



LITERARY ANALYSIS: THE IMPACT OF PRODUCT EXCELLENCE ON FAST FOOD RESTAURANT

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Abstract. Business expansion in this era of globalization is significantly on the rise, and competition is intense. One such example of a company that has been experiencing substantial growth is a culinary business operating primarily within the fastfood sector. Hence, it is imperative for enterprises to prioritize the caliber of their merchandise in order to deliver contentment to patrons and garner their loyalty, thereby augmenting their competitive edge. Prior researchs hold immense significance as they substantiate and reinforce forthcoming scientific theories. The aim of penning this literature review is to scrutinize product quality. The literature provides insights into the variables of product quality, service quality, customer satisfaction and customer loyalty. It also highlights that research methodologies such as SPSS and PLS are widely used. The outcomes indicate a positive correlation between product quality and factors like purchase decisions, customer satisfaction and loyalty.

Keywords: KFC, literature review, product quality.

Abstrak. Perkembangan bisnis di era globalisasi ini sangat meningkat dan ketat persaingannya, salah satu contoh perusahaan yang semakin berkembang yaitu perusahaan yang bergerak di bidang bisnis kuliner terkhususnya di sektor makanan cepat saji (*Fast Food*). Oleh karena itu perusahaan harus memperhatikan kualitas produk yang dimiliki, agar mampu memberikan kepuasan kepada pelanggannya, hingga mendapatkan pelanggan yang loyal untuk dapat bersaing dengan perusahaan lain. Penelitian atau riset terdahulu sangatlah penting, relevan dan memperkuat teori dalam artikel ilmiah selanjutnya. Tujuan penulisan artikel literature review ini adalah mengkaji mengenai kualitas produk. Hasil dari literature ini adalah variabel kualitas produk dalam penelitian biasa atau banyak di sandingkan dengan variabel kualitas layanan, kepuasan pelanggan dan loyalitas pelanggan. Metode penelitian yang banyak digunakan adalah SPSS dan PLS. dari kajian literature juga dapat di peroleh hasil bahwa kualitas produk berpengaruh positif terhadap keputusan pembelian, kepuasan pelanggan dan loyalitas pelanggan.

Kata Kunci: Kualitas produk, KFC, literature review

INTRODUCTION

The current era of globalization has witnessed a significant surge in business development, accompanied by intense competition. To thrive in this competitive landscape, the pivotal factor is generating creative and innovative ideas. Additionally, it is crucial to have an astute eye for spotting opportunities and capitalizing on them for growth. A prime example of a flourishing enterprise operating within the culinary industry serves as a testament to this trend. Enterprises involved in the gastronomy industry, such as the fastfood sector, have undergone prodigious expansion in recent decades. Amongst the key advancements that have taken place throughout its evolution are menu innovation, technological integration, nutritional assistance, food distribution and worldwide outreach.

As the Indonesian middle class population continues to expand, the *fast food* industry experiences a commensurate surge in growth and profitability (Rahayu & Syafe'i, 2022). In the realm of the *fast food* industry, there exist a particular breed of restaurants that are renowned for their prompt service and affordable fare. These restaurants typically feature an uncomplicated menu, catering to customers seeking quick bites on-the-go. One of the prominent players in fast food is McDonald's, a renowned global franchise known for its distinct offerings such as the Big Mac and French fries. Additionally, Burger King has gained popularity for its range of meat-based items, including their iconic Whopper burger. Thirdly, KFC (*Kentucky Fried Chicken*) specializes in succulent fried chicken seasoned with unique blends of spices. Fourthly, Wendy's is renowned for its delectable fresh burgers and refreshing frozen milkshakes. Additionally, there are numerous other fastfood restaurants available.

According to the data presented in Figure 1.1, KFC reigns supreme as the fast food restaurant offering the most delectable krispy fried chicken products, as voted by Indonesian consumers in 2023. It mean that the quality of product still the important measurement in consumer's buying decision of fast food restaurant. Sholikhah & Hadita (2023) said that product quality is one of the most important things in a product purchasing decision process. In addition to cost, the caliber of a product warrants consideration, thereby necessitating that businesses and eateries uphold and prioritize their product quality.

