

MODEL OF CUSTOMER SATISFACTION: EMPIRICAL STUDY AT FAST FOOD RESTAURANTS IN BANDUNG

Nandan Limakrisna

Associated Professor of Doctoral Management Science UPI YAI

Jakarta Indonesia

amarta-nandan@gmail.com

Hapzi Ali

Professor of Management Mercubuana University,

Jakarta Indonesia.

ABSTRACT

This research aims to establish: (1) Impacts of pricing at Fast Food Restaurants in Bandung on the customer's satisfaction (2) Impact of service quality improvement on customer satisfaction. This research used random sampling methods with pricing (X1) and service quality (X2) as the independent variable and customer satisfaction as dependent variable. The population of this research is the customers and prospective customers who were visiting Fast Food Restaurants in Bandung which was located in South Bandung on June 2015. Methods of data collection include questionnaire, observation, and interview. The data analysis used was multiple linier regression, F test and t Test. The Multiple Regression Analysis results in $Y = 11,207 + 0,311X_1 + 0,157X_2 + e$. The above equation shows: (1) There is a positive impact between pricing and customer satisfaction, proven by the analysis from regression coefficients value of 0,311 and service quality impacts positively to customer satisfaction, proven from the analysis from regression coefficients value of 0,157; (2) there is also impact between pricing towards customer satisfaction proven by the analysis report shows $T_{value}(2,568) > T_{table}(1,984)$ with significance level of 0,05 and there is impact between service quality towards customer satisfaction, proven by C value and significance level of 0,05; (3) there is significant impact between pricing and service quality on customer satisfaction, proven by the analysis from $F_{value}(28,263) > F_{table}(2,70)$ with the level of significance of 0,000.

Keywords: Pricing, Service Quality, Customer Satisfaction

1. INTRODUCTION

Development of science and technology not only impact education sector, but also impact the economic and cultural sector. The cultural changing is also inevitable. One of the emerging cultural changing is fast food life style. It does not exist previously in Indonesia, however with the development of the new era, there has been wide numbers of fast food has been sold in Indonesia. The phenomenon happening in third world countries including Indonesia lately shows the life style changing as a result of food industry development manifested in Fast Food restaurants. The young generations prefers eating, and spend most of their time in Malls, Cafes, and western food or fast food restaurant such as Bento, McD, Pizza Hut and many others. The condition was supported by modern trade system. It successfully influences Indonesian to consume even Japanese Food such as Fast Food Restaurants. The type of food was very popular among Indonesian ranging from all ages because the taste has been adjusted with Indonesian taste. In order to be able to compete the industry, the company has to be market oriented. All activities done by the company have to bring satisfaction to the customer, so the marketing can be considered holding a significant role in supporting the sales improvement. According to Kotler regarding marketing strategy (2005:22):

“Marketing principle emphasize that the key of a successful organization is to enable the company to be more effective than the competitor in creating, delivering, and communicating the value of customer towards the targeted market”

In order for accompany to be able to survive even excellent in the market, the company need to have the methods used as a guidelines especially in marketing. Marketing strategy is the most accurate method to increase customer satisfaction. Because when the customer feels satisfied with the products or services offered by a company, then they will buy the product continuously and become a loyal customer from the particular company.

When the customer feels they expectation regarding one product/services was fully served they will also be advertising channel for a company. According to Kotler (2004:114) explained that customer satisfaction is the level of feeling the customer has after comparing the service/ result they get and their own expectation. If the service given by the company in line with the customer expectation that was when the satisfaction happen.

Fast Food Restaurants for instance is the example of fast food industry widely distributed in Java and Bali. It should have special marketing strategy to make the customer satisfied, so they can increase the sales and keep surviving the competitions among the similar industry. Customer satisfaction is important because the key of a business to run is holding by the customer.

