

FACTORS AFFECTING CONSUMERS' LOCAL FRIED CHICKEN PURCHASE DECISIONS

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ABSTRACT

There were eight local fried chickens in Special District of Yogyakarta. It makes a question about what factors cause successful and unsuccessful local fried chicken. Then, a consumer survey that sought the level of customer satisfaction was done using a questionnaire. The survey involved 242 respondents that had eaten the local fried chicken. The result shows that the easiness of the outlet to be reached by the consumer and the products price that is competitive are the main factors to lead the local fried chicken to be successful in the market place.

Keywords: *Special District of Yogyakarta, local fried chicken, customer satisfaction.*

INTISARI

Terdapat delapan produk ayam goreng lokal di Daerah Istimewa Yogyakarta. Hal tersebut memunculkan pertanyaan tentang faktor-faktor apa sajakah yang dapat membuat produk tersebut sukses atau gagal di pasar. Kemudian, sebuah survei dilakukan untuk mengukur kepuasan konsumen tersebut di pasar dengan menggunakan kuesioner. Survei tersebut melibatkan 242 responden yang pernah mengonsumsi produk tersebut. Hasil penelitian ini menunjukkan bahwa kemudahan outlet untuk dijangkau oleh konsumen dan harga produk yang kompetitif adalah dua faktor utama yang membuat produk ayam goreng lokal tersebut mengalami kesuksesan.

Kata Kunci: Daerah Istimewa Yogyakarta, ayam goreng lokal, kepuasan konsumen

INTRODUCTION

There are factors that make successful and unsuccessful food products in the market place. The local traders of Romanian retail food market are suggested to create a trade organization, reduce expenditure and trade margin, use franchise strategies, and make own products in order to success in the future (Stanciu, 2015). Participation and education of local farmers (producers), clear goal setting through long-term planning, and diversification of the consumer market are the success factors of local food of Wanju-gun in Korea (Choi and Kim, 2015). Small and medium-sized enterprises should focus on research and development, differentiate their own products, and maintain service quality (Ensari and Karabay, 2014).

There are examples of the research and development to differentiate the food products. First, a producer can include green contents to his products in order to add a new value to their products (Kumar and Ghodeswar, 2010; Laheri, 2015). Second, an innovation of functional food (for healthy) can increase the willingness of people to buy a food (Pappalardo and Via, 2016; Antoñanzas and Rodríguez-Ibeas, 2011; Kathuria and Gill, 2013). Third, the seller must give special treatments to make the perishable products to be more reliable (MASOOM et al. 2015; Kumar and Kapoor, 2014). Moreover, the demographic compositions of the consumers also affect the purchase willingness of a product (Srivastava, 2015).

There were local fried chicken products in Special District of Yogyakarta, Indonesia. The products

were Olive Fried Chicken, Yogya Chicken, Golden Fried Chicken, Popeye Chicken Express, Jakarta-Jakarta Fried Chicken, Yakitori Fried Chicken, MagFood Amazy and DOBBI Burger & Fried Chicken.

This research aims to find what factors making a successful local fried chicken. Furthermore, this research can be used to find the best strategies for doing local fried chicken business especially in Special District of Yogyakarta.

METHODOLOGY

The outlet numbers of local fried chicken products in Special District of Yogyakarta were counted. It was used to predict the most successful local fried chicken in Special District of Yogyakarta because detailed sales data of the products could not be accessed by everyman.

A survey was conducted to find the consumer satisfaction using a questionnaire. The respondents of the survey were persons that had already eaten the products and were randomly selected. The number of the respondents are 242 people. The survey was conducted in Special District of Yogyakarta. The questionnaire used in the survey is valid ($\alpha = 0.1$) using product-moment Pearson. Reliability test shows that the questionnaire is reliable with $r_{\text{odd even}} = 0.92911$. The questionnaire uses Likert-type scale (0 = very not good; 1 = not good; 2 = enough; 3 = good; 4 = very good). The respondents were requested to answer 20 close questions in the questionnaire. The 20 close questions represent the 20 pilot variables of the local fried chicken.

