or not to buy fast food from KFC (Kentucky Fried Chicken). Customers who have purchased and eaten at KFC restaurants in Surabaya City are included in the sample population. Purposive sampling was used, resulting in a total of 108 responses. A questionnaire or Likertscale was distributed as a tool to collect data. Quantitative methods and primary and secondary sources of information are used in this kind of study. PLS was the method used to analyze the data. Purchasing decisions were found to be positively and significantly influenced by factors including product differentiation, pricing, and brand image.

INTRODUCTION

The conditions of an increasingly modern and progressive era encourage people to think more practically and instantaneously which can influence the lifestyle that occurs in society. It is undeniable that now, the majority of Indonesian people prefer to carry out all activities instantly and quickly. The largest city after Jakarta is Surabaya, currently, the population of the City of Surabaya in 2022 is around 8,867 people. The population of Surabaya is increasing every year, causing people's consumption patterns to also increase. One of the most preferred food businesses and by the lifestyle of today's society is a fast food restaurant or commonly known as a franchise restaurant.

Kentucky Fried Chicken or more familiarly known as KFC is the most famous fast food restaurant in Indonesia. KFC is the first fast food restaurant in Indonesia that provides a large selection of food such as fried chicken, french fries, burgers and many more which are served quickly. The city of Surabaya, Indonesia, is home to around 27 KFC locations. KFC has provided tactics in maintaining product quality and quantity to remain the people's first choice in facing intense competition among fast-food restaurants in Indonesia. The following evidence shows this:

Table 1 Top Fast Food Restaurant Brand Index 2018-2022

Brand	Top Brand Index				
	2018	2019	2020	2021	2022
KFC	42,70%	26,20%	26,40%	27,20%	27,20%
McDonald's	24,30%	22,40%	22,80%	26,00%	26,20%
A & W	6,30%	5,40%	6,50%	8,50%	9,40%
Hoka-Hoka Bento	5,80%	5,40%	5,90%	7,90%	7,60%
Richeese Factory	2,70%	4,30%	4,90%	5,90%	4,7 %

Source: www.topbrand-award.com

According to Table 1, it can be seen that KFC is in the top position for 5 consecutive years, so in 2022 KFC will remain the top fast food restaurant brand most preferred by Indonesians with a percentage of 27.20%, followed by other fast food restaurants such as McDonald's (26.20%), A&W (9.40%), Hoka-Hoka Bento (7.60%), and Richeese Factory (4.70%). However, in 2018-2019, KFC experienced a significant decline of 16.5%. By the tagline owned by KFC, namely "KFC Masters Chicken", the superior product owned by KFC is fried chicken. Where KFC creates a menu of Fried chicken with special spices which is different from other fast food restaurants.

Previous research conducted by explained that the product differentiation variable did not influence purchasing decisions. In terms of product differentiation, KFC presents fried chicken dishes with a variety of flavors, namely: Original Recipe Chicken (ORC), Hot and Crispy Chicken (HCC), and

Winger Barbeque. KFC also serves various burger menus, namely Krispy Burger, O.R. Burgers and Fish Fillets.

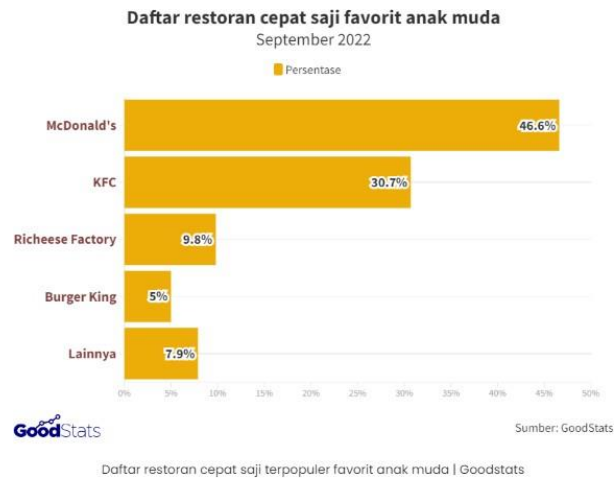


Figure 1 List of the Most Popular Fast Food Restaurants Favorite of Young People in 2022
Source: <https://goodstats.id/>

In the statistical data above, it can be seen that McDonald's fast food restaurants are superior to KFC. McDonald's is the favorite fast food restaurant for young people with a percentage of 46.6%, followed by KFC (30.7%), Richeese Factory (9.8%), Burger King (5%), and others. This proves that in terms of product differentiation, McDonald's prioritizes the variety of products they have, ranging from fried chicken, french fries, and burgers, even to desserts and drinks. Other supporting data also shows that KFC is superior in processed chicken because KFC processed chicken is very crispy and no doubt that fried chicken made by KFC has a unique taste and is already embedded in the minds of consumers.