There are factors affecting customer satisfaction includes; pricing, service, facility, services, and product quality (Kotler, 2014: 215). Leliana & Suryandari in Margaretha (2004: 111) explained that:

“Pricing becomes the most dominant signals in marketing, it was because price places in every transaction, price also the signal used by the customer in perception process in which price will impacts customer’s evaluation towards one product”

Pricing is associated with the quality offered to the customer. The suitable price and quality will make the customer trust the product thus will build brand image of the product among the customers. Besides pricing the quality of the products, the company services also highly impact the customer

satisfaction. The service quality is the beginning of the customer satisfaction. In evaluating the service quality, customers not only see the result of a service but also the process of delivering the services.

The customer satisfaction towards the service given is an important factor for a running business. The satisfaction is the level of feeling after comparing the services experienced and the expectation thus the satisfaction from the customer is obtained after the service is delivered. Customer generally feel one level of satisfaction, if the service quality is in line with their expectation the customer will be satisfied, while they will feel disappointed if the service quality is not in line with their expectation.

It is in line with the explanation of Tjiptono (2002:59) "*Service quality is the expected excellence and the control of the level of excellence to fulfill the customer expectation*".

In order to fulfill the customer satisfaction of a company, adequate pricing and service quality need to be well managed. We can conclude that customer satisfaction can be reflected from the suitable pricing and good service quality. Customer perception of price and service quality is a total assessment of the excellence of a product or service.

2. METHODS

The research method used was explanatory survey. Sample method was selected based on systematic random sampling. The data sources used in this research consist of primary and secondary resources. Primary data are those related to the pricing and service quality at Fast Food Restaurants in Bandung such as Bento, McD, and Pizza Hut. Data were obtained by questionnaire, observation, and interview conducted in order to determine pricing and service quality in the company. Secondary sources, are those obtained from the company itself (internal data source), internet/websites, library, and mass media.

3. RESULT & DISCUSSION

This research consists of independent variables Pricing & Service Quality, the objective is to identify the customer satisfaction of Fast Food Restaurants in Bandung. The variables of this research are:

1. Independent variable (X1) is Pricing

Pricing is the Policy of a company to show the price of the product to the market or how much the customer will have to pay/spend in order to be able to buy the product and it should be profitable to the company. Pricing can be operationalized through the following dimensions:

- Product compatibility: the compatibility of the price and product quality, and the compatibility with the variety of the products
- Competitor: pricing of the similar products
- Discount: the implementation of discount, buying in package
- Affordability : the price should be affordable for the customer

2. Independent variable (X2) Service Quality

Service Quality refers to the service process from the company in order to deliver satisfaction to the customer, by creating service which is in line with customer expectation or even more. Service quality is operationalized as follows:

- Tangible : Store appearance , hygiene, location, the hospitality of employees, the facility and technology sophistication, and product packaging
- Reliability: Skills and speed in serving the product, speed and accuracy in responding the customer demand.
- Responsiveness: awareness to help the customer's problem. Skills and speed in solving their problem
- Assurance : Product knowledge of the employee, Product quality assurance, and employee communication skill
- Empathy : Care for the customer need

3. *Dependent Variable (Y) Customer satisfaction*

Customer satisfaction is expectation level of the customer after using the product service of a company whether in line with the reality thus produces satisfaction and in satisfaction if expectation is not in line with the reality. Customer satisfaction is operationalized as follows:

- Pricing : Customer satisfaction regarding the Price given
- Service Quality: customer satisfaction regarding the service quality given

4. RESULTS

4.1 *Vailidity Test & Reliability*

4.1.1 Validity Test

The instrument validity value will indicates how far the collected data will not deviate from the general purposed variable. Each statement is considered valid if corrcted item-**Total Correlation item** is more than *r Product Moment Table* with level of significance of 0,005.

In order to obtain the score of each item, Valid or invalid statement, the selected criteria are as follows:

1. If r value $>$ r table and the value is positive, thus the item tested was considered valid
2. If r value $<$ r table, thus the item tested was considered invalid
3. If r value $>$ r table but the value is negative, thus H_0 will still be denied and H_1 is accepted

From the above mentioned criteria, we can conclude that if r value $>$ r table thus the item tested was valid, mean while if r value $<$ r table thus the item tested were invalid.

