

ABSTRAKSI

Restoran *fast food* dianggap dapat menyajikan layanan yang lebih cepat dan lebih baik dengan lebih memperhatikan pada *marketing (customer) relationship*. Perkembangan *fast food* di Indonesia mengalami perkembangan yang sangat pesat. Diantara sekian banyak *fast food* tersebut yang memiliki posisi kuat di mata konsumen adalah KFC dan McDonald's. Hal ini terlihat dari hasil survei *Indonesian Customer Satisfaction Index (ICSI)* pada tanggal 5-18 September 2002 di 6 kota besar Indonesia yaitu Jakarta, Bandung, Semarang, Surabaya, Medan, dan Makasar dengan menggunakan metode wawancara tentang peringkat kepuasan restoran *fast food* menunjukkan bahwa *fast food* McDonald's menduduki peringkat pertama, disusul oleh Kentucky Fried Chicken, Pizza Hut, California Fried Chicken, Hoka-Hoka Bento, Dunkin Donut's, dan Texas Fried Chicken.

Tujuan penelitian ini adalah untuk mengetahui perbedaan antara atribut-atribut produk outlet *fast food* Mc.Donald's Jl. Raya Darmo dengan outlet *fast food* Kentucky Fried Chicken Jl. Raya Darmo berdasarkan persepsi konsumen di Surabaya.

Data yang digunakan dalam penelitian data primer yang diperoleh melalui penelitian kuesioner. Analisis data dilakukan dengan menggunakan ANOVA yaitu dengan uji F.

Hasil analisis dan pengujian hipotesis secara keseluruhan menunjukkan bahwa tidak terdapat perbedaan yang signifikan. Dilihat dari nilai rata-rata skor pada atribut *value to price relationship*, menunjukkan terdapat perbedaan yang signifikan. Perbedaan atribut *product quality* ini, berdasarkan pengujian statistik dengan uji F pada taraf uji 5% menunjukkan tidak terdapat perbedaan yang signifikan. Pada atribut *product features* menunjukkan tidak terdapat perbedaan yang signifikan. Pada atribut *reliability* menunjukkan terdapat perbedaan yang signifikan antara atribut produk *fast food* McDonald's dan Kentucky Fried Chicken ditinjau dari atribut *reliability*. Atribut *response to and remedy of problems* pada Kentucky Fried Chicken dan McDonald's menunjukkan terdapat perbedaan yang signifikan. Perbedaan atribut *sales experience* ini, berdasarkan pengujian menunjukkan terdapat perbedaan yang signifikan antara atribut produk *fast food* McDonald's dan Kentucky Fried Chicken. Perbedaan atribut *convenience of acquisition* ini *fast food* McDonald's dan Kentucky Fried Chicken menunjukkan tidak terdapat perbedaan yang signifikan antara atribut produk

EXECUTIVE SUMMARY

These days, social standard life has been increased; it means that the social needs that have to be fulfilled are increased too. Especially in fulfill the needs of food, the society demand it better and faster. One of the concept that has been developed in fulfill the society's food needs is with emerge of restaurants with the fast service or usually called with fast food. The fast food restaurants consider that can serve better and faster with more concern to marketing or customer relationship.

Kentucky Fried Chicken has been known first of all in Indonesia that was recognized in 1979, that is why Kentucky Fried Chicken is able to place itself as the first of the consumer's mind. Besides Kentucky Fried Chicken the other fast food that enliven the fast food industry are California Fried Chicken, Texas Fried Chicken, Trivia, Mc Donald's, Wendy's, Pizza Hut, Hoka-Hoka Bento, Dunkin Donut's, and others more. Among the fast foods that have strong position in customer's mind is Kentucky Fried Chicken and Mc Donald's. This can be shown from the ICSI (Indonesian Customer Satisfaction Index) on September 5th-18th 2002 at six big cities in Indonesia such as; Jakarta, Bandung, Semarang, Surabaya, Medan, and Makassar by using interview method about the satisfaction level of fast food restaurants that shows Mc Donald's reach the first position, followed by Kentucky Fried Chicken, Pizza Hut, California Fried Chicken, Hoka-Hoka Bento, Dunkin Donut's, and the last is Texas Fried Chicken.

