

Relationship Between Consumer's Characteristics and Consumer's Attitude, and Its Effects on Price, Quality and Service of Kentucky Fried Chicken in Yogyakarta

B Guntoro^{1)*}, DW Hastuti²⁾ and SP Syahlani¹⁾

¹⁾Department of Livestock Socio-economics, Faculty of Animal Science, Gadjah Mada University, Jl. Fauna 3 Karangmalang, Yogyakarta 55281, Indonesia

²⁾Rural Development Worker, Kulonprogo Regency, Yogyakarta, Indonesia

*Corresponding author email: bguntoro@gmail.com

Abstract. This research was aimed to analyze the relationship between consumer's characteristics which was including sex/gender, education, job status and variety of products towards consumer's attitude on price, quality and service. A total of 436 respondents were selected by systematic random sampling method. The data were gathered using a questionnaire that has been tested in its validity and reliability. The data were statistically analyzed using the Chi-Square, Phi and Cramer's V. The result showed majority had a positive towards price, quality and service. Variable of gender, education, job status and variety of products had a relationship with consumer's attitude towards price, quality and service. Gender, education, job status and variety product had a relationship with consumer's attitude towards price, quality and service with the strength of relationship were very low.

Key word: Attitude, price, quality, service

Abstrak. Tujuan penelitian adalah menganalisis hubungan antara karakteristik konsumen yaitu jenis kelamin, pendidikan, status pekerjaan dan keberagaman produk terhadap sikap konsumen pada harga, kualitas dan pelayanan. Sejumlah 436 responden dipilih dengan metode pengambilan sampel secara acak sistematis. Data diambil menggunakan kuesioner yang sudah diuji validitas dan reliabilitasnya selanjutnya dianalisis menggunakan uji Chi-Square, dan dilanjutkan dengan Phi dan Cramer's V bila berpengaruh nyata. Hasil penelitian menunjukkan bahwa mayoritas dari responden memiliki sikap positif pada harga, kualitas produk, dan pelayanan. Jenis kelamin, pendidikan, status pekerjaan dan keberagaman produk memiliki hubungan yang nyata dengan sikap konsumen pada harga, kualitas produk, dan pelayanan. Variabel jenis kelamin, pendidikan, status pekerjaan dan keberagaman produk memiliki hubungan dengan kekuatan hubungan yang sangat lemah.

Kata kunci: Sikap, harga, kualitas, pelayanan

Introduction

As trade liberalization occurred, open or free access of information, incomes rise, and more urbanized population, people in the developing countries including Indonesia tend to diversify their diets to include more variety of food and imitating the "other" people' diets and lifestyles. Higher education level and income made it even possible for the middle-upper class population to diversify and improve their diets and perhaps change their lifestyles. The demands for food have shifted from manually-cooked food to processed food (ready-to-eat food), including safe and healthy food products (Suryana et al 2008). In the marketing context,

the term consumer refers not only to the act of purchase itself, but also to patterns of aggregate buying which include pre-purchase and post-purchase activities. Pre-purchase activity might consist of the growing awareness of a need or want, and a search for and evaluation of information about the products and brands that might satisfy it. Post-purchase activities include the evaluation of the purchased item in use and the reduction of any anxiety which accompanies the purchase and they are amenable in differing degrees to marketer influence (Foxall, 1987).

Consumer behavior has been always of great interest to marketers. The knowledge of

consumer behavior helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on. A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behavior of the consumers. Consumer is the study "of experiences to satisfy needs and desires (Solomon 1995).

Consumer behavior as "those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts". Simple observation provides limited insight into the complex nature of consumer choice and researchers have increasingly sought the more sophisticated concepts and methods of investigation provided by behavioral sciences in order to understand, predict, and possibly control consumer behavior more effectively. De-Mooij and Hofstede (2011) stated that one of the ways to understand the behavior of the consumer is to determine the consumers' attitude, as a number of behavior differences can be a reflection or manifestation of the same attitude. A positive attitude towards a particular brand will allow consumers to purchase the brand, but otherwise a negative attitude will deter customers to make a purchase. Consumers' characteristics also have a great relationship toward the attitude which shows the tendency to act or behave in a purchase. The attitude will be related to several factors, i.e. job, ethnicity, class (socio-economic) and also history.