Table 1. Result of Validity Test Variable X₁

No.	r value	r table	status
1	0,625	0,197	valid
2	0,581	0,197	valid
3	0,770	0,197	valid
4	0,542	0,197	valid
5	0,727	0,197	valid
6	0,806	0,197	valid
7	0,800	0,197	valid
8	0,735	0,197	valid

Source: Researcher's data processing

Based on validity test result to a number of respondents on Variable X₁ with significance level 0,05, We can conclude that 8 statements can be considered as valid because they have value of r value > r table

Table 2 Validity Test Result of Variable X₂

No.	r value	r table	status
1	0,686	0,197	valid
2	0,503	0,197	valid
3	0,695	0,197	valid
4	0,673	0,197	valid
5	0,785	0,197	valid
6	0,674	0,197	valid
7	0,828	0,197	valid
8	0,815	0,197	valid
9	0,794	0,197	Valid
10	0,557	0,197	Valid
11	0,843	0,197	Valid
12	0,202	0,197	Valid
13	0,230	0,197	Valid

Source: Researcher's data processing

Based on the validity test result to a number of respondents on Variable X₂ with significance level 0,05. We can conclude that 13 statements can be considered as valid because they have value of r value > r table

Table 3 Result of Validity Test Variable Y

No.	r value	r table	status
1	0,738	0,197	valid
2	0,689	0,197	valid
3	0,638	0,197	valid
4	0,509	0,197	valid
5	0,669	0,197	valid
6	0,702	0,197	valid
7	0,543	0,197	valid

Source: Researcher's data processing

Based on the validity test result to a number of respondents on Variable Y with significance level 0,05, we can conclude that that 8 statements can be considered as valid because they have value of r value > r table

4.1.2 Reliability Test

Reliability Test can be carried out using SPSS software which enable us to measure reliability of a variable using *Cronbach's Alpha* α

- 1) *Cronbach's alpha* < 0,6 means data is not reliable
- 2) *Cronbach's alpha* > 0,6 means data is reliable

Table 4 Reability Test

Cronbach's Alpha	N of Items
.837	8

Source: Researcher's data processing.

Table 5 Reliability Test

Cronbach's Alpha	N of Items
.872	13

Source: Researcher's data processing

Table 6 Reliability Test

Cronbach's Alpha	N of Items
.748	7

Source: Researcher's data processing

Based on the result of reliability test, we got four output from known variable X_1 , X_2 , and Y , each of variable has reliability value (*Cronbach's Alpha*) above 0,6. Thus we can imply that the measurement units in this research is reliable.

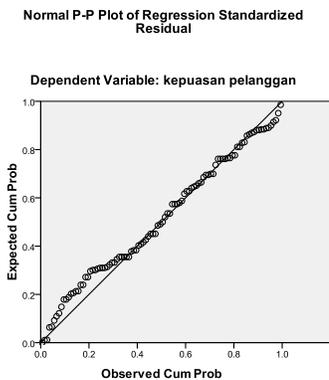
4.2 Classic Regression Assumption Test Result

4.2.1 Normality Test

Normality test used to check if the independent variables; pricing and service quality, also dependent variable; customers satisfactions are normally distributed or not.

The chart shows normality test result using *Normal Probability Plot* which spreads around diagonal line. We can conclude that data used in this research are distributed or, in other word, fulfil normality assumption. Thus regression model is eligible to use:

Picture 1 Diagram Chart of P-P Plot



4.2.2 Autocorrelation test

Autocorrelation test is regression assumption testing in which dependent variable isn't correlated with itself. Auto correlated with itself means value of dependent variable didn't correlated with value of variable itself, be it in previous variable or value of next period.