The more fast food and the customer's selectivity make the competition of fast food industries becoming tide. To win the competition, fast food industries have to be had the superiority that reflected from the attributes product quality. Among the attributes product that form the customer's satisfaction are value to price relationship, product quality, product features, reliability, response to and remedy of problem, sales experience, and convenience of acquisition.

From our point of view, the problem formulation that can we proposed is: "Is there any attributes product differentiation between outlet fast food Mc

Donald's and Kentucky Fried Chicken on Raya Darmo based on customer's perception in Surabaya?"

Based on our problem formulation, the purpose that we are going to achieve in this research is to know the attributes product differentiation between outlet fast food Mc Donald's and Kentucky Fried Chicken on Raya Darmo based on customer's perception in Surabaya.

Based on the theory of Kotler (1994:432), the definition of a product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. From the above definition, we can conclude that product which is offered to customers have to fulfill the customer's needs and wants. Product could be tangible and intangible use that can satisfy customer's satisfaction.

Based on Kotler and Armstrong (1991:257), Product quality means the ability of product to perform its functions. Product quality could be observed from two points of view that are internal and external point of view. Based on Kotler and Armstrong's statement (1991:279), "From marketing point of view quality should be measured in terms of buyer's perceptions." Because of that the point of view that we use to look the product quality is from external point of view. To evaluate the quality of a product is based on the customer's perception. The quality of a product is good if it could fulfill the customer's needs and wants. Quality is determined by customers and their experience of a product.

Based on Aaker (1991:85), the definition of perceived quality is "... the customer's perception of the overall quality or superiority of a product or service with respect to its intended purposed." First of all the perceived quality is the customer's perception. To measure the perceived quality means to measure the customer's perception of the overall quality of a product. The statement of Durianto et al (2001:105), "The subject of the measurement is the product's customers and the measurement is done by offering questions about the customer's perception around attributes product."

According to Sugiarto (1999:74), "Food service industry is an industry that produce rare goods become a product that ready to consume." There are three

attributes that use for customer's consideration in choosing a restaurant such as: physical product, psychological product, and customer service product. To make it more specify, Hanan and Karp (1991:25) shows the attributes products that is use for customer's consideration in choosing a product are:

1. **Value to price relationship.** It will be determined by the value of the difference between what the customer receives and what he pays to receive it.
2. **Product quality.** It is the sum total of all the quality components that composed the product and that contribute to the value it adds.
3. **Product features.** They are the physical components that yield the benefits.
4. **Reliability.** It is the combine effect of product dependability. It is an amalgam how well a product works in comparison to its promise.
5. **Response to and remedy of problem.** It is the employee's attitudes in reacting or helpfulness to resolve the problems.
6. **Sales experience.** Consist of all interpersonal relationship between employees and customers in communication that related to purchase.
7. **Convenience of acquisition.** Lose how a product can be obtained.

In determined the attributes product quality differentiation, the attributes product quality between fast food Mc Donald and Kentucky Fried Chicken can be seen from customer's point of view. According to Bovee, Houston, and Thill (1995:357) "Every product, no matter how seemingly simply or mundane, can be differentiated through attention to quality and customer services." According to Kinnear, Bernhardt, and Krentler (1995:225) "Competitive advantage refers to an organizations ability to operate in a away that make it superior to it's competition in the eyes of consumers." And according to Kotler and Armstrong (1991:237) "Company can differentiate their products on such attributes as consistency, durability, reliability, or repairability.

Based on the point of view, problem formulation, the research purpose, and the theory, so that the hypothesis that we propose in this research are: "We guess that there are attributes product differentiation between outlet fast food Mc Donald's and Kentucky Fried Chicken on Raya Darmo based on customer's perception in Surabaya."

Kind of this research is quantitative research using statistical tool test. Types of data that we use in this research are qualitative and quantitative data. Sources of the data are primer and secondary data. The tools that we use in collecting data is by distributing questionnaires to customers of its outlets fast food. The procedure of datas collecting method is: (1) Distributing questionnaires to the customers; (2) Researcher give some explanation to the customers; (3) After the questionnaires had been filled, the researcher collected, sorted, scored, and tabulated.

The technique of getting sample is by using purposive sampling. The characteristic of the population that we search is the customers above 18 years old, with minimum education is SMP, also have been visiting and purchasing before. The total of sample is 160 and supported by Hadi's statement (1984:221) "Actually there is no fix decision of how many percent of sample that has to be taken from the population."

