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## The Analysis Of Fast Food Marketing Strategy At Kentucky Fried Chicken Restaurant Tomohon

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### ABSTRACT

The purpose of this study is to determine the right marketing strategy for fast food products to satisfy the consumer desires. Method of analysis used in this research is the quantitative method with analytical descriptive approach. The results show that KFC restaurant in Tomohon has made strategic efforts with product safety compliance that maintains the high quality standards, creating innovation and having qualified Human Resources (HR). The conclusion states that the restaurant needs to maintain the successful performance of fast food business in its competition. The results shows that 40% of respondents are aged 13-20 years old, 22.5% of respondents are aged 21-25 years old, respondents aged 26-30 years old are 15%, respondents aged 31-40 years old are 10%, and respondents with age > 41 years old are as many as 12.5%. Furthermore, the restaurant should remain obedient to their company management by conforming the laws and regulations and realizing the company's vision and mission as well.

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## INTRODUCTION

Changes in the society's diverse consumption patterns have led to the practical food serving. One of the types is fast food served by KFC Restaurant in Tomohon. This business opportunity is exploited by many capital owners in the fast food restaurant industry. The first KFC restaurant was founded in 1930 at Sanders Court, USA, by Colonel Harland Sanders. Yet, it became known in Indonesia in October 1979 with the opening of the first KFC restaurant on Melawi Street, South Jakarta. Fast food restaurant is one of the companies engaged in services and provides a service system by providing food and beverages to customers (Lupiyoaji, 2004). Fast food serves alternative dishes, usually in the form of fried chicken, french fries, burgers, pasta, or bread. KFC also meets consumer tastes with other menu choices such as rice, prekedel, spaghetti, cream soup, and twisters as well as offering new products such as combo double, colonel yakiniku, and others as well. KFC specializes in the fried chicken menu and designates itself as the "chicken master". KFC is one of the fast food restaurants demanded by both young and old generations. Based on this fact, the demand for fast food is increasing thus initiates the existence of many other fast food brands being marketed including McDonald's, A&W, Texas Chicken and others. Hence, the level of competition is getting higher.

Facing such tight competition requires the right and appropriate marketing strategy, thus the product will be easily accepted by potential consumers. According to Tjiptono (2008: 6), marketing strategy is the basis planned by the company to develop a sustainable competitive advantage through the entered market and the marketing program that will be run to serve the target market. The role of

marketing strategy is highly influential to a company in marketing its products. Moreover, with a marketing strategy, a company is able to compete with other companies and maintain the products or services they produce. Marketing strategy is a form of detailed plan in the field of marketing. To obtain optimal results, this marketing strategy has a broad scope in the field of marketing, including strategies in facing competition, pricing strategies, product strategies, service strategies and so on. Companies need to recognize the company's strengths and weaknesses in the competition. This will help them in recognizing themselves and taking advantage of every opportunity exists.

The increasingly fierce market competition encourages KFC Tomohon to continuously strengthen its marketing strategy in order to achieve the highest position in the hearts of consumers. Various kinds of marketing strategies have been carried out by KFC Tomohon, such as continuously creating innovative strategies and ideas, maintaining product quality and delicacy, opening new outlets with the aim of being closer to consumers, as well as renovating old outlets to give a new, fresher and more modern appearance. The various strategies accomplished by KFC Tomohon are expected to strengthen the products from KFC and maintain the KFC's leadership as the most favored fast food restaurant by the people of Tomohon City.

## RESEARCH METHOD

This research uses a quantitative method with a descriptive analytical approach by collecting information or data from respondents and conducting investigations on the obtained data (Sugiyono, 2016). According to Riduwan (2010), descriptive research is directed to solve problems by explaining and describing the existed research results. Quantitative research

develops and uses mathematical models, theories and hypotheses to help in analyzing the data and prove the hypotheses by providing results in the form of numerical numbers (Sugiyono, 2018). This type of research is objected to identify a causal relationship between one variable and another (Sarwono, 2005).

### Population and Samples

According to Sugiyono (2016), population is a generalization area consisting of objects or subjects with certain qualities and characteristics determined by researchers to be studied and then concluded. The population of this research are all fast food respondents in Tomohon City.

As stated by Nazir (2017), a sample is part of the population. A sample survey is a procedure of taking and using only a part of the population to determine the desired characteristics from the population. The samples in this research are employees and consumers of KFC Tomohon. Margono (2004) states that sampling technique is a technique applied to determine the number of samples according to the sample size used as the actual data source, by considering the characteristics and distribution of the population in order to obtain a representative sample. Furthermore, Sugiyono (2001) states that to determine the sample used in a research, there are various sampling techniques applied. The sampling technique in this research is a non-probability sampling technique, the type of accidental sampling. Sugiyono (2009) reveals that accidental sampling is used to determine the sample by chance, such as consumers who coincidentally/incidentally meet with the researcher. They can be used as a sample if it is

deemed that they are suitable to be selected as a source of data.