The basis of decision making are as follows:

1. Value of D-W bellow d_u means positive autocorrelation
2. Value of D-W between d_u and $4 - d_u$ means no autocorrelation
3. Value of D-W above $4 - d_u$ means negative autocorrelation

Table 7 Autocorrelation Test

Model	Durbin-Watson
1	1.780

a. Predictors: (Constant), service quality, pricing

Table 7 Autocorrelation Test

Model	Durbin-Watson
1	1.780

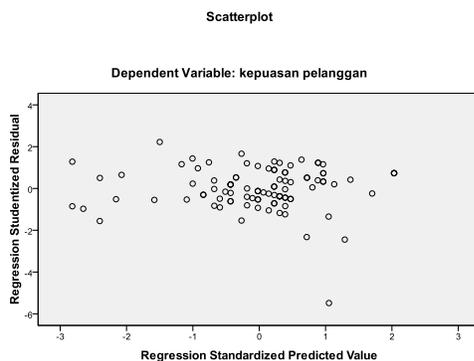
- a. Predictors: (Constant), service quality, pricing
- b. Dependent Variable: customers satisfaction

From the table, value of Durbin-Watson (DW value) is 1,780 meanwhile value of d_u 1,74. Based on specified criteria DW value is between 1, 74 and 2, 26 ($4 - d_u$). It means no autocorrelation. Thus can be concluded that Autocorrelation test is fulfilled.

4.2.3 Heteroskidastity Test

Based on scatter plot bellow, the spreading of data dots are as follows:

1. Data dots spread above and below or around zero
2. Data dots do not concentrated above or below only
3. Data dots spreading should not form wavy pattern, wide then narrow then wide again
4. Data dots spreading would be better if it has no pattern

Picture 2 Scatterplot Chart Diagram

Based on explanation above, we can conclude that the data is negative of Heteroskidastity

4.2.4 Multicollinearity Test

Multicollinearity is event that inform whether independent variable has similarity with other independent variable in one model. Multicollinearity can be observed from *Variance Inflation Factor* (VIF) and *Tolerance* (TOL).

Based on multi-collinearity test table we can see that VIF 2,589 and TOL 0,386 means each independent variable has VIF no more than 10 (VIF<10) and TOL > 0,1. Thus we can conclude that this regression *multiple linear model is free of multicollinearity assumption.*

Table 8 Multicollinearity test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Pricing	.386	2.589
Price	.386	2.589

a. Dependent Variable: customers satisfaction

4.3 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to analyse influence of independent variable to dependent variable

Regression equation in this research is written as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where:

Y : Customer satisfaction

X₁ : Pricing

X₂ : Service quality

a : constant number

e : tolerable error (5%)

b : Regression coefficient

To read SPSS result of regression equation, you can read coefficient table in SPSS output.

Table 9 Multiple Linear Regression Equation

Model	Unstandardized Coefficients	
	B	Std. Error
1 (Constant)	11.207	2.492
Pricing	.311	.121
Service quality	.157	.066

a. Dependent Variable: customers satisfaction

Based on the table, the obtained regression equation is:

$$Y = 11,207 + 0,311X_1 + 0,157X_2 + e$$

Interpretation of regression as follows:

a. Constant (a)

It means if all independent has value of zero (0) then all dependent variable (customer satisfaction) is 11,207.

b. Pricing (X_1) to Customer satisfaction (Y)

Coefficient number of pricing for variable X_1 is 0,311. It means that every effort of good pricing increase one unit will increase customer satisfaction (Y) by 0.311 with assumption that other independent variable from regression model is constant.

c. Service quality (X_2) to Customer satisfaction (Y)

Coefficient number of service quality for variable X_2 is 0,157. It means that every one unit increment of service quality will increase customer satisfaction by 0.157 with assumption that all other independent variables in regression model is constant.

4.4 Coefficient of determination Analysis

Coefficient of determination (R^2) is used to measure how good regression line according to the actual data. Coefficient of Determination measure total percentage variation of dependent variable Y which is explained in regression line. Value of Coefficient of determination is between 0 and 1 ($0 < R^2 < 1$). The closer R^2 to 1 will make regression line better and closer to 0 will make it worse.