In the end of the research, correlation between the pilot variables of the local fried chickens and the outlet numbers of the local fried chickens will be counted.

$$H_0 : \rho = 0$$

$$H_1 : \rho \neq 0$$

Criterion of rejection of H_0 using t test can be seen in Equation 1. The H_0 will be rejected if $t_{cal} > t_{\frac{\alpha}{2}, n-2}$ and if

$t_{cal} < -t_{\frac{\alpha}{2}, n-2}$. ρ is the correlation coefficient of the population. t_{cal} is the value of the t calculation. r is the correlation coefficient of the sample. n is the number of the data. $t_{\frac{\alpha}{2}, n-2}$ is the value of t table.

$$t_{cal} = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}} \tag{1}$$

RESULTS & DISCUSSION

The outlet numbers of the local fried chicken in Special District of Yogyakarta can be seen in Table 1. Olive Fried Chicken has the most number of outlets. It is followed by Yogya Chicken, Golden Fried Chicken, and Popeye Chicken Express. Therefore, Olive Fried Chicken is predicted to be the most successful local fried chicken in Special District of Yogyakarta based on this reasons.

Table 1. The Outlet Numbers of Local Fried Chicken in Special District of Yogyakarta

Local Fried Chicken	Date of Birth in Special District of Yogyakarta	The Outlet Numbers in October 2011
Olive Fried Chicken	2010	18
Yogya Chicken	August 27 1997	16
Golden Fried Chicken	1998	13
Popeye Chicken Express	2009	8
Jakarta-Jakarta Fried Chicken	September 7 2002	2
Yakitori Fried Chicken	November 3 2007	1
MagFood Amazy	Desember 2008	1
DOBBI Burger & Fried Chicken	September 2009	1

The demographic data of the respondents are shown in Table 2. Most of the respondents are male, 21-30 years old, students and employees.

The results of the consumer satisfaction survey of the 20 pilot variables are arranged in Table 3.

Table 2. Demographic Data of the Respondents

The Respondent Number of										
	Olive Fried Chicken	Yogya Chicken	Golden Fried Chicken	Popeye Chicken Express	Jakarta-Jakarta Fried Chicken	Yakitori Fried Chicken	MagFood Amazy	DOBBI Burger & Fried Chicken	Total	Percentage (%)
Gender										
Male	19	15	21	18	16	18	18	19	144	59.50
Female	11	17	9	12	14	12	12	11	98	40.50
Age (years old)										
15-20	3	12	10	12	3	2	6	4	52	21.58
21-30	17	17	16	9	20	18	9	4	110	45.64
31-40	4	2	4	3	2	10	6	9	40	16.60
41-50	4			6	5	1	5	8	29	12.03
51-60	1						4	5	10	4.15
Occupation										
Student	9	21	16	14	10	18	11	5	104	43.15
Employee	17	8	9	9	19	11	13	20	106	43.98
Others	3	2	5	6	2	2	6	5	31	12.86

Table 3. The Consumer Satisfaction of the Local Fried Chicken in Special District of Yogyakarta