In addition to product differentiation, the price of a product is one of many considerations for consumers. The concept of pricing can be divided into two subcategories: how it is defined and how it is perceived. Considerate pricing is a series of predetermined prices that have been made by the company to be maintained for a certain period. Meanwhile, price perception according to Company-controlled pricing is a key element of the company's overall marketing strategy. As well as being a major factor in determining how much money a business makes, the price also serves as a yardstick for consumers when making purchasing decisions. When prices drop, this can be bad for businesses and consumers. Previous research conducted by shows that prices do not influence the decision to buy.

At the KFC fast food restaurant, it has set prices from various menus provided. Like fast food restaurants in general, KFC also pays attention to prices, which of course can be purchased by all consumers. Prices are set according to consumers' purchasing abilities, considering that KFC's target market is all groups, from school children, and workers, to even the elderly. In addition to product differentiation and pricing, other things influence customer interest in buying, namely the brand image that is owned by the company. Companies must continue to strive to form and maintain a good brand image in the minds of

consumers. According to, a mark exists to identify the goods and services provided by one party from its competitors, a brand is a name, phrase, sign, symbol, design, or a combination thereof.

Based on the results of the pre-survey questionnaire, shows that the majority of KFC consumers in the city of Surabaya, out of a total of 20 respondents, 15 of them often consume KFC fast food. Of the 20 respondents, 14 assumed that the prices offered by KFC could be reached by all groups. Then, out of 20 respondents, 8 of them thought that the menu offered by KFC was less varied. Meanwhile, of 30 respondents, 11 of them were interested in buying KFC products after seeing reviews from others. Furthermore, 30 respondents, 16 of them made purchasing decisions for KFC products according to their wants and needs.

In the previous research conducted by, it was shown that brand image did not have a significant influence on the decision to buy goods. KFC has experienced an incident where this fast food restaurant was doubted by consumers regarding the level of quality of the products offered. This case occurred in 2021 and was related to the company's brand image, namely the circulation of issues or news stating that one of KFC's products, namely burgers, was made from ingredients that were not suitable for consumption. The purpose of the author of the message or spreader of the hoax news is to provoke consumers who are already regular customers not to trust or even give a bad assessment of KFC products. The spread of this issue had the loss of trust from consumers in the brand image that has been built and maintained by KFC so far.

Given this situation and the increasingly intense competition in the fast food industry, it is clear that KFC must work hard to maintain its position as the premier fast food choice for consumers. Various efforts have been made, starting from carrying out several product innovations, maintaining and improving product quality and deliciousness, and finally, adding restaurant outlets all over the world with the hope that KFC can be better known by the public. By getting a good image from consumers, KFC will always be the leader in the fast food business that is most popular with consumers in Indonesia. Based on the explanation that has been stated, what this research wants to achieve is so that researchers can find out and analyze the impact of product differentiation, pricing, and brand image on purchasing decisions for KFC (Kentucky Fried Chicken) fast food in the city of Surabaya.

THEORETICAL REVIEW

Marketing

In opinion To ensure the continued success of the company, especially in terms of its distribution in the market, the company must engage in marketing activities. The focus of marketing efforts is to reach consumers directly or non-directly, for example in social media, online marketplaces and other channels.

Product Differentiation

Product differentiation according to states product differentiation is a marketing activity carried out by focusing on certain demographics and

customer interests through the use of product diversification. Differentiating products from competitors is a marketing tactic used to highlight the selling points of products that are different from others. Developing a unique brand and unique packaging are two easy ways to differentiate products from competitors.