### Data and Data Sources

Data as empirical facts collected by researchers for the purpose of solving problems or answering the research question. Research data can be obtained from various sources collected by using various techniques during research activities. Based on the sources, research data can be grouped into two types, including the primary data and the secondary data.

#### Primary Data

Primary data is the data obtained or collected by researchers directly from the data sources. Primary data is also referred as original data or new data which is up-to-date (Siyoto & Sodik, 2015). The primary data in this research are taken from the results of data collection through questionnaires distributed to the customers of KFC Tomohon.

#### Secondary Data

According to Kuncoro (2009), secondary data is the data collected by the data collection agencies and published to the data user community. The secondary data in this research are taken from the documents supporting KFC Tomohon.

### Data Collection Techniques

According to Sugiyono (2012), in terms of the way the data collected, the data collection techniques can be conducted through interview, questionnaire, observation and a combination of the three. The description of each technique is as follows: 1) **Interview**. Interview is one of the data collection techniques conducted through questions and answers, either directly or indirectly face to face with the data source. The interview in this research

is conducted to find out the number of employees at KFC Tomohon. 2) **Questionnaire.** Questionnaire is a data collection technique accomplished by giving a set of questions or written statements to the respondents to be answered. The questionnaire in this research is conducted to determine the marketing strategy of KFC Tomohon by giving statements to respondents. 3) **Document.** According to Soejono Trimo (1987), documents are all library materials, both in written form, in print and in other forms of recording, such as sound tapes/cassettes, videos, tapes, films, filmstrips, slides, microfilms, pictures and photos.

### Data Analysis Techniques

Data analysis is the process of simplifying data into a form that is easy to read and interpret. These data include the implementation of services, competition, strategy, and others with the data analysis carried out through several stages (Sugiono 2013). The data analysis methods used in this research are the descriptive analysis and the quantitative analysis. Descriptive statistics are statistics used to describe or analyze a research result. This analysis provides an explanation of the subjects discussed without using numerical calculations (Ghozali, 2011). The type of data used in this research is quantitative data. Sugiyono (2012) states that quantitative data is a characteristic of a variable which its values are expressed in numerical form.

## RESULT AND DISCUSSION

### Descriptive Statistics

Based on the results of the documents seen from the link [www.kfcku.com](http://www.kfcku.com), KFC is very effective in carrying out their business strategies such as the compliance with the product safety that maintains the quality

standards at a high level, creating innovation and having qualified human resources. In terms of service quality to consumers, KFC uses CHAMPS (Customer Service Excellence). CHAMPS is an acronym for ensuring restaurant Cleanliness, Hospitality, Accuracy in receiving and preparing orders, Maintenance of best facility, Products with high quality, and Speed with service.

Thanks to all the efforts, KFC has achieved 40 years of operation as a market leader with strong financial performance and brand reputation. In the digital era, KFC plans and invests in various digital initiatives, including developing Self Service Terminal (SST), digital menu boards and the new KFCKU application. The company believes that all digital initiatives will enhance the brand image and help record higher transaction volumes in the future. The company's management will continue to ensure the practical and convenient ordering, thereby minimizing the waiting times and ultimately increasing transactions. KFC conducts marketing strategy in terms of products by launching several new menus, such as snack buckets that are popular among consumers, cheese rods, and smoky chicken. KFC not only focuses on increasing sales, but also focuses on improving the quality of human resources, as KFC's current success cannot be separated from the best employees and teams who work with high dedication for the company.

### Descriptive Analysis

The descriptive analysis in this research refers to the answers of the respondents regarding the statements written in the distributed questionnaires.

**Table 1. The descriptive analysis of respondents' statements toward the marketing strategy**

variables

<b>Total</b>	<b>40</b>	<b>100.0</b>	
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**N.1**

	Frequency	Percent	Cumulative Percent
Valid KS	2	5.0	5.0
S	20	50.0	55.0
ST	18	45.0	100.0
<b>Total</b>	<b>40</b>	<b>100.0</b>	

**N.8**

	Frequency	Percent	Cumulative Percent
Valid KS	4	10.0	10.0
S	26	65.0	75.0
ST	10	25.0	100.0
<b>Total</b>	<b>40</b>	<b>100.0</b>	

**N.2**

	Frequency	Percent	Cumulative Percent
Valid KS	2	5.0	5.0
S	14	35.0	40.0
ST	24	60.0	100.0
<b>Total</b>	<b>40</b>	<b>100.0</b>	