There are several factors determined food consumption pattern, amongst are sociocultural values, economical factors, and

knowledge on nutrition content of the food and beverages. As the education level rise, the income rise, awareness of health concern rise, lifestyles and food pattern have also changed. If previously people are trying to be self-sufficient themselves, nowadays people are more concern with social needs. In food consumption pattern, previously people were more concern with the quantity or volume of the foods, nowadays people are shifting their concern to the quality of food consumed and follow the healthy dietary pattern, thus increase their social status in the society (Suryana et al 2008). Fast food consumption or intake is all right if it is consumed in limited amount and causes no health problem because fast food is not equal to junk food. Junk food is the food that is only rich in calories but contains less or minimum amount of nutrients. So the two are not the same and have to be differentiated. Dunn et al. (2008) reported that people had negative stereotypes about the typical fast food consumer. They noted that, generally, participants' description of some one who eats fast food included "a lesser individual, lacking in knowledge or self-control, and possibly driven by hedonistic or economic factors. These are similar conceptions to those associated with obese people (Cowan et al., 1992; Lobera et al., 2008). Although this perception of a fast food consumer is negative and judgemental and, despite the fact that a high portion of Australians report having consumed fast foods within a month, fast foods may be more attractive to some consumers than others. In the US, data from the CSFII indicate that close to a third of the people surveyed ate fast food during a typical day, with older males of higher income reporting higher intakes (Bowman and Vinyard, 2004). Why do people consume fast food? Many studies investigating the reason why people consume fast food have pointed to convenience. The IGA survey reported that people generally eat fast food because of convenient locations and time constraints

(FOODweek, 2008). Schroder and McEachern (2005) surveyed 100 undergraduate students and reported that fast food purchases in the UK were mostly impulsive (57%) with a small subset of people routinely eating fast food (26%). They reported that brand value, nutritional value, ethical value and food quality together accounted for over 50% of the variance in the fast food purchasing behaviour. Recently, Bryan and Dundes (2008) surveyed Northern American and Spanish people about their perceptions of fast foods. They found that most people rated taste and flavour as important factors for encouraging fast food consumption. Cultural differences were apparent, with US students rating value-for-money as more important than Spanish students. In a separate US study exploring the reasons for fast food consumption in college students, similar factors were reported; most people rated convenience as a factor influencing their consumption. Cost and menu choices also related to the number of fast food meals purchased (Driskell et al., 2006). Aside from the obvious benefits of fast food (it is quick, easy and generally cheap), some researchers have also reported on how experiential aspects of fast food are attractive to consumers.

The consumers' purchases will strongly relate to cultural characteristics, social, psychological, and personal. Deeper elements in social characteristics are gender and employment status, while elements of the psychological factors include education. The ability of a product or type of products that are consumed to meet the expectations of consumers for consumption will relate to customer satisfaction that will be also associated with the attitude. If consumers are satisfied with the kind of product, they will develop a positive attitude toward the product and vice versa. From these statements, it can be seen that gender, employment status,

education and the type of products consumed by the consumers will relate to their attitudes.

Regarding to the statements that attitude is a tendency to act in consumer buying behavior, the author tries to answer the following research questions: (1) How is a fast food consumer attitude towards Kentucky Fried Chicken on price, quality and service? (2) Do gender, employment status, education level, and the type of products that are often consumed by consumers related to their attitudes toward price, quality and service?

Research objectives: (1) Analyzing consumers' attitudes of Kentucky Fried Chicken fast food on price, quality and service, and (2) Assessing the relationship among gender, employment status, education level, and the type of products that are often consumed by consumers toward their attitudes on price, quality and service.