According to, product differentiation indicators consist of Form, Features, Performance Quality, Conformance Quality, Durability, Reliability, Repairability, Style, and Customization.

Pricing

Citing opinion argues that price fixing is the act of determining units of currency or other measurements (such as commodities and other services) that consumers exchange for the right to own or use a product in a certain way. The indicators in pricing according to are: Selling price determination, price elasticity, and price growth.

Brand Image

Brand image according to can be interpreted as the impression that arises in the minds of consumers when they remember certain product brands. According to indicators of brand image measurement, they include: Image of the Maker (Corporate Image), Image of the User (User Image), and Product Image (Product Image).

Buying decision

Opinion is consumer activity that bases their purchases on the opinions of experts using the information they collect to narrow their choices when faced with three or more similar products. The customer's decision to purchase an item is the result of a series of choices and considerations. According to, purchasing decisions can be identified through measuring indicators including Stability in a product, Habits in buying products, Providing recommendations to others, and Making repeat purchases.

Effect of Product Differentiation on Purchasing Decisions

According to Marketers can better understand their target audience and meet their specific needs by differentiating their products. Differentiating a product from competitors is a marketing tactic used to highlight a product that is superior to alternatives on the market. Research conducted by shows the result that differences between products have an impact on consumer preferences. Based on the things that have been discussed above, it can be concluded that product differentiation affects consumer choices. That is, the company's ability to differentiate its products has a beneficial effect on the customer's decision to buy the product.

H1: Product differentiation has a positive and significant effect on purchasing decisions.

The Effect of Pricing on Purchasing Decisions

Opinion argues that competitive pricing is very important. Businesses will be very careful in doing so because pricing has a significant impact on revenue and expenses. In opinion Price affects the consumer's decision to buy; when prices rise, fewer people are willing to make purchases; conversely, when prices fall, more people are willing to make purchases. Research conducted shows that pricing influences customer purchasing decisions. Other research conducted by also shows that price changes can influence customer choices to buy. pricing has an impact on consumer choice after reading this. As a result, consumers will respond favorably to pricing that takes into account the value of the goods and services provided by the organization.

H2: Pricing has a positive and significant effect on purchasing decisions.

The Effect of Brand Image on Purchasing Decisions

According to defines brand image is the sum of the perceived quality of a product, both positive and negative, including the quality perceived by consumers. Research findings show the impact of brand image on consumer choices. An additional studies confirm the impact of brand perception on final consumer purchases. The previous discussion shows that consumers' perception of a brand does affect their final choice. The better the association consumers form with a company's brand, the more likely they are to purchase the company's goods and services.

H3: Brand image has a positive and significant effect on purchasing decisions.

Conceptual Framework

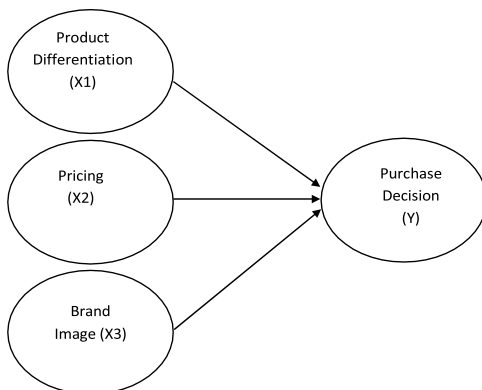


Figure 2 Conceptual Framework

METHODOLOGY

This study aims to examine the impact of phenomena related to research variables. All people in Surabaya who have bought and eaten at KFC are included in this study population. This study uses a non-probability sampling strategy, with sample size determined using a purposive sampling strategy. In

this study, we rely on numerical data. Secondary data comes from sources such as books, journals, websites, articles, theses, and others, while primary data comes from questionnaires given to respondents. In this study, questionnaires were distributed to collect information. To analyze the data, PLS is used.