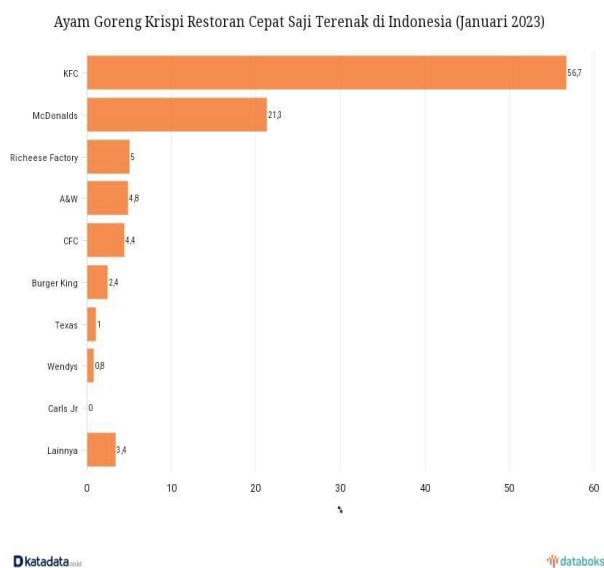


Figure 1.1 Crispy fried chicken menu in Indonesia in 2023.

Source: Databooks.katadata.co.id.

Based on the aforementioned description, the objective of this literature review is to ascertain the impact of product quality at fast food restaurant. Additionally, it aims to identify frequently researched factors or variables in tandem with product quality and commonly employed research methodologies in such studies.

The purpose of this research is to ascertain the impact of product quality on KFC and identify the factors or variables that are frequently associated with it, as well as the research methodologies commonly employed.

Product Quality

Quality refers to the comprehensive attributes of a product (be it goods or services) that enable it to satisfy customer requirements (Rahayu & Kusuma, 2021). Kotler and Armstrong posit that product quality refers to the attributes inherent in a product or service that enable them to satisfy customer needs and wants (Apriasty & Simbolon, 2022)..

Tjiptono divides the dimensions of product quality into (1) *Prowess*, (2) *Resilience*, (3) *Similarities*, (4) *Features or characteristics*, (5) *Reliability*, (6) *Artistic*, (7) *Quality value*, (8) *Capability*. (Saipuloh & Surono, 2023).

METHOD

This research article employs qualitative methodologies, including literature reviews and library-based researches. The exploration of theoretical constructs, as well as the examination of relationships and influences between variables, is conducted through various online resources such as *Perplexity*, *Mendeley*, *Google Scholar*, and *other relevant media*.

In qualitative inquiry, literature should be employed consistently to align with the underlying assumptions of the adopted methodology. An inductive approach is favored to avoid steering the researcher's line of questioning. The pursuit of exploratory and descriptive research constitutes a primary motivation for conducting qualitative research (Nuryani et al., 2022)..

RESULT AND DISCUSSION

Table 1. Previous Research

No.	Researcher Name, Year and Journal title	Variables	Methods	Results
1.	Examining customer satisfaction as a determinant of purchasing behavior in the <i>marketplace</i> : analyzing the impact of both product and service quality (A literature review on marketing management) (Cesariana et al., 2022)	<ul style="list-style-type: none"> • Purchase decision • Customer satisfaction • Product quality • Service quality 	Literature review	<ul style="list-style-type: none"> • The effect of product quality on purchasing decisions (hypothesis) • The effect of service quality on purchasing decisions (hypothesis) • The effect of product quality on customer satisfaction (hypothesis) • The effect of service quality on customer satisfaction (hypothesis) • The effect of customer satisfaction on purchasing decisions (hypothesis)
2.	The impact of <i>brand image</i> and product quality on customer contentment and allegiance: A case research of KFC Baturaja patrons.. (Rahayu & Kusuma, 2021)	<ul style="list-style-type: none"> • <i>Brand image</i> • Product quality • Customer satisfaction • Customer loyalty 	SPSS	<ul style="list-style-type: none"> • <i>Brand image</i> affects customer satisfaction (+) • <i>Brand image</i> affects consumer loyalty (+) • Product quality affects customer satisfaction (+) • Product quality affects customer loyalty (+) • Customer satisfaction has an impact on customer loyalty. (+)
3.	Examining the impact of product excellence and pricing strategies on customer allegiance in the fast food restaurants situated	<ul style="list-style-type: none"> • Product quality • Price • Customer loyalty 	SPSS	<ul style="list-style-type: none"> • Product quality affects customer loyalty (+) • Price affects customer loyalty (+)