**N.9**

	Frequency	Percent	Cumulative Percent
Valid KS	2	5.0	5.0
S	15	37.5	42.5
ST	23	57.5	100.0
<b>Total</b>	<b>40</b>	<b>100.0</b>	

**N.3**

	Frequency	Percent	Cumulative Percent
Valid KS	10	25.0	25.0
S	11	27.5	52.5
ST	19	47.5	100.0
<b>Total</b>	<b>40</b>	<b>100.0</b>	

**N.10**

	Frequency	Percent	Cumulative Percent
Valid TS	1	2.5	2.5
KS	3	7.5	10.0
S	12	30.0	40.0
ST	24	60.0	100.0
<b>Total</b>	<b>40</b>	<b>100.0</b>	

**N.4**

	Frequency	Percent	Cumulative Percent
Valid TS	2	5.0	5.0
KS	17	42.5	47.5
S	10	25.0	72.5
ST	11	27.5	100.0
<b>Total</b>	<b>40</b>	<b>100.0</b>	

**N.11**

	Frequency	Percent	Cumulative Percent
Valid KS	3	7.5	7.5
S	14	35.0	42.5
ST	23	57.5	100.0
<b>Total</b>	<b>40</b>	<b>100.0</b>	

**N.5**

	Frequency	Percent	Cumulative Percent
Valid TS	1	2.5	2.5
KS	1	2.5	5.0
S	15	37.5	42.5
ST	23	57.5	100.0
<b>Total</b>	<b>40</b>	<b>100.0</b>	

**N.12**

	Frequency	Percent	Cumulative Percent
Valid KS	1	2.5	2.5
S	15	37.5	40.0
ST	24	60.0	100.0
<b>Total</b>	<b>40</b>	<b>100.0</b>	

**N.6**

	Frequency	Percent	Cumulative Percent
Valid STS	2	5.0	5.0
TS	1	2.5	7.5
KS	8	20.0	27.5
S	26	65.0	92.5
ST	3	7.5	100.0
<b>Total</b>	<b>40</b>	<b>100.0</b>	

**N.7**

	Frequency	Percent	Cumulative Percent
Valid KS	5	12.5	12.4
S	30	75.0	87.5
ST	5	12.5	100.0

**N.13**

	Frequency	Percent	Cumulative Percent
Valid KS	1	2.5	2.5
S	15	37.5	40.0

ST	24	60.0	100.0
<b>Total</b>	<b>40</b>	<b>100.0</b>	

**N.14**

	Frequency	Percent	Cumulative Percent
Valid			
KS	11	27.5	27.5
S	11	27.5	55.0
ST	18	45.0	100.0
<b>Total</b>	<b>40</b>	<b>100.0</b>	

Based on Table 1 above, it can be explained some opinions regarding the statements distributed to 40 respondents about marketing strategies:

- 1) In statement N.1, the most dominant respondent's answer is agree, as many as 20 people or by 50%
- 2) In statement N.2, the most dominant respondent's answer is strongly agree, as many as 24 people or by 60%
- 3) In statement N.3, the most dominant respondent's answer is strongly agree, as many as 19 people or by 47.5%
- 4) In statement N.4, the most dominant respondent's answer is disagree, as many as 17 people or by 42.5%
- 5) In statement N.5, the most dominant respondent's answer is strongly agree, as many as 23 people or by 57.5%
- 6) In statement N.6, the most dominant respondent's answer is agree, as many as 26 people or by 65%
- 7) In statement N.7, the most dominant respondent's answer is agree, as many as 30 people or by 75%
- 8) In statement N.8, the most dominant respondent's answer is agree, as many as 26 people or by 65%
- 9) In statement N.9, the most dominant respondent's answer is strongly agree, as many as 23 people or by 57.5%
- 10) In statement N.10, the most dominant respondent's answer is strongly agree, as many as 24 people or by 60%
- 11) In statement N.11, the most dominant respondent's answer is strongly agree, as many as 23 people or by 57.5%

- 12) In statement N.12, the most dominant respondent's answer is strongly agree, as many as 24 people or by 60%
- 13) In the statement N.13, the most dominant respondent's answer is agree, as many as 22 people or by 55%
- 14) In statement N.14 the most dominant respondent's answer is strongly agree, as many as 18 people or by 45%.

**Descriptive Research Data**

Research data are collected by distributing questionnaires directly to the respondents met. Questionnaires are obtained by the researchers directly meeting the respondents and giving questionnaires to be filled out by them. The sampling technique used is the non-probability sampling, a type of accidental sampling by coincidentally meets the respondents.

