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### ENTREPRENEURS' CHALLENGE IN DEVELOPING FAST FOOD RESTAURANT: A CASE OF FK CHICKEN IN JAKARTA

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#### ABSTRACT:

*Increasing number of fast food restaurant encourages entrepreneurs to compose a suitable strategy in developing their business. Entrepreneurs should know well about the customers satisfaction factors of fast food restaurant and its impact on customers' purchase intention. Knowing the influence of dineserve's variables (food quality, atmosphere, service quality, convenience and price) on customers' satisfaction and purchase intention in fast food restaurant is needed. Therefore, this research's objectives are to identify the influence of dineserve on customer satisfaction and to identify the influence of customers' satisfaction on purchase intention of FK Chicken products. A quantitative analysis is carried out through circulating an online questionnaire, which consists of 37 statements. There are 250 respondents which are chosen using purposive sampling and snowball sampling from its population. The population are people who have ever purchase of FK Chicken products in Indonesia. After checking the validity & reliability, SEM is used for model fit testing, hypothesis testing and R-Square analysis. The result shows that the product quality data is not valid, so it is excluded from the inferential analysis. The all four dineserve's variables positively influence customer satisfaction and also customer satisfaction influences purchase intention. Therefore, an entrepreneur should focus on the way how to improve customers' satisfaction by providing an interesting atmosphere, giving better service quality, improving the convenience, and offering an affordable price.*

**Keywords:** *Dineserve, Customer Satisfaction, Purchase Intention, Fast Food Restaurant, Indonesia*

#### Introduction

Economic progress in the era of globalization has encouraged the growth of consumer interest in various matters, including culinary. Lots of culinary choices that have emerged

cannot be separated from the diverse tastes of the people. In Indonesia, one of the culinary that is very popular and quickly accepted by the people is junk food. Food that is prepared and served quickly is fast food. In Indonesia, fast food restaurants have started to emerge, both from within the country and abroad. There are 42 local franchise restaurants established in Indonesia such as Sabana, California Fried Chicken, and 451 international franchise restaurants such as Kentucky Fried Chicken, McDonald's, A&W, Texas Chicken (Ganita, 2019).

In this era, fast food consumption has become a part of the Indonesian community's lifestyle, especially for millennials (Sari, 2017). According to Annisa (2017) fast food is more simple than home-cooked meals. Urban lifestyle aims that everything is made easily and instantly, including food. The survey collected 150 respondents domiciled in Jakarta showed that FK Chicken places first rank with reaching 38.7% in the fast food decision among millennials. A Top Brand Survey stated that FK Chicken is the first Top Brand Index in 2019 (Frontier Consulting Group, 2020).

FK Chicken's revenue is growing up year by year. FK Chicken targeted sales as much as IDR 8 trillion on 2020, increasing IDR 1 trillion compared to 2019. To achieve this target, there are 3 strategies that will be implemented. Those are increasing the number of outlet, strengthening the brand image, and introducing the new products (IDN Financials, 2019). More outlets means that the company is more capable of reaching out to customers. There are 689 outlets in 2018 and most of them are in Jakarta. In 2019, FK Chicken targeted to open 60 new outlets (Muthahhari, 2019). By implementing those three strategies, FK Chicken is striving to maintain its first position in the fast food restaurant industry. However there is also another factor affecting this success which includes dine service that could affect the customer satisfaction that leads into repurchase intention. These relationship will be observed in this research.

Service are very important matters as a measure of customers' satisfaction. In the food industry, companies could not simply have to pay attention to product quality, but the quality of service provided to consumers must also be considered. Quality of service in the field of restaurants is one of the thoughts that is often used by consumers in assessing the quality of restaurants. Food quality, service quality and good performance of employees also greatly support customer satisfaction. At the end, customer satisfaction generates purchase intention (Anwar, Suharyono, & Bafadhal, 2018).

