

ABSTRACT

The development of fast food restaurants in Indonesia is increasing. Beginning with the emergence of the largest fast food restaurant in the world which established outlets in Indonesia, the one is KFC (Kentucky Fried Chicken). KFC as the ruler of market share with the most outlets in Indonesia is not accompanied by an increase in the top brand image which has actually decreased over the past 2 years

This study use SEM-PLS to determine the relationship between service performance consisting of service quality, food quality, and price value ratio to customer satisfaction and its impact on KFC's customer behavioral intention in Indonesia. This research was conducted on all KFC customers in Indonesia. This study uses a quantitative method by distributing questionnaires to 400 respondents. The measurement scale used is the Likert scale and the sampling technique used is non probability sampling with a type of quota sampling. The data analysis technique uses the Structural Equation Model which is processed using version 3.0 SmartPLS.

The results of the study stated that service quality, food quality, and price value ratio had a significant positive effect on customer satisfaction. Service quality does not have a significant positive effect on behavioral intention, and customer satisfaction has a significant positive effect on behavioral intention. Suggestions for companies, namely in increasing the behavioral intention of customers, the company needs to improve customer satisfaction through its service quality because it has a higher Importance Performance Map Analysis (IPMA) value than other variables in this study. The suggestion for academics is that this model is only able to measure behavioral intention by 60.5% and customer satisfaction as a mediator by 79.9%, so it is necessary to add other variables such as ambience quality examined by Ramananthan et al (2016).

Keyword: Behavioral intention, Customer satisfaction, Fast food, SEM-PLS, Service performance.