THE EFFECT OF BRAND LOYALTY ON THE PURCHASE OF

KFC INDONESIA PRODUCT

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ABSTRACT

Brand loyalty is one of the main factors that influence sales, knowing what factors link brand loyalty with fast food restaurant sales is one way to outperform the competition and maintain customer loyalty. This paper aims; first, to clarify the role of brand love, advertising, and after-sales service in brand loyalty relationships. Second, this study proposes to model the mediating role of brand love, explaining how advertising and customer service affect consumer-brand relationships. Finally, this study explores the impact of brand love on brand loyalty. Intermediary between advertising and customer service. (Brand loyalty affects purchase intention and word of mouth, such as a strong commitment to consistently repurchase a desired product or service in the future despite situational influences and marketing efforts that may lead to behavior change.) Target respondents are buyers of Indonesian KFC products . The sampling technique used is non-probability sampling and the sampling method used is purposive sampling method. The research hypothesis shows that brand love, advertising and after-sales service have an effect on product sales. This paper will ask questions to obtain data, data on the topic being studied, then the data is processed and research results are obtained. The research methodology describes how the researcher intends to carry out the research.

Keywords : *Product design, Business Performance, Development, Planning, Improve,* and *Brand.*

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This era of modernization has seen industrial developments in various industries such as automobiles, entertainment, real estate, and especially food and beverage.
Eating and drinking are basic needs that must be met by all humans. Therefore, as long as food and beverages remain the main needs and are repeated every day, the culinary business will continue to grow.

With the fluidity and activity of modern society, the behavior and habits of people who used to be able to prepare their own food have changed, and fast food and drinks have become an urgent need. As a result, the growth of fast food outlets is increasing year on year, and Sudrajat, vice president of the Indonesian Hotel and Restaurant Association, said fast food outlets are growing steadily and getting better. Continue to grow in the range of 10% to 15% every year.

The rise of the fast food and beverage business in Indonesia and even in all parts of the world is of course also due to people's love for fast food and drinks, some of which have become people's favorite fast food restaurants. For example, KFC scored a score of 27.2%, including fast food restaurants in Indonesia. Top Brands Index (TBI). Followed by MC Donald with a TBI score of 26.2%. Hokahoka bento, ranked 3rd with a score of 9.4%. A&W and Richeese Factory are trailing at 7.6% to 4.7% respectively, not to mention new fast food outlets spreading there.

With the increasing number of existing fast food restaurants, it is certainly a challenge for economic actors to maintain customer loyalty to the brand itself, where brand loyalty greatly affects the purchase of products offered to increase. According to Oliver (1999), brand loyalty is defined as "a deep sense of consistently repurchasing a preferred product or service in the future, regardless of the influence of circumstances and marketing efforts that may lead to switching behavior." Commitment. Brand loyalty itself has many influencing factors, including love for the brand, advertising, and after-sales service.

1.2 PROBLEM STATEMENT

Knowing what factors link brand loyalty with fast food restaurant sales is one way to outperform the competition and maintain customer loyalty. Many fast-food restaurants are ubiquitous, offering customers a wide variety of menu options, attractive location designs and promotions to increase brand loyalty, and offering customer-friendly services such as delivery service, drive-thru service and customer service in Indonesia. KFC offers a wide variety of services and provide after-sales experience.

Many research variables have been discussed by other researchers, but limited studies have focused on brand loyalty of KFC Indonesia. Therefore, the study intends to examine the influence of brand love, advertising, and after-sales service on brand loyalty of KFC Indonesia as there is an urgency to conduct this research.

1.3 RESEARCH OBJECTIVES

RO1: To study the effect of brand love on brand loyalty KFC Indonesia

RO2: To study the effect of advertising on brand loyalty of KFC Indonesia.

RO3: To study the effect of after-sales service on brand loyalty of KFC

   Indonesia products.

1.4 RESEARCH QUESTION

RQ1: Does brand love affects brand loyaty?

RQ2: Does advertising affects brand loyaty?

RQ3: Does after sale service affects brand loyaty?

1.5 DEFINITION OF KEY TERMS

CONSTRUCT	THE OPERATIONAL DEFINITION OF CONSTRUCT
Brand Loyalty	Oliver (1999) defined brand loyalty as "a deeply held commitment to rebuy a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behaviour". Brand loyalty influences buying intention and word of mouth (Civelek and Ertemel, 2019).
Brand Love	Brand love has been conceptualized as a long-term relationship with a particular brand (Fournier, 1998). Carroll and Ahuvia (2006, p. 18) define love for a brand as "the degree of passionate emotional attachment that a person has for a particular trade name."
Advertising	Kotler et al. (2013) defines promotion as activities that communicate the merits of a product and persuade target customers to buy it.
After Sale Service	Market reports show that the sales after the services market generate five times more than a new product market (Chiguvi, 2020; Bundschuh and Dezvane, 2003; Saccani et al., 2007). These limitations and problems in attaining product-based differentiation helped this automobile industry to recognize the huge potential in the domain of the service market (Godlevskaja et al., 2011).