Based on the above explanation, an entrepreneur should know well about the customers satisfaction factors of fast food restaurant and its impact on customers' purchase intention. Knowing the influence of how dine service (food quality, atmosphere, service quality, convenience and price) influence customer satisfaction and purchase intention in fast food restaurant is needed. Therefore, this research's objectives are (1) to identify the influence of dine service (food quality, service quality, convenience, and price) on customer satisfaction of FK Chicken products, and (2) to identify the influence of customers' satisfaction on purchase intention of FK Chicken products.

## Literature Review

The literature review provides an explanation for each research's variables. Those are purchase intention, customer satisfaction and dineserve variables, which involve food quality, atmosphere, service quality, convenience, and price.

### Purchase Intention

According to Kellen (2001) in Younus, Rasheed, & Zia (2015) purchase intention is the consumer's choice to buy a goods or service. In other words, purchase intention could be defined as the evaluation of consumers before buying goods. Meanwhile, Shah, Aziz, Jaffari, Waris, Ejaz, Fatima, & Sherazi (2012) defined purchase intention as a customer's decision whether they will purchase a particular product because they always consider what benefits it can offer or whether it is worth buying. The one factor that influencing purchase intention is customer satisfaction. Stated by Zeithaml, et al. (1996) in Hsu, Chang, & Chen (2012) customer satisfaction is very essential to understanding customer buying intentions, as their expectations could influence consumer behaviour. According to Paul & Fred (1985) in Phan & Mai (2016), intention to purchase is characterized as a base for future purchases of certain goods or services.

In this research, purchase intention is measured by 5 statements, which are adjusted from Hadjarati (2017) and Phan and Mai (2016). Those are (1) I will recommend this place to my friends and acquaintances, (2) I will come to this fast food restaurant again, (3) I made the right choice by eating at this restaurant, (4) I will buy KFC at least once a week, and (5) I will continue buying this restaurant products.

### Customer Satisfaction

Satisfaction is characterized as a general assessment or client's assessment of the nature of goods or administration offered by specialist organizations (Hanaysha, 2017). Nguyen, Nisar, Knox, & Prabhakar (2018) stated that customer satisfaction can be calculated by customer feelings. It is difficult to measure customer satisfaction because this feeling consists of price, service quality, service speed, and employees acting in. According to Anwar, et al. (2018), customer satisfaction's formation is encouraged by dinning service quality or dineserve.

Customer satisfaction can be measured by 5 statements which adopted from Han & Hyun (2017), Hsu, et al. (2012) and Karki & Panthi (2018) which are (1) My decision to come to this restaurant was wise one, (2) I am satisfied with my decision to dine in this restaurant, (3) I have positive attitude toward dining experience in restaurant, (4) I think I choose the right restaurant, and (5) The service provided by this restaurants met my expectations.

### Dineserve

Identified by Stevens, Knutsons, & Patton (1995) in Anwar, et al., (2018), dining service quality or dineserve is an instrument for assessing consumers' perceptions about service quality in restaurants. Dineserve measurements have been commonly used in the food service industry to measure the value of service quality. There are five dineserve variables which are food quality, atmosphere, service quality, convenience, and price.

### 1. Food Quality

Food quality refers to the specifications and characteristics of food product, and for consumers, food quality is centered upon their preferences and experiences (Abdullah, Hamir, & Krishnaswamy, 2018). Quality is one of the fundamental things in the consumer's verdict about choice of food. As shown by Mattila & Wirtz (2001) in Abdullah, et al., (2018) the strongest predictor of customer loyalty in restaurants is food quality as well. Food quality is measured by food costs, flavour, tastiness, portion of food and menu selection and its linked to customer satisfaction. Meanwhile, Canny (2014) mentioned that temperature of the food, freshness and preparation of the food are the driver of food quality. In this research, food quality is measured using the statement (1) This restaurant offers a variety of menu items, (2) The food is tasty, so I enjoyed it (Hanaysha, 2017), (3) This restaurant offered fresh food, (4) This restaurant was served at the appropriate temperature, and (5) This restaurant is visually appealing (Canny, 2014).