RESULTS

There are outliers if Expensive. Maximum Distance > Prob. & Number of variables [=CHIINV(0.001;18) : search via Excel] = 42.312

Table 1 Outlier Test

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std.Deviation	N
Predicted Value	9,559	102,119	54,500	15,6563	108
Std. Predicted Value	-2,870	3,042	,000	1,000	108
Standard Error of Predicted Value	6,002	20,380	12,146	2,864	108
Adjusted Predicted Value	9,767	111,163	54,800	16,4335	108
Residual	-60,8016	58,5991	,0000	27,1271	108
Std. Residual	-2,044	1,970	,000	,912	108
Stud. Residual	-2,283	2,117	-,004	,994	108
Deleted Residual	-75,8169	67,6941	-,3001	32,3466	108
Stud. Deleted Residual	-2,339	2,161	-,005	1,001	108
Mahal. Distance	3,367	40,243	17,833	9,009	108
Cook's Distance	,000	,068	,010	,013	108
Centered Leverage Value	,031	,460	,167	,084	108

Dependent Variable: Responden (Source: PLS Test)

Based on the outlier test table for the Expensive value. Because the Maximum Distance of 40.243 is smaller than the Mahal Distance Maximum outlier shown by 42.312, it can be concluded that there are no outliers in the data, so it is feasible to be processed further with a total of 108 respondents.

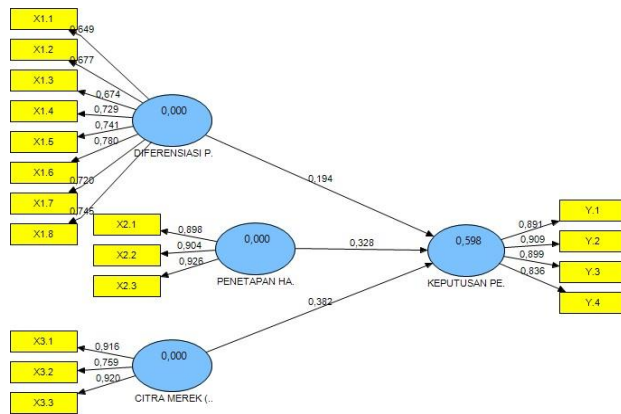


Figure 3 Outer Model with Factor Loading, Path Coefficient and R-Square

Source: Data processing, output Smart PLS

In the PLS output chart mentioned above, the factor loading values for each indicator are shown above the arrows connecting the exogenous variables with the indicators, and the path coefficients are shown above the arrows connecting the exogenous and endogenous variables, with increasing values. as the arrow is further away from the origin. The size of the endogenous purchasing decision variable in the R-Squared circle is also shown.

Table 3 Outer Loadings (Mean, STDEV, T-Values)

	Factor Loading (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
X1.1 <- PRODUCT DIFFERENCE (X1)	0,648715	0,651278	0,049414	0,049414	13,128142
X1.2 <- PRODUCT DIFFERENCE (X1)	0,677423	0,673909	0,068820	0,068820	9,843432
X1.3 <- PRODUCT DIFFERENCE (X1)	0,674066	0,663048	0,072171	0,072171	9,339787
X1.4 <- PRODUCT DIFFERENCE (X1)	0,728965	0,721893	0,059318	0,059318	12,289145
X1.5 <- PRODUCT DIFFERENCE (X1)	0,741301	0,738087	0,057142	0,057142	12,973057
X1.6 <- PRODUCT DIFFERENCE (X1)	0,779616	0,789083	0,027025	0,027025	28,847867
X1.7 <- PRODUCT DIFFERENCE (X1)	0,720195	0,720790	0,051179	0,051179	14,072119
X1.8 <- PRODUCT DIFFERENCE (X1)	0,745416	0,743802	0,054584	0,054584	13,656234
X2.1 <- PRICING (X2)	0,897535	0,897353	0,023625	0,023625	37,991304
X2.2 <- PRICING (X2)	0,904225	0,904930	0,014320	0,014320	63,142319
X2.3 <- PENETAPAN HARGA (X2)	0,925707	0,926219	0,012366	0,012366	74,856909
X3.1 <- PRICING (X3)	0,915589	0,916931	0,012718	0,012718	71,992064
X3.2 <- PRICING (X3)	0,759419	0,759697	0,078640	0,078640	9,656841
X3.3 <- PRICING (X3)	0,919910	0,918117	0,020591	0,020591	44,675220
Y.1 <- BUYING DECISION (Y)	0,890552	0,889951	0,017312	0,017312	51,440010
Y.2 <- BUYING DECISION (Y)	0,909281	0,907664	0,022812	0,022812	39,859320
Y.3 <- BUYING DECISION (Y)	0,898846	0,897809	0,024293	0,024293	37,000562
Y.4 <- BUYING DECISION (Y)	0,835912	0,834686	0,027685	0,027685	30,193899

Source: Data processed

Convergent validity or good validity for all indicators estimated is indicated by factor loadings on (X1), (X2), (X3), and (Y) which have values above 0.50 and or have a large effect (the value of the T-Statistic is greater from the Z value $\alpha = 0.05$ (5%) = 1.96, as shown in table 3.