No.	Researcher Name, Year and Journal title	Variables	Methods	Results
	in Jakarta. (Wibowo et al., 2022)			
4.	The impact of both product and service quality on customer loyalty is mediated by the level of customer satisfaction achieved. This case research, conducted at KJSP Doro, serves to illustrate this phenomenon (Familiar & Maftukhah, 2015)	<ul style="list-style-type: none"> • Product quality • Service quality • Customer satisfaction • Customer loyalty 	PLS	<ul style="list-style-type: none"> • Product quality affects customer loyalty (+) • Service quality affects customer loyalty (+) • Customer satisfaction affects customer loyalty (+) • Customer satisfaction mediates product quality and service quality on customer loyalty.
5.	Examination of the impact of service excellence and product excellence on patron contentment and allegiance in 4G data amenities (Marlin, 2017)	<ul style="list-style-type: none"> • Product quality • Service quality • Customer satisfaction • Customer loyalty 	SPSS	<ul style="list-style-type: none"> • Product quality affects customer satisfaction (+) • Product quality affects customer loyalty (+) • Service quality affects customer satisfaction (+) • Service quality affects customer loyalty (+) • Customer satisfaction affects customer loyalty (+)
6.	The impact of service excellence, perceived value, and product superiority on enhancing customer loyalty at <i>The Westin Jakarta hotel</i> through the lens of customer satisfaction (Saipuloh & Surono, 2023)	<ul style="list-style-type: none"> • Service quality • Price perception • Product quality • Customer satisfaction • Customer loyalty 	PLS	<ul style="list-style-type: none"> • Service quality affects customer satisfaction (+) • Product quality affects customer satisfaction (+) • Price perception affects customer satisfaction (+) • Customer satisfaction affects customer loyalty (+)
7.	The impact of the caliber of both merchandise and assistance rendered	<ul style="list-style-type: none"> • Product quality • Quality of service • Customer 	SPSS	<ul style="list-style-type: none"> • Product quality affects customer satisfaction (+) • Product quality affects customer loyalty (+)

No.	Researcher Name, Year and Journal title	Variables	Methods	Results
	on the contentment and loyalty of patrons towards D'Besto Mangunjaya 2 South Tambun (Trianah et al., 2017)	<ul style="list-style-type: none"> satisfaction • Customer loyalty 		<ul style="list-style-type: none"> • Service quality affects customer satisfaction (+) • Service quality affects customer loyalty (+)
8.	The impact of the ambiance of a store, the quality of its products and services, as well as customer contentment on their loyalty (Ayu et al., 2021)	<ul style="list-style-type: none"> • <i>Store atmosphere</i> • Product quality • Service quality • Customer satisfaction • Customer loyalty 	SPSS	<ul style="list-style-type: none"> • <i>Store atmosphere</i> affects customer loyalty (+) • Product quality affects customer loyalty (+) • Service quality affects customer loyalty (+) • Customer satisfaction affects customer loyalty (+)
9.	The impact of the caliber of products, excellence in service provision, and geographical positioning on customer contentment (Izzuddin & Muhsin, 2020)	<ul style="list-style-type: none"> • Product quality • Service quality • Location • Customer satisfaction 	SPSS	<ul style="list-style-type: none"> • Product quality on customer satisfaction (-) • Service quality on customer satisfaction (+) • Location on customer satisfaction (-)
10.	The impact of the caliber of goods and services rendered on the contentment of customers (Sari & Razak, 2017)	<ul style="list-style-type: none"> • Product quality • Service quality • Customer satisfaction 	SPSS	<ul style="list-style-type: none"> • Product quality affects customer satisfaction (+) • Service quality affects customer satisfaction (+)
11.	The impact of service excellence, merchandise excellence and pricing on patron contentment at Cafe one eighteenth coffee (Kristanto, 2018)	<ul style="list-style-type: none"> • Service quality • Product quality • Price • Customer satisfaction 	SPSS	<ul style="list-style-type: none"> • Service quality on customer satisfaction (-) • Product quality to customer satisfaction (+) • Price to customer satisfaction (+)
12.	The impact of product and service	<ul style="list-style-type: none"> • Product quality • Service quality 	SPSS	<ul style="list-style-type: none"> • Product quality affects customer loyalty (+)