Tablee 10 Coefficient of determination

Model	R	R Square	Adjusted R Square
1	.607 ^a	.368	.355

a. Predictors: (Constant), service quality, pricing

b. Dependent Variable: costumers satisfaction

Based on “Model Summary” table, we can conclude that pricing and servcie quality influence about 36,8% to customers satisfaction. Meanwhile 63,2% is influenced other variables which are not examined. Because R^2 less than 50% or tend to away from 1 thus we can conclude that the ability of independent variables to explain dependent factors is quite poor.

4.5 Hypothesis

Hypothesis should be tested based on empirical data to create a decision whether to accept or reject H_0 which has been stated in research hypothesis. This research use t test and F test.

4.5.1 T Test

T test is used to analyze whether independent variables is partially influencing or not to dependent variable. Significance degree used is 0,05. If the significance value is less than degree of trust then we accept alternative hypothesis, which state that an independent variable partially influence dependent variable. t test analysis also can be seen in table bellow:

Table 11. t Test

Model	t	Sig.
1 (Constant)	4.496	.000
Pricing	2.568	.012
Service quality	2.380	.019

a. Dependent Variable: customer satisfaction

Hypothesis formula:

$$H_0: \beta_1 = 0$$

There is no partial influence between pricing and customer satisfaction

$$H_a: \beta_1 \neq 0$$

There is partial influence between pricing and customers satisfaction.

$$H_0: \beta_2 = 0$$

There is no partial influence between service quality and customers satisfaction.

$$H_a: \beta_2 \neq 0$$

There is partial influence between service quality and customers satisfaction

1) Pricing (X_1) to customers satisfaction (Y)

In t test column above model 1 we can see sig value 0,012. Sig value less than probability value 0,05, or value $0,012 < 0,05$, then H_a is accepted and H_0 rejected. Variable X_1 has t_{value} 2,568 with $t_{table} = 1,984$. So $t_{value} > t_{table}$ we can conclude that variable X_1 has contribution to Y. t value is positive, show that variable X_1 has inline relation with Y. We can conclude that pricing has significant influence to customers satisfaction.

2) Service Quality (X_2) to customers satisfaction (Y)

In t test column above model 1 we can see sig value 0,019. Sig value less than probability value 0,05, or value $0,019 < 0,05$, then H_a is accepted and H_0 rejected. Variable X_2 has t_{value} 2,380 with $t_{table} = 1,984$. So $t_{value} > t_{table}$ we can conclude that variable X_2 has contribution to Y. t value is

positive, show that variable X_2 has inline relation with Y. We can conclude that service quality has significant influence to customers satisfaction.

4.5.2 F Test

F test is used to analyze whether simultaneously independent variables significantly influence dependent variable. Trust degree that is used is 0,05. If the F number from calculation is greater than F number from table then alternative hypothesis which state all simultaneous independent variable significantly influence dependent variable.

Hypothesis formula:

$$H_0: \beta_1 = \beta_2 = 0$$

No influence simultaneous variable X (pricing and service quality) to Y (customer satisfaction)

$$H_a: \beta_j \neq 0$$

At least there is one Variable X (pricing and service quality) which influence Y (customer satisfaction)

Table 12. F Test

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	357.414	2	178.707	28.263	.000 ^a
Residual	613.336	97	6.323		
Total	970.750	99			

a. Predictors: (Constant), service quality, pricing

b. Dependent Variable: customers satisfaction

Analysis from F test table, the obtained sig probability is 0.000 which means sig probability number is less than probability value 0.05 or (0,00 < 0,05). Meanwhile value of F value 28,263 and F table 2,70. In other words $F(28,263) > F_{table}(2,70)$. It means H_a is accepted and H_0 rejected. We can conclude that X_1 and X_2 simultaneously influence variable Y.

4.6 Research Discussion

Result of this research indicating that increment or decrement customers satisfaction in time the research was partially influenced by pricing variable which is based on t test result, where the t value is greater than t table which are $t_{value} 2,568$ and $t_{table} = 1,984$.