Table 4 Cross Loading

INDIKATOR	BRAND IMAGE (X3)	PRODUCT DIFFERENCE (X1)	BUYING DECISION (Y)	PRICING (X2)
X1.1	0,778999	0,648715	0,590282	0,523078
X1.2	0,325187	0,677423	0,390553	0,495790
X1.3	0,310085	0,674066	0,290948	0,322145
X1.4	0,294405	0,728965	0,311848	0,549618
X1.5	0,230283	0,741301	0,330482	0,528831
X1.6	0,405710	0,779616	0,541213	0,417902
X1.7	0,366753	0,720195	0,417482	0,287323
X1.8	0,368689	0,745416	0,468874	0,401258
X2.1	0,468670	0,529078	0,554997	0,897535
X2.2	0,559202	0,575887	0,652096	0,904225
X2.3	0,506670	0,578100	0,596369	0,925707
X3.1	0,915589	0,506835	0,673955	0,506475
X3.2	0,759419	0,406530	0,408925	0,551142
X3.3	0,919910	0,586093	0,640548	0,453823
Y.1	0,631644	0,550366	0,890552	0,592817
Y.2	0,611273	0,543564	0,909281	0,580270
Y.3	0,617423	0,590799	0,898846	0,565710
Y.4	0,541880	0,503510	0,835912	0,611209

Source:
Data

processed

Based on the cross-loading data above, the indicators for (X1), (X2), (X3), and (Y) all have a loading factor value (shaded) above 0.6 and the value is higher than the loading factor indicator for other variables, indicating that all of these indicators are valid.

Table 5 Average Variance Extracted (AVE)

	AVE
BRAND IMAGE (X3)	0,753752
PRODUCT DIFFERENCE (X1)	0,512143
BUYING DECISION (Y)	0,781637
PRICING (X2)	0,826708

Source: Data processed

Overall, the variables in this study are said to have good validity because the AVE test results for (X1) are 0.512143, (X2) are 0.826708, (X3) are 0.753752, and (Y) are 0.781637.

Table 6 Composite Reliability

	Composite Reliability
BRAND IMAGE (X3)	0,901136
PRODUCT DIFFERENCE (X1)	0,893283
BUYING DECISION (Y)	0,934655
PRICING (X2)	0,934680

Source: Data processed

By using the Composite Reliability test, we found that the Product Differentiation variable (X1) has a value of 0.893283, the Price variable (X2) has a value of 0.934680, the variable Brand Image (X3) has a value of 0.901136, and the decision to buy or not (Y) has a value of 0.934655, which indicates that the four variables are reliable.

Table 7 Latent Variable Correlations

	BRAND IMAGE (X3)	PRODUCT DIFFERENCE (X1)	BUYING DECISION (X)	PRICING (X2)
BRAND IMAGE (X3)	1,000000			
PRODUCT DIFFERENCE (X1)	0,582286	1,000000		
BUYING DECISION (Y)	0,680180	0,619390	1,000000	
PRICING (X2)	0,565256	0,618314	0,664035	1,000000

Source: Data processed

The average value of the relationship between several variables obtained from the latent variable correlation table above shows a fairly high and varied relationship. The strongest correlation was found between X3 and Y, with a value of 0.680180. This finding also shows that, of the variables considered in this study, the relationship between X3 and Y has a more significant relationship than the relationship between other variables.

Table 8 R-Suare

	R Square
BRAND IMAGE (X3)	
PRODUCT DIFFERENCE (X1)	
BUYING DECISION (Y)	0,597802
PRICING (X2)	

Source: Data processed

The R-squared value is 0.597802, according to the graph. The model's ability to describe how Purchase Decisions are affected by independent variables such as Product Differentiation, Price, and Brand Image can be concluded from the fact that these three factors account for 59.78% of the total data variation. Meanwhile, factors other than product differentiation, price and brand image accounted for the remaining 40.22 percent.