## **2. Atmosphere**

Liu, Chou, and Gan, (2015) defined restaurant atmosphere as an important element that influence customer because it's measured from the layout, lighting, decoration, furniture, sound, smell, temperature, brand design and logo, menu design and advertising design. In this research, the restaurant's atmosphere is measured by 7 statements, that were modified from Ha & Jang (2017). Those are (1) This restaurant's interior design makes me feel comfortable, (2) The played music in this restaurant entertains me, (3) Overall, this restaurant places me in a decent state of mind, (4) I have truly had a good time at this restaurant, (5) This restaurant smells good, (6) This restaurant's lighting is good, and (7) The temperature in this restaurant is very comfortable.

## **3. Service Quality**

Sumaedi & Yarmen (2015) stated that the key success factor of fast food restaurants is, service quality. Nguyen, et al. (2018) defined service quality is discrepancy between service that customers expected or wanted and service that is served by restaurant. So, customer will be disappointed if restaurants serve inconsequence services. In this research, service quality is measured using 5 statements, adopted from Ha & Jang (2018) and Shahzadi, Malik, Ahmad, Shabbir (2018). Those are (1) This restaurant serve food exactly as I ordered it, (2) This restaurant provides prompt and quick services, (3) This restaurant's employee answer my questions well, (4) The waiters have knowledge of the menu, (5) The waiters are easily to communicate with and asked for help.

## **4. Convenience**

According to Kaura, Prasad, and Sharma (2015), convenience relates with the context of purchasing processes that consumers experience and use of services. There are five convenience measures namely service, decision, access, transaction, benefit, and post-benefit. Meanwhile, Pham, Tran, Misra, Maskellunas, and Damaseviclus (2018) service convenience as the customer's effort and time to purchase and use services. In this research, convenience is measured by 5 statements which are adopted from Chang & Chen (2010). Those are (1) Making a decision about what I want to eat at this restaurant is easy, (2) The location of this restaurant is very easy to reach, (3) I was able to complete my purchase quickly, (4) It is easy for me to order the food menu, and (5) This restaurant solved the problem that I experienced quickly.

## **5. Price**

Han & Ryu (2009) stated that price is the value issued by customers to obtain

goods or service. According to Hanaysha (2017) price is something that is very important in trading because price has a big influence on consumers' assessment of services. A reasonable cost is the cost of merchandise or administrations that client found that it is appropriate and sensible (Abdullah et al., 2018). In addition, Abdullah et al. (2018) mentioned that price is defined by the customer's appraisal and relevant sentiments as to whether the disparity between the seller's price and the price of the other party is fair, rational or acceptable. In this research, price is measured using 5 statements adopted from Wu & Liang (2009) and Karki & Panthi (2018). Those are (1) This restaurant offers a good service that is worth its price, (2) The prices are acceptable, (3) This restaurant offers the best price package that can meet my needs, (4) Overall, this restaurant provides superior pricing options compared to other fast food restaurants, and (5) The price is reasonable for the portions served at this restaurant.

### Relationship among Variables

Based on the recent findings, a research in Jordan by Al-Tit (2015) found that food quality and service quality have positive influence on consumers' satisfaction. Meanwhile, Cronin, Brady, & Hult (2000) found that the food quality and service quality have a strong connection with customer satisfaction. The study by González, Comesaña, & Brea (2007) showed that there is a positive relationship between quality, customers' satisfaction and behavioral intention.

Liu & Tse (2018) stated that store atmosphere is created or generated to provide added value and give a positive impression in the customers' mind. Meanwhile, Hussain & Ali (2015) defined that the shop's atmosphere is the thing that customers consider when going to shop. The pleasant atmosphere will affect the level of customer satisfaction.

According to Kaura, Prasad, and Sharma, (2015) the convenience of service greatly affects customers' satisfaction and repeat purchases. Their study stated that convenience has a positive impact on customer satisfaction.