Result also indicating that increment or decrement customers satisfaction was partially influenced by service quality variable, based on t test result, where the t value is greater than t table which are $T_{value} 2,380$ and $t_{table} = 1,984$.

Lastly, result gave conclusion that increment or decrement of customer satisfaction was simultaneously influenced by pricing and service quality variables based on F test that F value is greater than F table, which are $F_{value} 28,263 > t_{table} 2,70$. We can see that Coefficient of Determination was obtained

that pricing and service quality influence about 36.8% to customer satisfaction. Meanwhile 63.2% was influenced by other unobserved variables.

5. CONCLUSION AND SUGESTION

5.1 Conclusion

1. There is an impact of pricing on customer satisfaction with $T_{counted}$ is higher than T_{table} , with $T_{counted}$ value 2.268 is higher than t_{table} 1,984
2. There is an impact of service quality on customer satisfaction. it is identified from t value 2,380 is higher than t_{Table} 1,984
3. There is an impact of pricing on services quality along with customer satisfaction. we identified that F Value 28,263 > F_{table} 2,70 on $\alpha = 0,05$, F Value is higher than F_{table} , Thus proposed Hypothesis H_0 is denied and H_a is accepted. It means that the independent variables which consist of pricing & service quality simultaneously impact the customer satisfaction of Fast Food Restaurants
4. The multiple linear regression equation obtained is $Y = 11,207 + 0,311X_1 + 0,157X_2 + e$. the research identified that pricing and service quality impacts the customer satisfaction positively
5. The research shows that pricing and service quality has 36,8 % impacts on the customer satisfaction. The next research is suggested to expand the research on the other impacting factors related to customer satisfaction such as service speed, product quality and etc

5.2 Sugestion

- A. Based on regression formula, the obtained value of regression coefficient for pricing is greater than regression coefficient for service quality. Thus if the company want to improve customers satisfaction, pricing should come first in every evaluation compared to other services.
- B. The company should be more careful in pricing policy with observing competitors' price because there are a lot of competitors in market.
- C. The company should be able to balance food quality with the price in order to attract more customers to buy their product. It is important to strengthen the company position in market.
- D. The research shows that pricing and service quality has 36,8 % impacts on the customer satisfaction. The next research is suggested to expand the research on the other impacting factors related to customer satisfaction such as service speed, product quality and etc.