Materials and Methods

The populations used in this study are consumers of Kentucky Fried Chicken fast food during in three major branches in Yogyakarta, namely branch KFC BDNI, KFC UGM and KFC Ambarukmo Plaza. Questionnaires were distributed to 500 respondents. Determination of the respondents was conducted by systematic random sampling, while the age of respondents was sampled by purposive sampling with consideration that the respondents used are older than or equal to 17 years and who consume fast food products of Kentucky Fried Chicken and had been eating other brands of fast food. Consideration for retrieval respondents over the age of 17 years is because they have grown up and was able to answer questions on the questionnaire according to the actual state that they feel. While the goal of researchers in taking the respondents who had been eating similar fast food of other brands is that the respondent had distinguished the reference of price, quality and

service at Kentucky Fried Chicken and at a similar food franchise.

Data were collected through two-stage survey, including: (1) The preparation phase. Finding information from PT. Fastfood Indonesia Tbk., about kinds of products that exist in Kentucky Fried Chicken, the most widely consumed product, and branches of Kentucky Fried Chicken in Yogyakarta. (2) The implementation stage. Distributing questionnaires to consumers in the three largest branches of PT Fastfood Indonesia Tbk., in Yogyakarta that is a number of 500 questionnaires, and then selected the completeness in filling them. Table 1 shows the number of questionnaires distributed and the number of questionnaires that were taken as the data in each branch of Kentucky Fried Chicken.

Questionnaire used consists of two parts, the first and second part. The first part is an open questionnaire in which there are questions to determine the identity of respondents, including gender, education, employment status, and type of Kentucky Fried Chicken fast food products consumed. The second part is a closed questionnaire used to determine consumers' attitudes towards Kentucky Fried Chicken fast food on price, quality, and service.

Respondents used to test the validity and reliability testing were 50 respondents drawn at KFC branch BDNI, KFC branch UGM and KFC branch Ambarukmo Plaza at different times. Data were collected in the same place due to the limitations of the research permits that can only be done in the three stores. Data were

analyzed by using Chi Square. Chi square test was used to determine differences in attitudes seen from consumer characteristics and attributes of the products. If it is significant then continued with Phi and Cramer's V test.

Results and Discussion

Respondents' Characteristics

Respondents' characteristics used in this study were gender, education level, employment status and the type of products that are consumed. It can be seen in Table 2. 198 respondents (45.41%) were male, while another 236 respondents (54.59%) were female. The majority of respondents are highly educated (college) that 350 respondents (80.28%), while 86 respondents (19.72%) were in high school level of education. 50 respondents (11.5%) were government officer, while private sector employees consisting of entrepreneurs, private employees, musicians, professionals, statistical consultant, assistant professor and sales promotion girl, were 140 respondents (32.10%). Respondents with unemployed status consists of high school students, house wife and others, were 246 respondents (56.40%). The majority of respondents chose the fried chicken products as a selected product consumed. 358 respondents (82.11%) were more likely to consume fried chicken product. 44 respondents (10.09%) were more likely to consume processed products other than fried chicken, while 34 respondents (7.80%) were more likely to consume processed products other than products of chickens.

Table 1. Number of questionnaires distributed and the number of questionnaires that were taken as the data in each branch of Kentucky Fried Chicken

KFC Branch	Number of questionnaires filled out	Number of questionnaires completely filled
KFC BDNI	260	221
KFC Ambarukmo Plaza	130	110
KFC UGM	110	105

Table 2. Characteristics of consumer respondents in Kentucky Fried Chicken Yogyakarta

Characteristics	N	%
Gender		
Male	198	45.4
Female	238	54.6
Education		
High School	86	19.7
College	350	80.3
Emploment status		
Government Officer	50	11.5
Non-government Staff	140	32.1
Unemployed	246	56.4
Type of Product		
Fried Chicken	358	82.1
Chicken by-product non-fried	44	10.1
Non-chicken by-product	34	07.8

Relationship between Respondents' Characteristics and Attitude towards Price

This section describes the relationship of each respondent's characteristics and respondents' attitudes toward the price. The majority of respondents have a positive attitude towards the price in which there were 330 respondents (75.69%) and 106 respondents (24.31%) expressed a negative attitude towards the price in Kentucky Fried Chicken.