**Descriptive Respondent**

The data presentation is intended to look for the profile of the research data. The descriptive data that describes the condition of the respondent is an additional information to understand the research results. Respondents in this research have characteristics as below:

**1) Gender**

The descriptive characteristics of respondents based on gender are presented in the table below:

**Table 2.**  
**Respondent characteristics based on gender**

Gender	Frequency	Percentage (%)
Female	26	65,00
Male	14	35,00
<b>Total</b>	<b>40</b>	<b>100,00</b>

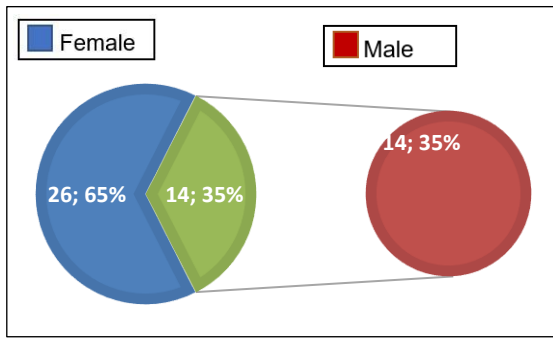


Figure 1. Respondent characteristics based on gender

Based on Table 2 above, it can be seen that the gender of the respondents at KFC Tomohon is mostly female at 24% and male at 14%. From the information above, it is known that most consumers of KFC Tomohon selected as respondents in this research are women.

2) Age

The descriptive characteristics of respondents based on age are presented in Table 3.

Table 3. Respondent characteristics based on age

Age (Year)	Amount	Frequency (%)
13-20	16	40,00
21-25	9	22,50
26-30	6	15,00
31-40	4	10,00
>41	5	12,50
<b>Total</b>	<b>40</b>	<b>100,00</b>

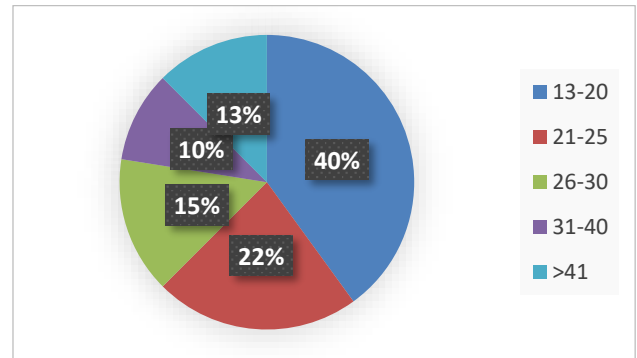


Figure 2. Respondent characteristics based on age

Based on table 4.3 above, it shows that 40% of respondents are aged 13-20 years old, 22.5% of respondents are aged 21-25 years old, respondents aged 26-30 years old are 15%, respondents aged 31-40 years old are 10%, and respondents with age > 41 years old are as many as 12.5%. Hence, it can be concluded that the majority of the respondents are aged 13-20 years old for about 16 people (40%).

Discussion

Based on the research results obtained from the descriptive statistics, the KFC Restaurant is very effective in carrying out their business strategies through the compliance with the product safety that maintains the quality standards at a high level, the innovation created and the qualified human resources. In terms of service quality to consumers, KFC uses CHAMPS (Customer Service Excellence). CHAMPS is an acronym for ensuring the restaurant Cleanliness, Hospitality, Accuracy in receiving and preparing orders, Maintenance of best facility, Products with high quality, and Speed with service.

Thanks to all the efforts, KFC has achieved 40 years of operation as a market leader with strong financial performance and brand reputation. In the digital era, KFC plans and invests in various digital

initiatives, including developing Self Service Terminal (SST), digital menu boards and the new KFCU application. The company believes that all digital initiatives will enhance the brand image and help record higher transaction volumes in the future. The company's management will continue to ensure the practical and convenient ordering, thereby minimizing the waiting times and ultimately increasing transactions. KFC conducts marketing strategy in terms of products by launching several new menus, such as snack buckets that are popular among consumers, cheese rods, and smoky chicken. KFC not only focuses on increasing sales, but also focuses on improving the quality of human resources, as KFC's current success cannot be separated from the best employees and teams who work with high dedication for the company. Moreover, the success of the fast food business performance is the result of a good corporate governance by conforming the laws and regulations, and also by realizing the company's vision and mission.

## CONCLUSION

The successful performance of fast food business at KFC Restaurant Tomohon is the result of obedient corporate governance by implementing compliance in its strategic efforts to serve consumers according to the legislation, as well as the constant realization of the company's vision and mission. KFC Restaurant Tomohon needs to pay attention to its product innovations according to the consumer expectations and consider their suggestions regarding the products and services of the KFC Restaurant. enhance the brand image and help record higher transaction volumes in the future.

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