The variables identification that used in this research is consist of:

1. Value to price relationship (X_1)
2. Product quality (X_2)
3. Product features (X_3)
4. Reliability (X_4)
5. Response to and Remedy of problems (X_5)
6. Sales experience (X_6)
7. Convenience of acquisition (X_7)

The technique of analyzing and hypothesis test:

1. Mean and Standard Deviation
 - a. Mean (\bar{X})

$$\bar{X} = \frac{1}{n} \sum_{i=1}^n X_i$$

b. Standard deviation (Sd)

$$Sd = \sqrt{\frac{\sum (\bar{X}_i - X_i)^2}{n-1}}$$

2. One Way Anova

According to Hasan (1999:167), "One way test is the test of mean differentiation."

a. Formulated statistical hypothesis

Ho: $\mu_1 = \mu_2$, means there is no differentiation attributes between both of the fast food that we searched.

H1: $\mu_1 \neq \mu_2$, means there is differentiation attributes between both of the fast food that we searched.

b. Determine the significance level and F_{table}

The significance level is $5\% = 0,05$. The critical value is determined by (df1) = $k - 1$ and (df2) = $k(n-1)$ so that we could find F_{table} .

c. Determine F_{hitung}

One Way Variance Analyst

Source of variance	Independent degree	Sum of square	Mean of square	F_{hitung}
Mean	k-1	SS Γ	SS Γ /k-1	MS Γ /MSR
Residual	N-k or k(n-1)	SSR	SSR/N-k	
Total	N-1 or nk - 1	SST		

Source: Hasan (1999:168)

d. Testing Criteria

To determine Ho accepted or rejected, the testing criteria is:

- 1) Ho accepted if $F_{hitung} \leq F_{table}$, means there is no significant differentiation attributes between both of the fast food.
- 2) Ho rejected if $F_{hitung} > F_{table}$, means there is significant differentiation attributes between both of the fast food.

To prevent the mistakes in counting the data, we use the computer software called SPSS (Statistical Program for Social Science).

The result of the research:

1. Differentiation at value to price relationship attributes

From the mean value at value to price relationship attributes, Kentucky Fried Chicken's mean value (=4,06688) is bigger than Mc Donald's mean value (=3,62163). This shows that according to value to price relationship attributes Kentucky Fried Chicken is better than Mc Donald's. Based on the statistical testing which is using F differentiation test at significance level of 5%, show that there is significant differentiation between outlet fast food Kentucky Fried Chicken and Mc Donald's observed from value to price relationship attributes. The implication of the analysis result and the testing is, that should be a consideration for Kentucky Fried Chicken to defend the value to price relationship attributes and as an input for Mc Donald's to increase their work at the value to price relationship attributes that can be satisfy the customers.

2. Differentiation at product quality attributes

From the mean value at product quality attributes, Kentucky Fried Chicken's mean value (=3,593754) is smaller than Mc Donald's mean value (=3,73125). This shows that according to product quality attributes, Mc Donald's is better than Kentucky Fried Chicken. Based on the statistical testing which is using F differentiation test at significance level of 5% , show that there is no significant differentiation between outlet fast food Kentucky Fried Chicken and Mc Donald's observed product quality attributes. The implication of the analysis result and the testing is, that should be a consideration for Kentucky Fried Chicken and Mc Donald's to increase their work at the product quality attributes that can be satisfy the customers

3. Differentiation at product features attributes

From the mean value at product features attributes, Kentucky Fried Chicken's mean value (=3,6860) is bigger than Mc Donald's mean value (=3,6710). This shows that according to product features attributes, Kentucky

Fried Chicken is better than Mc Donald's. Based on the statistical testing which is using F differentiation test at significance level of 5% , show that there is no significant differentiation between outlet fast food Kentucky Fried Chicken and Mc Donald's observe product features attributes. The implication of the analysis result and the testing is, that should be a consideration for Kentucky Fried Chicken and Mc Donald's to increase their work at the product features attributes that can be satisfy the customers.