Gender

156 male respondents had positive attitude toward the existing price, while 42 respondents were the other way around. 174 female respondents had positive attitude towards the price, 64 respondents were the other way around. This can be seen in Table 3. Chi-Square analysis results showed a significant correlation ($P < 0.01$) between the attitudes of respondents towards the prices seen from the gender difference. Female and male respondents tend to be positive. From the Phi test, Phi value obtained were 0.066. The negative sign indicates the direction inclined to the opposite relationship, meaning that if one of the variables was positive then the other variables

will tend to be the opposite, and vice versa. The weak correlation was due to product of Kentucky Fried Chicken is a product that is preferred for all people (general) in this case male and female, so that the attitude of the respondents towards the price is weak, viewed from gender difference.

Education

Respondents' education background in this study can only be classified into two; high school and college. This is because the data obtained from the field was that respondents' education backgrounds were only high school and college. There were 350 respondents with a college education background: 258 of them have a positive attitude towards the price, while 92 respondents were negative. There are 86 respondents with high school education background: 72 of them have a positive attitude towards price and 14 respondents were negative. The data can be seen in Table 3. Chi-square analysis shows that there is a significant relationship ($P < 0.01$) between respondents' attitude towards the price viewed from respondents' education difference. Value of Phi 0093, indicates the relationship between the differences of level of education toward the price is very weak. This weak relationship because the consumers' attitude toward price not quite different although with different levels of education if the consumers have already known the benefits of the product consumed.

Employment Status

Employment statuses of the respondents were divided into 3 parts: government officers, non-government staff, and unemployed. Table 3 shows that 42 of 50 respondents from government officers have positive attitude toward price and the rest 8 respondents have negative attitude. There are 110 of 140 respondents with the status of non-government staff having positive attitude towards price and 30 respondents were negative. 178 of 246

Table 3. Relationship between variables and attitudes toward price

Variables	Attitude (Price)				Total
	Positive		Negative		
Gender					
Male	156	(35.78%)	42	(9.63%)	198
Female	174	(39.90%)	64	(14.69%)	234
Total	330		106		436
Chi square					165.513**
Phi					-0.066
Education					
High School	258	(59.17%)	92	(21.10%)	350
College	72	(16.51%)	14	(3.21%)	86
Total	330		106		436
Chi square					308.507**
Phi					-0.093
Emploment status					
Government Officer	42	(9.63%)	8	(1.83%)	50
Non-government Staff	110	(25.20%)	30	(6.90%)	140
Unemployed	178	(40.80%)	68	(15.60%)	246
Total	330		106		436
Chi square					115.083**
Cramer's V					0.096
Type of Product					
Fried Chicken	268	(61.478%)	90	(20.64%)	358
Chicken by-product non-fried	38	(8.72%)	6	(1.38%)	44
Non-chicken by- product	24	(5.50%)	10	(2.30%)	34
Total	330		106		436
Chi square					141.029**
Cramer's V					0.088

** Significant at $P < 0.01$

unemployed respondents had a positive attitude towards price and 68 respondents were negative. The data presented can be seen in Table 3. Chi-square analysis showed a significant correlation ($P < 0.01$) between the attitudes of respondents and the prices seen from differences in employment status of respondents. Chi-Square Analysis proves the hypothesis stating that there is a relationship between consumers' attitudes towards price and consumer employment status. Government officers, non-government staff and unemployment respondents were equally likely to be positive about the price. The status of government officer is more inclined to be positive about the price than non-government staff and unemployed. Cramer's V test obtained Cramer coefficient of 0.096. The value of the

Cramer coefficient indicates a very weak correlation between the different respondents' characteristics of employment status and their attitudes towards the price at Kentucky Fried Chicken Yogyakarta. The attitude of the consumer will not be much different though with different employment status, because the price of the product is deemed to be affordable by consumers.