Kaura, et al. (2015) said that in a service industries, price greatly affects customer satisfaction. Han and Ryu (2009) found that a perceived price in a restaurant industry significantly increases customer satisfaction. An empirical evidences have shown a positive effect of price perception on customer satisfaction and customer behavior (Hsu et al., 2012).

Customers' satisfaction is an assessment of product or service itself, based on customer experience assessments of interaction (Hsu et al., 2012). The customers' satisfaction is not a result, but rather a path towards an end, including purchase intentions and loyalty (Ali, Amin, and Ryu, 2015).

Based on the above explanation, researchers developed the theoretical framework as shown on Figure 1. Therefore the hypotheses are below:

- H1: Food quality influences customer satisfaction.'
- H2: Atmosphere influences customer satisfaction.'
- H3: Service Quality influences customer satisfaction.'
- H4: Convenience influences customer satisfaction.'
- H5: Price influences customer satisfaction.'
- H6: Customer satisfaction influences purchase intention.'



Figure 1. Theoretical framework

## Research Method

This is a quantitative research using primary data, which are gathered by utilizing a questionnaire. The questionnaire consists of 3 parts, the screening question, the respondents' profile, and the variables' measurements. The screening question is used to make sure that all respondents represent the population, who are people who have ever purchase of FK Chicken products. The respondents' profile is used to get respondents' personal information including gender, age, occupation and monthly income. The variables' measurement are 37 construct measurement statements of food quality, atmosphere, service quality, convenience, price, customer satisfaction and purchase intention. Each construct is measured using a 7likert scale, where as 1 means strongly disagree to 7 means strongly agree.

According to Jalivand, Samied, and Mahdavinia, H (2011) the right sample size more than 200 responses is appropriate for most studies. Therefore, this research collected 250 responses. Those respondents are chosen by using non-probability sampling, that is purposive sampling and snowball sampling.

Data are received through online questionnaire platform, then it were analyzed by statistical software. The analysis includes validity and reliability test, descriptive analysis and inferential analysis. The validity is tested by using KMO& Bartlett's test, communalities, total variance, and Rotated Component Matrix (RCM), and the reliability is tested by using Cronbach's Alpha ( $\alpha$ )(Hair, Black, Babin, & Anderson (2014). The descriptive statistic analysis covers the mean and standard deviation (statisticssolutions, 2020). The inferential analysis is done by using the Structural Equation Model (SEM). SEM is a great choice to apply for testing the hypothesis, since there is multivariable used (Kline, 2011). A SEM consists of three parts, those are goodness of fit testing, hypothesis testing and multiple squared correlation (R-squared) analysis (Hair, et al., 2014). The goodness of fit testing is done by using some criterias, such as Goodness Fit Index (GFI), Adjusted Goodness Fit Index (AGFI), CMIN/DF, Model Comparison (TFI, NFI, and CFI), and Root Mean Square

Error of Approximation(RMSEA). After passing the model fit test, the next step is the hypothesis testing. The used criteria in this research is P-value test should be less than 0.05; meaning the level of confidence is 95%. The last is a R-squared analysis, which is used to determine the variability of dependent variable by independent variable(s).

## Results and Discussion

### Validity Test

The validity test can be done by using KMO& Bartlett's test, communalities, total variance, and Rotated Component Matrix (RCM). The KMO result of the dependent variable is 0.929 and the independent variable is 0.938. Both of them are passed the criteria ( $\geq 0.5$ ). The second is the value of the Bartlett's test, which is 0,000 for all independent, mediating and dependent variables. Those are passed the criteria less than 0.05. The third is the result of communalities which must be  $\geq 0.5$ . The results shows that there are 20 construct measurement statements with the value  $\geq 0.5$  and 17 others with the value below than 0.5; and all the construct measurement statements of food quality are below than 0.5. The fourth is the result of total variance explained which must be  $\geq 70\%$ . The value for the independent variables is 76,959% and for dependent variables is 83,890%. Last but not least is RCM, which should be  $\geq 0.44$ ). RCM of independent variables are ranging from 0.450 to 0.848. RCM of dependent variables are ranging from 0.471 to 0.879. It means that the all variables are valid, except food quality. Therefore, food quality has been excluded in the next analysis. So, 5 out of 6 hypotheses will be tested.