No.	The pilot variables of local fried chicken	The sample mean of consumer satisfaction of							
		Olive Fried Chicken	Yogya Chicken	Golden Fried Chicken	Popeye Chicken Express	Jakarta-Jakarta Fried Chicken	MagFood Amazy	DOBBI Burger & Fried Chicken	Yakitori Fried Chicken
1	The easiness to reach the outlet	2.83	2.59	3.17	2.57	2.27	2.83	1.97	2.77
2	The security of the outlet parking area	2.17	2.50	2.37	2.37	2.50	2.90	2.87	2.52
3	The attitudes of the waiter/waitress,	2.67	2.34	2.77	2.63	2.93	3.10	2.87	2.90
4	The service time to get the food (fried chicken)	2.83	2.81	2.87	2.63	2.80	2.87	2.73	3.03
5	The price of the food	2.77	2.40	2.43	2.53	1.67	2.60	2.47	2.29
6	The taste of the food and the sauce used,	3.03	2.47	2.83	2.83	2.70	2.80	2.93	2.94
7	The texture of the food	3.17	2.41	2.63	2.70	2.77	2.77	2.77	2.81
8	The color of the food	3.10	2.38	2.63	2.77	2.87	2.83	2.70	2.94
9	The shape of the food	3.03	2.42	2.77	2.60	2.80	2.90	2.70	2.81
10	The size of the food	2.87	2.41	2.57	2.57	2.83	2.67	2.60	2.19
11	The temperature of the food	2.73	2.13	2.63	2.70	2.57	2.60	2.80	2.61
12	The hygiene of the food and its package	3.00	2.28	2.83	2.77	3.03	3.00	2.87	2.65
13	The comfort of the chair and the table in the outlet	2.97	2.44	2.83	2.60	2.37	3.03	2.30	2.67
14	The cleanliness of the chair and the table in the outlet	2.77	2.47	2.63	2.63	2.43	3.07	2.43	2.68
15	The neatness of the room (wall, floor)	2.83	2.41	2.57	2.63	2.43	2.87	2.27	2.61
16	The temperature of the room	2.40	2.09	2.37	2.50	2.77	2.97	2.67	2.16
17	The availability of water to wash hands	3.03	2.59	2.70	2.53	2.00	3.27	2.67	3.03
18	The availability of the soap to wash hands	3.00	2.75	2.63	2.53	1.27	3.07	2.37	2.87
19	The cleanliness of the mirror	2.80	2.06	2.63	2.40	1.47	3.07	n/a	n/a
20	The hand dryers can be used properly	2.90	2.32	n/a	2.53	n/a	3.00	n/a	n/a

The factor analysis of the 20 pilot variables shows that there are only two pilot variables that have linear correlation with the outlet number of the local fried chicken (Table 4). The variables are (1) the easiness to reach the outlet and (5) the price of the food. *t*-table uses $\alpha = 0.3$ and the degree of freedom is 6 ($v = n - 2 = 8 - 2$). Then, Olive Fried Chicken could win the competition because of those two factors.

If the outlet number of local fried chicken is used to measure the success of a local fried chicken, then a local fried chicken should do two efforts. The efforts are to make the outlet easier to be accessed by the consumers and make the fried chicken price to be more competitive in the market place.

Table 4. Correlation between the Pilot Variables and the Outlet Number of the Local Fried Chicken

Variable number	The correlation coefficient of the pilot variables and the outlet number	<i>t</i> calculation	<i>t</i> tabel	Correlation conclusion
1	0.465	1.286	1.134	Linear
2	-0.738	-2.680	1.134	Not Linear
3	-0.794	-3.199	1.134	Not Linear
4	-0.132	-0.326	1.134	Not Linear
5	0.428	1.159	1.134	Linear
6	-0.155	-0.383	1.134	Not Linear
7	0.010	0.025	1.134	Not Linear
8	-0.200	-0.501	1.134	Not Linear
9	-0.117	-0.289	1.134	Not Linear
10	0.169	0.420	1.134	Not Linear
11	-0.345	-0.899	1.134	Not Linear
12	-0.328	-0.850	1.134	Not Linear
13	0.266	0.677	1.134	Not Linear
14	-0.065	-0.160	1.134	Not Linear
15	0.181	0.450	1.134	Not Linear
16	-0.567	-1.688	1.134	Not Linear
17	0.037	0.091	1.134	Not Linear
18	0.332	0.862	1.134	Not Linear
19	0.163	0.405	1.134	Not Linear
20	-0.405	-1.085	1.134	Not Linear

A successful local fried chicken in Special District of Yogyakarta has the same way to be sustainable in business as food retailer in Romania (Stanciu, 2015) and in New Zealand (Insch and Jackson, 2014). The similarity is that the seller must have competitive prices in the market place.

CONCLUSIONS

There are two factors that the businessman should consider to have a

prospective business of local fried chicken in the market. The first consideration is that the businessman should locate their shops near to the consumers, so the consumers can reach their products easily and quickly. The second consideration is that the businessman should maintain the product price to be always affordable for their consumers.

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