Type of Product Options

The number of respondents with a selection of fried chicken products and had a positive attitude towards the price there were 268 respondents, the remaining 90 respondents had negative attitude towards the price. The number of respondents with a choice of refined products of non-fried chicken and a positive

attitude towards the price were 38 respondents; the remaining 6 respondents are negative attitude towards the price. The number of respondents with a selection of products in the form of non-chicken processed products and a positive attitude towards the price were 24 respondents and the remaining 10 respondents had a negative attitude towards the price. The data was presented in Table 3. Chi-square analysis showed a significant correlation ($P < 0.01$) between the attitudes of respondents towards the price seen from the difference in the choice of products consumed by respondents. The results of the analysis of the Chi-Square test proves the hypothesis that there is a relationship between consumers' attitudes towards the price of the types of products that are consumed. Respondents with any kinds of products tend to be positive about the price. It explains that respondents with a choice of chicken processed products tend to be more positive towards the price compared to respondents with a choice of fried chicken products and non-chicken processed products. Cramer's V test obtained Cramer coefficient of 0.088. The value of the Cramer coefficient indicates a very weak correlation (Table 4) between the different types of products consumed by respondents and attitudes of respondents to the price. The weak link is due to the existing products in the Kentucky Fried Chicken has a standard price between the products.

Relationship between Respondents' Characteristics and Attitudes toward Quality

This section describes the relationship of each of the respondents' characteristics and the respondents' attitudes toward quality. The results showed the majority of respondents, 302 respondents (69.30%), have a positive attitude towards quality of products in Kentucky Fried Chicken and the remaining 134 respondents (30.70%) expressed a negative attitude.

Gender

144 male respondents had a positive attitude towards quality and the remaining of 54 respondents had a negative attitude. 158 female respondents had a positive attitude towards quality and the remaining of 80 respondents had negative attitude. Clarity of the data can be seen in Table 4.

Chi-Square analysis results showed a significant correlation ($P < 0.01$) between respondents' attitudes toward quality seen from the gender difference. This proves the hypothesis that there is a relationship between consumers' attitudes towards the quality and gender of the respondents. Female respondents have a tendency to be positive about the quality as well as male respondents. Male respondents tend to be more positive than female respondents. Phi test obtained 0.068. The Phi value indicates a very weak correlation between gender and respondents' attitudes toward quality in Kentucky Fried Chicken Yogyakarta. Kentucky Fried Chicken products have very high quality standards and international standards. The company also conducted a Champscheck study to assess the product and facilities quality available at the Kentucky Fried Chicken. This causes the respondents' attitudes toward the product quality is almost the same in spite of the gender.

Education

There were 246 respondents who were educated in college and be positive about the quality of respondents, while the remaining 108 respondents had a negative attitude. Respondents were educated high school and have a positive attitude towards quality there were 56 respondents, while the remaining 30 respondents being negative. The data can be seen in Table 4. Chi-Square analysis results showed a significant correlation ($P < 0.01$) between the respondents' attitudes toward the quality seen from their educational differences.

Table 4. Relationship of variables and attitude towards quality

Variables	Attitude (Quality)				Total
	Positive		Negative		
Gender					
Male	144	(33.00%)	54	(12.40%)	198
Female	158	(36.20%)	80	(18.30%)	238
Total	302		134		436
Chi square					89.786**
Phi					-0.068
Education					
High School	246	56.40%	104	23.90%	350
College	56	12.80%	30	6.90%	86
Total	302		134		436
Chi square					186.975**
Phi					0.045
Employment status					
Government Officer	28	(6.4%)	22	(5.00%)	50
Non-government Staff	108	(97.0%)	32	(7.30%)	140
Unemployed	166	(38.10%)	80	(18.30%)	246
Total	302		134		436
Chi square					981.813**
Cramer's V					0.140
Type of Product					
Fried Chicken	250	(57.30%)	108	(24.80)	358
Chicken by-product non-fried	28	(6.40%)	16	(3.70)	44
Non-chicken by-product	24	(5.50%)	10	(2.3%)	34
Total	302		134		436
Chi square					524.263**
Cramer's V					0.041

** Significant at P <0:01

Hypothesis stating that there is a relationship between consumers' attitudes towards price and education can be proved from the results of Chi square analysis. Respondents with a college education and high school tend to be more positive towards quality. It shows the respondents with a college education are more likely to be positive about the quality compared to respondents with a high school education level. Phi test obtained a value of 0.045. The value of Phi test showed a very weak correlation between the different levels of education of respondents and their attitudes towards the quality of products at Kentucky Fried Chicken Yogyakarta. The weak link is due to the level of consumers' educations are only two, namely high school and college education. From the researchers' observations in

conducting the research, about 30% of consumers who have a high school education level is often interact with the environment that had high levels of education, so the mindset and attitude towards quality is also not much different from the consumers who have higher education levels.