### Reliability Test

According to Hair, et al. (2014), for the reliability test, Cronbach's Alpha ( $\alpha$ ) value must be approximately or equal to 0.5 in order to be accepted. The result of the Cronbach's Alpha are ranging from 0,816 to 0,911 (see Table 1)

Table 1. Reliability Test

Variables	Cronbach's Alpha Based on Standardized		
	Cronbach's Alpha	Items	N of Items
Atmosphere	.868	.871	4
Service Quality	.855	.857	3
Convenience	.816	.817	3
Price	.844	.844	3
Customer Satisfaction	.928	.929	4
Purchase Intention	.911	.913	3

Source: Statistical Software *Output*

### Respondents' Profile

The number of female respondents are 58%, while the rest are male (42%). They are mostly in the range of age 17-25 years old (97%). Based on the occupation, they are college students (75%), employee (20%), and others (5%). Most of respondents have monthly income or pocket money in the range of IDR 2,000,001 – 3,000,000 (29%). Others are in the

range of IDR1,000,001 – 2,000,000 (28%), IDR3,000,001 – 4,000,000 (20%), more than IDR 4,000,000 (20%), and less than IDR 1,000,000 (3%).

### Descriptive Analysis

Table 2 shows the descriptive statistic of the variables' measurements. There are 20 constructs out of 37 constructs, since the 17 constructs are not valid based on the validity test. Liu, et al. (2015) defined restaurant atmosphere is an important element that influence customer because it's measured from the layout, lighting, decoration, furniture, sound, smell, temperature, brand design and logo, menu design and advertising design. The mean of atmosphere is in the range of 5.59 - 5.71, with the standard deviation value is in the range of 0.946 - 1.096. It shows that the respondents somewhat agree with the FK Chicken Restaurant's atmosphere.

Sumaedi & Yarmen (2015) stated that the key success factor of fast food restaurants is service quality. Service quality is an important thing to be discussed by practitioners and academics related to the service industry, because service quality has a very important strategic role in developing the service industry. The mean of service quality is in the range of 5.86 - 6.19, with the standard deviation value is in the range of 1.010 – 1.084. It shows that the respondents somewhat agree with the service quality given by FK Chicken Restaurant.

According to Kaura, et al. (2015), convenience is related with consumers' experience and use of service during the transaction process. The mean of convenience is in the range of 5.98 - 6.81 and the standard deviation value is in the range of 1.048 - 1.260. It show that the respondents somewhat strongly agree with the restaurant's convenience of FK Chicken.

Han & ryu (2009) stated price is the value issued by customers to obtain goods or service. According to Herrmann, et al., (2007) in Hanaysha (2017), price is something that is very important in trading because price has a big influence on consumers assessment of service. The mean of price is in the range of 5.77 - 6.06 and the standard deviation value is in ranging from 1.043 - 1.093. It show that the respondents somewhat agree with the FK Chicken products' prices.

Table 2. Descriptive Statistic

	N	Minimum	Maximum	Mean	Std. Deviation
Atmosphere					
AMP4	250	1.000	7.000	5.644	1.096
AMP5	250	1.000	7.000	5.716	.946
AMP6	250	1.000	7.000	5.608	1.037
AMP7	250	1.000	7.000	5.592	1.030
Service Quality					
SQ1	250	1.000	7.000	6.192	1.084
SQ3	250	2.000	7.000	5.860	1.010
SQ5	250	2.000	7.000	6.072	1.066
Convenience					
C1	250	1.000	7.000	6.184	1.133
C3	250	1.000	7.000	5.984	1.049