No.	Researcher Name, Year and Journal title	Variables	Methods	Results
	quality on customer loyalty is mediated by customer satisfaction as an intervening variable at Waroeng Spesial Sambal (Apriliana & Hidayat, 2017)	<ul style="list-style-type: none"> • Customer satisfaction • Customer loyalty 		<ul style="list-style-type: none"> • Service quality affects customer loyalty (+) • Customer satisfaction affects customer loyalty (+)
13.	The impact of the quality of service, product and pricing on customer contentment (Asti & Ayuningtyas, 2020)	<ul style="list-style-type: none"> • Service quality • Product quality • Price • Customer satisfaction 	SPSS	<ul style="list-style-type: none"> • Product quality on customer satisfaction (+) • Service quality on customer satisfaction (+) • Price to customer satisfaction (+)
14.	Enhancing the quality of service, product and innovation can significantly augment customer satisfaction leading to an increase in their loyalty towards a brand. (Fauzi & Mandala, 2019)	<ul style="list-style-type: none"> • Service quality • Product quality • Product innovation • Customer satisfaction • Customer loyalty 	PLS	<ul style="list-style-type: none"> • Service quality on customer satisfaction (+) • Product quality to customer satisfaction (+) • Product innovation on customer satisfaction (+) • Customer satisfaction to customer loyalty (+)
15.	The impact of product quality and design on consumer purchasing behavior (Suari et al., 2019)	<ul style="list-style-type: none"> • Product quality • Product design • Purchase decision 	SPSS	<ul style="list-style-type: none"> • Purchasing decisions are influenced by product quality (+) • Product design influences purchasing decisions (+)
16.	The impact of pricing, promotional strategies, and product excellence on consumer purchasing inclination within the A-36 enterprise (Satria, 2017)	<ul style="list-style-type: none"> • Price • Promotion • Product quality • Purchase intention 	SPSS	<ul style="list-style-type: none"> • Price affects purchase intention (+) • Promotion affects purchase intention (+) • Product quality affects purchase intention (+)
17.	The impact of product excellence,	<ul style="list-style-type: none"> • Purchase decision 	PLS	<ul style="list-style-type: none"> • Price affects purchasing decisions (+)

No.	Researcher Name, Year and Journal title	Variables	Methods	Results
	design aesthetics and pricing on the procurement choices made for Honda Beat motorcycle merchandise (Baihaqi et al., 2022)	<ul style="list-style-type: none"> • Product quality • Price • Product design 		<ul style="list-style-type: none"> • Product design affects purchasing decisions (+) • Purchasing decisions are influenced by product quality (+)
18.	The role of purchasing decisions as a mediator in the correlation between product quality and customer satisfaction through trust (Tirtayasa et al., 2021)	<ul style="list-style-type: none"> • Purchase decision • Product quality • Consumer trust • Consumer Satisfaction 	PLS	<ul style="list-style-type: none"> • Customer satisfaction is influenced by product quality (+) • Trust to customer satisfaction (+) • Product quality on purchasing decisions (+) • Trust in purchasing decisions (+) • Purchasing decisions on customer satisfaction (+)
19.	The impact of merchandise excellence, marketing tactics and cost cognition on consumer contentment at The Koffee Jakarta (Rahmawati & Tuti, 2022)	<ul style="list-style-type: none"> • Product quality • Promotion • Price perception • Customer satisfaction 	PLS	<ul style="list-style-type: none"> • Product quality to customer satisfaction (+) • Price perception on customer satisfaction (+) • Promotion on customer satisfaction (-)
20.	The impact of the caliber of goods and brand reputation on consumer choices (Batik Trusmi) (Sundana et al., 2023)	<ul style="list-style-type: none"> • Product quality • Brand image • Purchase decision 	PLS	<ul style="list-style-type: none"> • Product quality affects purchasing decisions (+) • Brand image affects purchasing decisions (+)