Employment Status

From 50 respondents of government officers, 28 respondents had a positive attitude towards quality and 22 respondents had a negative attitude. From 140 respondents of non-government staff, 108 respondents had a positive attitude towards quality and 32 respondents had a negative attitude. From 246 respondents with unemployed status, 166 respondents had a positive attitude towards

quality and 80 respondents had a negative attitude. It can be seen in Table 4. Chi-square analysis showed a significant correlation ($P < 0.01$) between respondents' attitudes toward the quality seen from the employment status of respondents. Chi-square analysis results prove the hypothesis that there is a relationship between consumers' attitudes towards quality and the employment status. Government officers, non-government, and unemployed respondents tend to be positive about the quality. It shows non-government respondents tend to be more positive attitude towards quality than government officers and unemployed respondents. Cramer's V test obtained Cramer coefficient of 0.140. The value of the coefficient Cramer obtained showed a weak correlation between different employment statuses of respondents and respondents' attitudes towards the quality of products at Kentucky Fried Chicken Yogyakarta. This weak link is because their products have very high quality standards, so that the relationship between consumers' attitudes towards quality and employment status was very weak.

Type of Product Options

Table 5 shows that there were 358 respondents choose to consume fried chicken products and respondents who have a positive attitude towards quality were 250 respondents, while respondents with negative towards quality were 108. Respondents with a selection of products in the form of chicken processed products were 44, comprising 28 respondents of whom had a positive attitude towards quality and the remaining 16 respondents had a negative attitude. Respondents with a selection of products in the form of non-chicken processed were 34. 24 of them have a positive attitude towards quality and the remaining 10 respondents had a negative attitude. Chi-Square analysis result showed a significant correlation ($P < 0.01$) between the respondents'

attitudes toward quality seen from the difference of products consumed. The result proves the hypothesis that there is a relationship between consumers' attitudes towards quality and the type of products that are often consumed by the respondent. Respondents with a choice of fried chicken, chicken processed and non-chicken processed products apart tend to be positive about the quality. Respondents with a choice of fried chicken products tend to be positive about the quality compared to respondents who more frequently consume other products. The Cramer coefficient value obtained is 0.041, the value indicates there is a very weak correlation between the different characteristics of the products type that are consumed and the attitude towards quality products of Kentucky Fried Chicken in Yogyakarta. This weak correlation is because Kentucky Fried Chicken applies the same standards and good quality control for all products, so the attitude of the respondents towards the quality is almost equal among the products that are consumed.

Relationship Between Characteristics of Respondents and Attitude Of Service

This section describes the relationship of each respondent's characteristics and attitudes toward service. Respondents said to have a positive attitude towards quality when attitude score towards service is more than 39, and said to have a negative attitude towards the service when obtaining a score of less than or equal to 39. The results show that respondents who have a positive attitude towards existing services was 408 (93.60%) and 28 respondents (6.40%) expressed a negative attitude towards the service.

Gender

184 male respondents had positive attitude towards existing services and the remaining 14 respondents had a negative attitude. 224 of 238 female respondents had a positive attitude towards service and 14 respondents had

negative attitude. The data is presented in Table 5. Chi-Square analysis results showed a significant correlation ($P < 0.01$) between the respondents' attitudes towards service seen from gender differences. Chi-Square Analysis proves the hypothesis that there is a relationship between consumers' attitudes towards services and gender. The tendency of a positive attitude was both held by female and male respondents. Male respondents tend to be more positive towards the service than female respondents. Phi test obtained values for 0.024, the value indicates a very weak correlation (Table 3) between the different characteristics of the gender and the respondents' attitudes toward service in Kentucky Fried Chicken Yogyakarta. The weak link is because there is no difference in serving consumers either male or female, so that the attitude of the respondents towards the service is almost equal.