In addition to the R squared value, the quantity Q2 or Q-Square predictive relevance for structural models can be used to determine the goodness of fit of a research model by measuring the efficiency of the observed value made by the model and parameter estimation. If the Q-squared model has a value above zero, then the shape is useful for making predictions; if not, then the model is useless for making predictions. The formula for determining Q-Square is as follows:
 $Q2 = 1 - (1 - R12) (1 - R22) \dots (1 - Rp2)$ where R12, R22 ... R 2 are the R-square variables endogenous in the equation model. The endogenous R-squared in the model equation is denoted by Q2. The range of Q2 values is greater than 0 and less than 1, with a higher value or a meaning closer to one indicating a more accurate model. In path analysis, the magnitude of Q2 is equal to the total

coefficient of determination. In this study, the magnitude of the value of Q2 is equal to: $Q^2 = 1 - (1 - 0,597802) = 0,597802$.

From the results of the Q2 calculation with a result of 0.597802, it can be concluded that the research model can be said to fulfill predictive relevance.

Table 9 Path Coefficients (Mean, STDEV, T-Values)

	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STERR)	P Values
PRODUCT DIFFERENCE (X1) -> PURCHASE DECISION (Y)	0,1942760	201263	0,068339	2,842805	0,005
PRICING (X2) -> PURCHASE DECISION (Y)	0,3282660	330230	0,087641	3,7455700	0,000
BRAND IMAGE (X3) -> PURCHASE DECISION (Y)	0,3815020	374823	0,059652	6,3954020	0,000

Source: PLS Data

From the path coefficients table, it can be concluded that the hypothesis states:
 H1: Product differentiation with a path coefficient of 0.194276 and a T-statistic value of 2.842805 > 1.96 (T-table value $Z\alpha = 0.05$), or a P-Value of 0.005 < 0.05, it can be seen that product differentiation has a positive and significant influence on purchasing decisions.

H2: Pricing has a positive and significant influence on purchasing decisions which is acceptable, with path coefficients of 0.328266, and a T-statistic value of 3.745570 > 1.96 (T-table value of $Z\alpha = 0.05$), or P-Value 0.000 < 0.05, with significant (positive) results.

H3: Brand image has an effect with a path coefficient of 0.381502, and a T-statistic value of 6.395402 > 1.96 (T-table Z value $\alpha = 0.05$), or a P-Value of 0.000 < 0.05, it can be seen that brand image has a positive and significant influence on purchasing decisions.

The results of the significance of the T-Statistic value can be seen from the smart PLS output with bootstrapping on the image as follows:

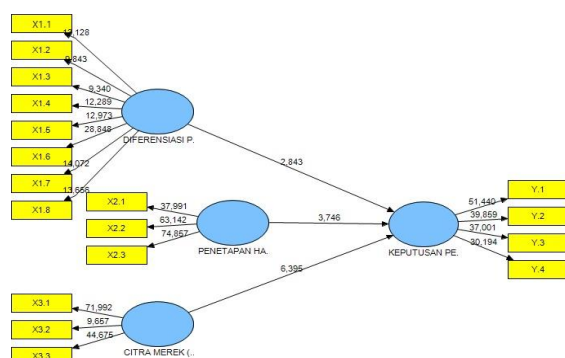


Figure 4 Inner Model with significance value of T-Statistic Bootstrapping

Source: Data processed, output SmartPLS

DISCUSSION

Effect of Product Differentiation (X1) on Purchasing Decisions (Y)

This research conducted in the city of Surabaya shows that the Product Differentiation variable has an influence on consumer decisions in buying KFC (Kentucky Fried Chicken) products. This shows that in the city of Surabaya, the number of people who choose to buy KFC products depends on the level of product differentiation offered.