REFERENCES

- [1].Aldana, Oldy, 2010, “**Analisa Pengaruh Kualitas Pelayanan, Harga dan Lokasi Terhadap Kepuasan Pelanggan (Studi Pada Bengkel Caesar Semarang)**”, *Thesis Tidak Dipublikasikan*, Semarang : Universitas Diponegoro.
- [2].Alma, Buchari. 2000, **Manajemen Pemasaran dan Pemasaran Jasa**, Bandung : Alfabeta.
- [3].Aryotedjo, 2005, “**Pengaruh Kualitas Jasa, Kepuasan dan Komitmen Pelanggan Terhadap Loyalitas Konsumen Pada Bisnis Retail**”, *Jurnal Bisnis dan Manajemen*, Vol. 5, No. 2: 223-232.
- [4].Chandra, Filicia dan Theresia Widyaratna Danny, 2001, “**Analisis Kepuasan dan Loyalitas Konsumen Terhadap Tingkat Penjualan di Warung Bu Kris**”, *Jurnal Manajemen dan Kewirausahaan*, Vol. 3, Vol. 2: 85-95.
- [5].Endah, Rayi, 2008, “**Analisa Pengaruh Kualitas Pelayanan, Kualitas Produk dan Harga Terhadap Kepuasan Pelanggan (Studi Pada Warung Makan Singosari Semarang)**”, *Thesis Tidak Dipublikasikan*, Semarang : Universitas Diponegoro.
- [6].Ghozali, Imam, 2006, **Aplikasi Analisis Multivariate Dengan Program SPSS**, Semarang : Universitas Diponegoro.
- [7]. Handoko, T, Hani. 2003. **Manajemen**, Edisi ke-2. Yogyakarta : PT. BPF.
- [8].Irawan, D, Hadi . 2002, **10 Prinsip Kepuasan Konsumen**, Bandung : Elekmedia Komputindo.
- [9].Kotler, Philip. Amstrong Garry. 2001, **Dasar – Dasar Pemasaran, Jilid 1**, Terjemahan Benjamin Molan, Bandung : PT. Indeks.
- [10]. Kotler, Philip. 2004, **Manajemen Pemasaran, Edisi Milenium 1**, Terjemahan Hendra Teguh dan Ronny A Rusli, Bandung : Prenhallindo.
- [11]. Kotler, Philip. 2005, **Manajemen Pemasaran, Edisi Keduabelas, Jilid 1**, Terjemahan Ancellawati, Bandung : Salemba Empat.
- [12]. Kotler, Philip. 2006, **According To Kotler**, Terjemahan Damos Sihombing, Bandung : PT. Bhuana Ilmu Populer Gramedia.
- [13]. Krisyantono,Rachmat. 2006, **Teknik Praktis Riset Komunikasi**, Bandung : Kencana Prenada Media.
- [14]. Kuncoro, Mudrajad, 2001, **Metode Kuantitatif**, Yogyakarta: AMP YKPN.
- [15]. Lopiadi, Rambat & Hamdani. 2001, **Manajemen Pemasaran Jasa**, Bandung : Salemba 4.
- [16]. Marzuki, 2005, **Metodologi Riset**, Yogyakarta: Ekonisia..
- [17]. Margaretha, Moureen, 2004, “**Studi Mengenai Loyalitas Pelanggan Pada Divisi Asuransi Kumpulan AJB Bumi Putera 1912**”, *Jurnal Sains Pemasaran Indonesia*, Desember, Vol. III, No. 2: 289-308.
- [18]. Martianawarti, 2009. “**Analisa Pengaruh Brand Image, Kualitas Pelayanan dan Fasilitas SPBU “Pasti Pas” Terhadap Kepuasan Konsumen Pengguna Kendaraan Bermotor**”, *Thesis Tidak Dipublikasikan*, Semarang : Universitas Diponegoro.

-
- [19]. Ruslan, Rusady . 2005, **Manajemen *Public Relation* dan Medai komunikasi : Konsep dan Aplikasi**, Bandung : PT. Raja Grafindo Persada.
- [20]. Singarimbun, Masri, Effendi, Sofian. 2006, **Metode Penelitian Survai**, Bandung : LP3ES Indonesia.
- [21]. Stanton, William, J. 2001, **Marketing Management**, Terjemahan Wilhelma W Bakowaton, Bandung : PT. Indeks.
- [22]. Supranto, J. 2007, **Pengukuran Tingkat Kepuasan Pelanggan**, Bandung : PT. Rhineka Citra.
- [23]. Supranto, J. 2001, **Teknik Riset Pemasaran dan Ramalan Penjualan**, Bandung : Rana Cipta.
- [24]. Sugiyono. 2004, **Metode Penelitian Bisnis**, Bandung : Alfabeta.
- [25]. Tjiptono, Fandy. Chandra, Gregorius. Andriana, Dadi, 2008. **Pemasaran Strategik**, Yogyakarta : Andi
- [26]. Tjiptono, Fandy. 2002, **Strategi Pemasaran**, Yogyakarta : Andi.
- [27]. Tjiptono, Fandy dan Gregorius Chandra, 2005, **Service, Quality and Satisfaction**, Yogyakarta: ANDI.
- [28]. Widiyanto, Ibnu. 2008, **Pointers: Metodologi Penelitian**, Semarang: Badan Penerbit Universitas Diponegoro.
- [29]. Wimmer D Roger & Dominick R Joseph, 2000, **Mass Media Research :An Intraduction 9 Edition**, Bandung : Wadsworth.
- [30]. Website Resmi Fast Food Restaurants, 2015, www.Fast Food Restaurants.co.id
- [31]. Website Resmi *Kentucky Fried Chicken (KFC)*, 2015, www.kfc-indonesia.co.id