Education

Table 18 shows that there were 350 respondents with college education background; 326 respondents of which had a positive attitude towards services and the remaining 24 respondents had a negative attitude. There are 86 respondents with high school education background; 82 respondents have a positive attitude towards service and 4 respondents negative attitude towards the service of Kentucky Fried Chicken in Yogyakarta. Chi-Square analysis results showed a significant correlation ($P < 0.01$) between the respondents' attitudes towards service viewed from the difference in education background. Chi-square analysis results proved the hypothesis which states that there is a relationship between consumers' attitudes towards service viewed from respondents' education background. Respondents with a college and high school education are equally to be positive about the service. College educated respondents tend to be more positive towards the service than

respondents with a high school education background. Phi test obtained value of 0.036. It indicates a very weak correlation (Table 5) between the different characteristics of high school education and higher education level (college) and respondents' attitudes toward service in Kentucky Fried Chicken Yogyakarta. This weak correlation happened as Kentucky Fried Chicken always conducts CHAMPS Satisfaction Survey (CSS) study to find out how consumers' experience towards the service and facilities available at the Kentucky Fried Chicken can be improved continuously in accordance with their wishes and comfort. So that it can cause consumers' attitudes towards the service almost the same at different levels of education.

Employment Status

There were 50 government officers respondents with 48 of which had a positive attitude towards services and the remaining 2 respondents had a negative attitude. Respondents with employment status as non-government employee were 140 respondents, in which 130 respondents had positive attitudes towards services and the remaining 10 respondents had negative attitude. Respondents with unemployed status were 246 respondents, in which 230 respondents had positive attitudes towards services and 16 respondents had negative attitude (Table 5). Chi-Square analysis results showed a significant correlation ($P < 0.01$) between the respondents' attitude towards the service viewed from employment status of respondents. Chi-square analysis results prove the hypothesis that there is a relationship between consumers' attitudes towards services and different employment status. Respondents of government officers, non-government staff or unemployed had a tendency to have a positive attitude towards the service. Government officers respondents tend to be more positive towards the service than respondents from non-government staff

and unemployed status. Cramer's V test shows Cramer coefficient of 0.037. The value indicates a very weak relationship between different characteristics of respondents employment status and their attitudes toward service in Kentucky Fried Chicken Yogyakarta. It is due to services provided by the Kentucky Fried Chicken is the same for every customer, so that the respondents' attitude towards the service is the same among different employment status.

Type of Product Options

Table 5 also describes that there were 334 respondents had a positive attitude towards the service at Kentucky Fried Chicken and the remaining 24 respondents had a negative attitude. There were 44 respondents with a

choice of processed products to be consumed, in which 42 of them have a positive attitude towards services and the remaining 2 respondents had a negative attitude. There were 34 respondents with a selection of non-chicken products consumed, in which 32 respondents had positive attitudes towards services and the remaining 2 respondents had a negative attitude (Table 5). Chi-Square analysis results showed a significant correlation ($P < 0.01$) between respondents' attitude towards the service at Kentucky Fried Chicken viewed from the difference of products consumed by respondents. The analysis results prove the hypothesis that there is a relationship between consumers' attitudes towards service viewed from different types of products. Respondents

Table 5. Relationship between variables and attitudes toward service

Variables	Attitude (service)				Total
	Positive		Negative		
Gender					
Male	184	(42.2%)	14	(3.20%)	198
Female	224	(51.40%)	14	(3.20%)	238
Total	408		28		436
Chi square					516.469**
Phi					0.024
Education					
High School	326	(74.80%)	24	(5.50%)	350
College	82	(18.80%)	4	(09.17%)	86
Total	408		28		436
Chi square					922.949**
Phi					-0.036
Emploment status					
Government Officer	48	(11.00%)	2	(0.50%)	50
Non-government	130	(29.80%)	10	(2.30%)	140
Staff					
Unemployed	230	(52.80%)	16	(3.70%)	246
Total	408		28		436
Chi square					981.813**
Cramer's V					0.037
Type of Product					
Fried Chicken	334	(76.6%)	24	(5.50%)	
Chicken by-product	42	(9.6%)	2	(0.50%)	
non-fried					
Non-chicken by-product	32	(7.30%)	2	(0.50%)	
Total	408		28		
Chi square					501.051**
Cramer's V					0.027