4. Differentiation at reliability attributes

From the mean value at reliability attributes, Kentucky Fried Chicken's mean value (=4,01675) is bigger than Mc Donald's mean value (=3,7210). This show that according to reliability attributes, Kentucky Fried Chicken is better than Mc Donald's. Based on the statistical testing which is using F differentiation test at significance level of 5% , show that there is significant differentiation between outlet fast food Kentucky Fried Chicken and Mc Donald's observe from reliability attributes. The implication of the analysis result and the testing is, that should be a consideration for Kentucky Fried Chicken to defend the reliability attributes and as an input for Mc Donald's to increase their work at the reliability attributes that can be satisfy the customers.

5. Differentiation at response to and remedy of problems attributes

From the mean value at response to and remedy of problems attributes, Kentucky Fried Chicken's mean value (=3,78275) is smaller than Mc Donald's mean value (=4,1835). This show that according to response to and remedy of problems attributes, Mc Donald's is better than Kentucky Fried Chicken. Based on the statistical testing which is using F differentiation test at significance level of 5% , show that there is significant differentiation between outlet fast food Kentucky Fried Chicken and Mc Donald's observe from response to and remedy of problems attributes. The implication of the analysis result and the testing is, that should be a consideration for Mc Donald's to defend the response to and remedy of problems attributes and as

an input for Kentucky Fried Chicken to increase their work at the response to and remedy of problems attributes that can be satisfy the customers.

6. Differentiation at Sales Experience Attributes

From the mean value at sales experience attributes, Kentucky Fried Chicken's mean value (=3,60863) is smaller than Mc Donald's mean value (=4,15437). This show that according to sales experience attributes, Mc Donald's is better than Kentucky Fried Chicken. Based on the statistical testing which is using F differentiation test at significance level of 5% , show that there is significant differentiation between outlet fast food Kentucky Fried Chicken and Mc Donald's observe from sales experience attributes. The implication of the analysis result and the testing is, that should be a consideration for Mc Donald's to defend the sales experience attributes and as an input for Kentucky Fried Chicken to increase their work at the sales experience attributes that can be satisfy the customers.

7. Differentiation at Convenience of Acquisition Attributes

From the mean value at convenience of acquisition attributes, Kentucky Fried Chicken's mean value (=3,83125) is bigger than Mc Donald's mean value (=3,82188). This show that according to convenience of acquisition attributes, Kentucky Fried Chicken is better than Mc Donald's. Based on the statistical testing which is using F differentiation test at significance level of 5% , show that there is no significant differentiation between outlet fast food Kentucky Fried Chicken and Mc Donald's observe from convenience of acquisition attributes. The implication of the analysis result and the testing is, that should be a consideration for Mc Donald's attributes and Kentucky Fried Chicken to increase their work at the convenience of acquisition attributes that can be satisfy the customers.

8. Differentiation at the overall attributes

Each of the fast food has its strong and weakness point that can be seen from its mean values .If one of the attribute product's value mean is bigger than the other attribute product, it means that it is better than the others. From our overall analysis result and the testing hypothesis shows that there is no

significant differentiation between both of the fast food (H_0 accepted). But if we see from each of the attributes product, it is not sure that there is no significant differentiation because each of the fast food must have its strong and weakness point.

From the result of our research, some suggestion that can we make are:

1. From the value to price relationship attributes, Kentucky Fried Chicken should be able to defend and for McDonald's should be able to increase their work. For example: giving discounts, offering save packages especially for under society.
2. From the product quality attributes, should be considered for McDonald's and Kentucky Fried Chicken to increase their work that can be more able to satisfy the customer's wants. For example the age of the chicken should not over than 40 days, the temperature for hot product should be 60°C.
3. From the Product features attributes, should be considered for McDonald's and Kentucky Fried Chicken to increase their work that can be more able to satisfy the customer's wants. For example the cover of the rice could be covered more interesting.
4. From reliability attributes, should be considered for Kentucky Fried Chicken to defend and McDonald's could be used as information to defend their work. For example the ability to provide the customer's wants.
5. From response to and remedy of problems attributes should be considered for McDonald's to defend and for Kentucky Fried Chicken could be used as information to increase their work. For example develop the employees's attitudes in serving the customer by giving them training.
6. From sales experience attributes, should be considered for Kentucky Fried Chicken to increase their work and for McDonald's to defend their work. For example the employees should be more active to inform the new products.

7. From convenience of acquisition attributes, should be considered for McDonald's and Kentucky Fried Chicken to defend and if also to increase their work. For example providing bigger parking area.

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