1.6 SIGNIFICANT OF STUDY

The significance of the study is twofold. First, the present study provides valuable insights and knowledge to academicians and practitioners such as marketers or/and managers of fast-food such as KFC. The result of the study will help the future formulation of brands strategy and positioning of the brands. Second, the present study provides contributions in theoretical assessment and utilisation of. According to Alma (2012) Customer Relationship Management (CRM) is a process of obtaining, maintaining, and enhancing profitable customer relationships to generate customer value so that customers feel satisfied and optimize profits for the company.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

Essentially, the main purpose of this study is to determine the impact of brand loyalty on purchasing KFC Indonesian products. To stay ahead of the competition and maintain customer loyalty in today's competitive business environment, it's important to understand the factors that link brand loyalty and fast food restaurant sales. Fast food chains, including KFC, offer customer-friendly services in Indonesia such as diverse menu options, attractive location designs, promotional activities, delivery, drive-thru and excellent customer service. This chapter presents the conclusions of the discussion in terms of correspondence to the problem formulation and the ultimate limitations of the study.

5.2 Effect of Brand Love on sales of KFC Indonesia products

According to this study, the brand love (BLV) variable has a positive and significant impact on the sales of KFC products in Indonesia. The standard coefficient is 0.197 and the standard error is 0.049. A t-statistic of 4.052 and a p-value of 0.000 is less than 0.005, suggesting that brand love has a significant impact on his KFC product sales.

5.3 Effect of Advertising on sales of KFC Indonesia products

According to the study, variable advertising (ADV) has had a significant positive impact on the sales of KFC products in Indonesia. The standard coefficient is 0.324 and the standard error is 0.054. The t-statistic is 5.992 and the p-value is less than 0.005 at 0.000, suggesting that brand love has a significant impact on his KFC product sales.

5.4 Effect of After Sale Service on sales of KFC Indonesia products

According to this study, variable after-sales service (ASS) has a significant positive impact on the sales of KFC products in Indonesia. The standard coefficient is 0.285 and the standard error is 0.056. A t-statistic of 5.055 and a p-value of 0.000 is less than 0.005, suggesting that brand love has a significant impact on his KFC product sales.

5.5 Implication of Study

The implications of this study bring some important contributions and implications in the field of fast food brand loyalty research.:

a. Deeper Understanding:

The research will give him a deeper understanding of the fast food industry, specifically the factors that affect his KFC Indonesia brand loyalty. The results of this study will help researchers and practitioners understand effective marketing strategies to increase consumer behavior and brand loyalty.

b. Actual Relevance:

The findings of this study have substantial implications for KFC Indonesia and other fast food companies. By understanding the factors that influence brand loyalty, businesses can develop more effective strategies to maintain and increase customer loyalty, which in turn contributes to increased revenue.

c. Theory Development:

This research also contributes to theoretical development in the field of brand loyalty. The results of this study may enhance our understanding of how certain factors such as brand love, advertising and customer service are related to brand loyalty in the context of the fast food industry.

5.6 Limitation and Recommendation for Future Studies

5.6.1 Limitations

Generalization: As this research was conducted on Indonesian KFC, the results may not be directly applicable to other fast food brands or other geographic contexts. Therefore, further studies are needed to test the validity of these results in different situations.

Research method: In this study, questionnaire and interview methods were used as means of data collection. However, this method has limitations when measuring more complex variables such as brand love and customer service. Future studies may use more detailed data collection methods such as direct observations and experiments to more fully understand the relationships

between these factors.

Variable measurement: Measurement of variables in this study may involve some degree of subjectivity. For example, measuring brand love can rely on the personal perceptions of respondents. To solve this problem, more objective and standardized measurement scales can be used for further research and more reliable results.

5.6.2 Future Research

Variable extension:

Future studies may consider adding other variables that may affect brand loyalty, such as product quality, price, and customer satisfaction. With these factors in mind, this study may lead to a more complete understanding of the factors that influence brand loyalty in the fast food industry.

Comparative analysis:

Future studies may conduct comparative analyzes among other fast food brands and compare factors affecting brand loyalty among brands. This will help you understand the differences and similarities of influencers between brands.

Long-term studies:

Given the dynamic nature of the fast food industry, future studies are likely to include longitudinal research approaches that track changes in brand loyalty over time. This allows us to observe how the factors that influence brand loyalty change according to industry developments and consumer preferences.

We hope that overcoming these limitations and directing research into the broader future will lead to greater understanding of the factors that influence brand loyalty in the fast food industry and bring greater practical benefits.A thorough understanding of the relationships between these elements is required.

Variable measurement:

Measurement of variables in this study may involve some degree of subjectivity. For example, measuring brand love can rely on the personal perceptions of respondents. To solve this problem, more objective and standardized measurement scales can be used for further research and more reliable results.

5.7 Conclusion

This study explores the effectiveness of brand love, advertising, and after-sales service. The study is expected to provide a comprehensive picture of brand love, advertising, customer service and brand loyalty. KFC Indonesia continues to improve its services, showing that the dependent variable (brand loyalty) is greatly influenced by his three independent factors (brand love, advertising and customer service). service). In this survey she had 400 respondents, the majority being 56.5% of her female. The age of the majority was 21-25 years old with 52.3%.

This research has shown that three attributes are Brand Love has a significant correlation analysis of 0.641 (64.1%) and a regression analysis of 0.000 then Advertising has a significant correlation analysis of 0.695 (69.5%) and a regression analysis of 0.000 and After Sale Service has a significant correlation analysis of 0.665 (66 .5%) with the results of a significant regression analysis of 0.000 So it produces an R Square value of 0.550 (55%). The data above shows that Brand Love, Advertising and After sale Service have a positive impact on KFC Indonesia's Brand Loyalty of 55%.

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