C5	250	1.000	7.000	5.816	1.260
Price					
P1	250	3.000	7.000	6.060	1.050
P3	250	2.000	7.000	5.880	1.050
P5	250	1.000	7.000	5.772	1.094
Consumers' Satisfaction					
CS2	250	1.000	7.000	5.844	1.028
CS3	250	2.000	7.000	5.968	1.056
CS4	250	2.000	7.000	5.880	1.050
CS5	250	2.000	7.000	5.984	1.141
Purchase Intention					
PI1	250	1.000	7.000	6.076	1.228
PI2	250	2.000	7.000	6.072	1.027
PI3	250	1.000	7.000	6.028	1.146

Source: Statistical Software Output

Satisfaction is characterized as a general assessment or client's assessment of the nature of goods or administration offered by specialist organizations (Hanaysha, 2017). The mean of customer satisfaction is in the range of 5.84 - 5.98 and the standard deviation is in the range of 1.027 - 1.140. It show that the respondents somewhat feel satisfied with the FK Chicken Restaurant.

Purchase intention is the consumer preference for buying a goods or service(Kellen (2001) in Younus, Rasheed, & Zia (2015)). In other words, buying intention has another aspect, namely consumers will buy products after evaluation. The mean of purchase intention is in the range of 6.07 - 6.08 and the standard deviation is in the range of 1.027 - 1.228. It shows that the respondents' intention to purchase FK Chicken products is high.

### Inferential Analysis

The inferential analysis using SEM consists of goodness of fit test, hypothesis testing, and R-squared analysis. Table 3 shows the indicator of goodness of fit test. It can be seen that the value of GFI is 0.847 and AGFI is 0.788 (the standard is  $> 0.090$ ). The value of CMIN/DF confirmed 2.901 (the standard is  $< 3$ ). The TFI, NFI, and CFI were 0.934, 0.916 and 0.933 respectively (the standard is  $> 0.90$ ). The value of RMSEA is 0.087 (the standard is  $< 0.08$ ). So, 5 criterias are good, 3 criterias are mediocre. Thus, the model can be said as good fit model.

Table 3. Model Fit Summary

Criteria	Requirement	Result	Decision
GFI	$>0.090$	0.847	Mediocre
AGFI	$>0.090$	0.788	Mediocre
CMIN/DF	$<3.000$	2.901	Good Fit
TFI	$>0.900$	0.934	Good Fit
NFI	$>0.900$	0.916	Good Fit
CFI	$>0.900$	0.933	Good Fit
RMSEA	$<0.080$	0.087	Mediocre

Source: Kline (2011), Statistical Software Output

The next step is the hypothesis testing with Critical Ratio (CR) and p-value as the criterias. The hypothesis will be accepted if CR is greater than 1.96 and the p-value is less than 0.05 or equal to. There are 5 hypotheses with the CR and p-value as shown on Table 4. The all CR values are greater than 1.96 and the all p-values are less than 0.05. It can be said that the The all 5 hypotheses are accepted. Therefore, atmosphere significantly influences customer satisfaction (H2), service quality significantly influences customer satisfaction (H3), convenience significantly influences customer satisfaction (H4), price significantly influences customer satisfaction (H5), and customer satisfaction significantly influences purchase intention.

Table 4. Regression Weights

			Estimate	S.E.	C.R.	P	Decision
Customer Satisfaction	<---	Atmosphere	.110	.052	2.112	,035	Accepted
Customer Satisfaction	<---	Service Quality	.175	.071	2.470	,013	Accepted
Customer Satisfaction	<---	Convenience	.492	.066	7.484	***	Accepted
Customer Satisfaction	<---	Price	.338	.059	5.727	***	Accepted
Purchase Intention	<---	Customer Satisfaction	1.181	.064	18.468	***	Accepted

Source: Statistical Software Output

The last step is R-squared analysis. The results of R-squared are shown in Table 5. The customer satisfaction R-squared is 0.722 or 72.2%, and the purchase intention R-squared is 0.833 or 83.3%. Those mean that 72.2% variability of customer satisfaction is determined by FK Chicken service quality, atmosphere, convenience, and price; where as 83.3% variability of purchase intention is determined by customer satisfaction.