** Significant at $P < 0.01$

with a selection of products consumed, fried chicken, processed chicken, and non-chicken products had a positive tendency. Respondents with a selection product of fried chicken tend to be more positive about the service than respondents with a choice of processed chicken, and non-chicken products. Cramer's V Test showed the coefficient Cramer of 0.027 and from Table 5 it can be seen that value showed a very weak connection between the different characteristics of the type of products consumed by respondents and their attitudes toward service in Kentucky Fried Chicken Yogyakarta. It happened as Kentucky Fried Chicken continuously conduct CHAMPS Satisfaction Survey (CSS) study to find out how was consumer experience towards the services and facilities, which constantly monitors the services and facilities provided by the Kentucky Fried Chicken. In addition, Kentucky Fried Chicken also provides the same service for consumers who purchase any type of product so that respondents' attitude of the towards the service is almost the same among the types of products that are consumed differently.

Conclusion

The majority of consumers in Kentucky Fried Chicken Yogyakarta had a positive attitude towards the price, quality and service. Consumer characteristics associated with consumers' attitudes towards price, quality and service are gender, employment status, education and the type of products that are consumed. In this case, PT Fastfood Indonesia, Tbk especially as the parent company of Kentucky Fried Chicken in Indonesia and companies engaged in other similar areas, needs to pay attention to factors related to the characteristics of the target consumer in

accordance to consumers' attitudes towards products, price, quality and service to ensure that the policies can be made right on target and increase sales and profits.

References

- Bowman SA and BT Vinyard. 2004. Fast food consumption of US adults: Impact on energy and nutrient intakes and overweight status. *J. American College of Nut.* 23(2):163-168.
- Bryant R and L Dundes. 2008. Fastfood perceptions: A pilot study of college students in Spain and the United States. *Appetite.* 51(2):327-330.
- Cowan GSM, KB Cowan, ML Hiler, MD Smalley, and W Sehnert. 1992. Obesity stereotypes. *Problems in General Surgery.* 9(2):218-226.
- De-Mooij M and G Hofstede. 2011. Cross-cultural consumer behavior: A review of research findings. *J. International Consumer Marketing.* 23:181-192.
- Driskell JA, BR Meckna and NE Scales. 2006. Differences exist in the eating habits of university men and women at fast-food restaurants. *Nutrition Res.* 26(10):524-530.
- Dunn KI, PB Mohr, CJ Wilson and GA Wittert. 2008. Beliefs about fast food in Australia: A qualitative analysis. *Appetite.* 51(2):331-334.
- FOODweek. 2008. Fast food quiz gets mixed results. *FOODweek, August.* (22):5-6.
- Foxall GR. 1987. Radical behaviorism and consumer choice. *International J. Res. Marketing.* 4:111-129
- Lobera IJ, MR Fernandez, MTM Gonzalez and MTM Millan. 2008. The influence of stereotypes and obesity perception. *Nutricion Hospitalaria.* 23(3):319-325.
- Schrode, MJA and MG McEachern. 2005. Fast foods and ethical consumer value: a focus on McDonald's and KFC. *British Food J.* 107(4-5): 212-224.
- Solomon MR. 1995. *Consumer Behaviour.* 3rd Ed. Prentice Hall.
- Stayman DM and R Deshpande. 1989. Situational ethnicity and consumer behaviour. *J. Consumer Res.* 16:361-371.
- Suryana A, M Ariani and EM Lokollo. 2008. The role of modern markets in influencing lifestyles in indonesia. *J. Litbang. Pertanian.* 27(1):10-15.