After conducting a descriptive analysis of the product differentiation variable, it was found that in this case, the indicator that has the most significant influence on the decision to buy or not is quality. The quality of this performance is the extent to which the main product features work, meaning the quality of the products that KFC has so far maintained, starting from the selection of raw materials, quality, and oriental flavors which are the hallmarks of KFC products. This shows that the quality of KFC's performance, which always applies the Quality Assurance system to the Quality Control process for each raw material originating from local KFC suppliers, can produce products according to consumer demand.

The findings obtained that the Product Differentiation variable influences the decision to buy or not to buy, are consistent with previous studies Previous research by This indicates that if a product manages to differentiate itself from competitors, it will inspire consumers to buy it.

Effect of Pricing (X2) on Purchasing Decisions (Y)

The findings in the researcher's research show that the price variable influences buyers buying KFC (Kentucky Fried Chicken) products in the city of Surabaya, also indicating that an increase in customer purchasing decisions for KFC products in the city of Surabaya can be attributed, in part, to better pricing.

The results of a descriptive study of the price variable show that price elasticity, the extent to which demand changes in reaction to price changes, is an indication that has the most significant influence on the decision to make a purchase or not. It also shows that KFC's main ingredient will not be affected by the price increase. Consumers, then, will continue with their decision-making despite the new pricing structure.

The results of this study are in line with previous research conducted by, this study concluded that price influences the consumer's final purchase decision for the better. Consumers are more likely to make a purchase when they believe the price being offered is fair to the value they will receive from the good.

Effect of Brand Image (X3) on Purchase Decision (Y)

The results obtained from this study found that the decision to buy KFC products in the city of Surabaya was positively influenced by the brand image variable. This shows that in the city of Surabaya, the quality of the KFC brand is positively correlated with the number of customers who choose to buy that brand.

Guarantee is the indicator that has the most significant influence on the decision to buy or not to buy and has the highest percentage, as determined by the descriptive analysis of the variable Brand Image. KFC's slogan, "KFC Masters the Chicken", is easy to identify and remember, demonstrating its effectiveness in influencing consumer choices.

What is obtained from this is in line with what was also obtained from previous research conducted by. This research shows that there is a causal relationship between Brand Image and Consumer Choice. This indicates that the view inherent in the mind of a brand will influence people to finally buy the related product.

CONCLUSIONS AND RECOMMENDATIONS

Product differentiation has contributed to buyer preference for KFC (Kentucky Fried Chicken) fast food in Surabaya, which is influenced by the brand's ability to differentiate its offerings (product differentiation).

This shows that the level of consumer commitment increases along with the increase in the quality of the company's product differentiation. Pricing for KFC (Kentucky Fried Chicken) fast food in Surabaya is a consideration for customers. This suggests that consumers are more likely to make purchasing decisions based on the company's offerings if the price is competitive.

Consumers in Surabaya, Indonesia, consider a restaurant's reputation when deciding whether to buy KFC (Kentucky Fried Chicken) or not. More people will choose to buy something if they have a good perspective on an item.

There are several suggestions for KFC, namely, researchers hope that KFC can maintain product differentiation through good performance quality or KFC is expected to be able to maintain product differentiation through good performance quality or quality performance, namely by increasing consumer confidence in KFC products and better understanding the characteristics of consumers and the needs that consumers want.

KFC is expected to be able to maintain the prices that have been set so far, namely by still paying attention to product quality so as not to change the distinctive taste of KFC, so that consumers can feel the product according to the price issued.

KFC is expected to be able to improve the product image of KFC itself, namely by carrying out various variations and innovations on menus or products ranging from chicken, burgers, drinks, and others according to consumer demand so that consumers can always remember KFC as the top choice in the fast food category. serve.

It is hoped that future researchers will be able to use other variables not mentioned in this study, such as promotions, lifestyle and brand ambassadors that can influence purchasing decisions.

FURTHER STUDY

Limitations and weaknesses in this research process include subjective answers from respondents that can affect the objectivity of the research results. Different respondent characters can also affect research results. Respondents often answer research questionnaires that are not in accordance with the actual statement given by the researcher, from the results of the respondents' answers which are almost the same, the resulting data is not suitable or declared invalid. It is hoped that future researchers will be more objective in determining

statements related to the questionnaire that will be given to respondents, so that they will obtain valid information and be able to solve problems or factors that can influence purchasing decisions for KFC fast food (Kentucky Fried Chicken).

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