Table 5. Squared Multiple Correlation (R-Squared)

Dependent Variable	Estimate
Customer Satisfaction	.722
Purchase Intention	.833

Source: Statistical Software Output

## Discussion

The inferential analysis result shows that the all 4 dineserve variables are significantly

influence customer satisfaction. Those are atmosphere, service quality, convenience, and price. The significant influence of atmosphere towards customers's satisfaction is supported by Liu, Chou, & Gan (2015). Restaurant atmosphere is the most important factor to customer. A good atmosphere will increase customer satisfaction. In a case of FK Chicken, customers said that the restaurants atmosphere is already good. The descriptive statistic shows that in term of restaurant's atmosphere, the lowest score is in the restaurant's temperature. So, the FK Chicken's Management should maintain the existing restaurant's atmosphere, and focusing on the temperature control.

The second variable of dineserve that has a significant influence on customer satisfaction is service quality. This results supported the previous study form Ha & Jang (2014), which is stated that service quality positively influences customer satisfaction. Most customers were satisfied with service in FK Chicken. It means they got what they want from service. So, the higher service quality is delivered by restaurant, the bigger customer satisfaction is brought in the restaurant. FK Chicken's customers said that the service quality of this restaurant is already good. But, the descriptive statistic shows that the improvement of employees' skill on responding customers' question is needed. This should be become a focus of FK Chicken's Management in increasing the service quality.

Third variable of dineserve that significantly influences customer satisfaction is convenience. This result is supported by Kaura, et al. (2015), which found that comfort has a positive influence on customers' satisfaction. Furthermore, Aagja, Mammen, & Saraswat (2011) found that the better the convenience of the services provided, the greater the impact on customers' satisfaction and purchase intentions. The descriptive statistic shows that the FK Chicken's customers were convenient with the restaurant. They can do transaction easily and quickly. Therefore, maintaining and improving the convenience should become a strategic method to increase customer satisfaction.

The last dineserve variable that has a significant influence on customers' satisfaction is price. This research result is supported by Kaura, Prasad, & Sharma (2015), which said that price directly impacts customer satisfaction and loyalty. The FK Chicken's customers said that its price is affordable, in term of service and menu package, but not for the portion. So, FK Chicken's Management could focus on the product size to increase customer satisfaction.

The last hypothesis testing shows that customer's satisfaction has a significant influence on purchase intention. This result is consistent with the previous study by Ali (2016) which stated that customer's satisfaction has a significant positive influence on purchase intention. So, customer satisfaction is an important key to get repeater in a fast food restarurant, where FK Chicken is in. If customer's satisfaction is met with the restaurant's atmosphere, service quality, convenience, and price, the customers' intention to purchase will increase. It could not be debated because from the R-squared analysis, 83.3% of purchase intention variability is determined by customer satisfaction and 72.2% variability of customer satisfaction is determined by restaurant's atmosphere, service quality, convenience, and price. Therefore, a FK Chicken's Management should focus on those all 4 dineserve variables, as mentioned above.

### **Conclusion and Implications**

Based on the analysis, it can be concluded that the FK Chicken's customers purchase intention is inflenced by customer satisfaction, and customer satisfaction is influenced by 4

dineserve variables. Those 4 dineserve variables are restaurant's atmosphere, service quality, convenience, and price.

These are the challenge for FK Chicken's Entrepreneurs in developing a fast food restaurants. Some strategies that could be implemented to develop their business are (1) maintaining the existing restaurant's atmosphere, and focusing on the temperature control, (2) improving the employees' skill on responding customers' question, (3) maintaining and improving the convenience, in term of easier and quicker transaction, (4) focusing on the product size.

This research result is also expected to be used as one of the important information or thought contributions that is useful for readers who want to conduct a research in the same field in the future. The future researchers can analyze the deeper relationship between dineserve variables, customer satisfaction and purchase intention, by adding up other variables such as purchasing experience and promotion mix. Moreover, the future research could expand more region and other industries, such as hotel industry and travel industry.

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