Source: Data processed, 2023

After conducting a thorough analysis of literature and journal categorization, it appears that the pivotal point of this research is centered around the variable of product quality. This particular variable is frequently juxtaposed with other variables such as customer satisfaction, service quality, and customer loyalty. Research conducted by Andriansyah et al. (2023), Sholikhah & Hadita (2023), and Fauzi & Mandala (2019) also underlined the relationship and

comparison between product quality and these aspects. The outcomes of the literature review furnish a robust basis for investigating the interplay among these variables within the ambit of this research. The ramifications of antecedent research can establish a firm groundwork for formulating a conceptual framework and additional hypotheses for further research.

The literature review also reveals that researchers frequently employ SPSS (*Statistical Program for Social Science*) and PLS (*Partial Least Square*) as their primary research methods. The cited research indicates the prevalent utilization of these two approaches for scrutinizing associations among variables with respect to product excellence, patron contentment, service quality, and customer allegiance. The congruity in methodological selection could furnish a sense of constancy and coherence within this domain of inquiry. The utilization of SPSS and PLS may confer distinct benefits when addressing the intricacy of variable relationships, rendering them a favored option among researchers for compiling data analyses. Such insight can offer pragmatic direction to scholars pursuing analogous research endeavors.

The outcomes of the journal categorization and thorough literary analysis further demonstrate that product excellence exerts a favorable influence on consumers' procurement choices, as highlighted by the research of Sundana et al. (2023). Superior product quality often garners favor and trust from consumers, leading to a greater inclination to purchase said products. Furthermore, maintaining consistent, standardized, and top-tier product quality is vital in bolstering customer satisfaction levels. The durability of such steadfast and satisfactory product quality plays a pivotal role in cultivating customer loyalty. Henceforth, it is discernible that the caliber of a product exerts a potent affirmative sway on customer contentment. This, in turn, engenders an enduring patronage from customers. These revelations furnish invaluable perspicacity for practitioners and scholars to grasp the intricacies of the interrelation between product quality, customer gratification, and customer allegiance within the sphere of procurement resolutions.

CONCLUSIONS AND SUGGESTIONS

Summary

Based on the preceding literature review and discourse, it is apparent that researchs concerning product quality variables conventionally entail a juxtaposition with service quality variables, patron contentment, in addition to patron allegiance. The most commonly utilized research methodologies are PLS and SPSS. The journal classification and literature review demonstrate that product quality exerts a favorable impact on purchasing decisions, customer contentment, and patronage.

Advice

Based on the aforementioned outcomes, a constraint of this research is the restricted pool of literature utilized. As such, it is recommended that forthcoming researchers endeavor to broaden their range of literary sources and explore additional media outlets for library studies.

The recommendation for the company is to maintain a steadfast commitment to product quality. At fast food restaurant, this encompasses exceptional raw materials, meticulous processing techniques, and unwavering consistency in flavor profiles. This emphasis on quality is paramount in fostering a positive customer experience. High product quality ensures customer satisfaction, thus playing a pivotal role in fostering a positive rapport between the company and fast food restaurant's patrons. Consequently, it boosts purchase intent for the company's offerings.

AUTHOR'S CONTRIBUTION STATEMENTS

Isyana Rahayu: research concept, methodology, Data curation, Data Analisis, Supervision. Dheri Febiyani Lestari: Supervision, Research administration, Write the introductions, conducting review and editing the manuscript. Geni nurfadilah: Prepare the original manuscript, Prepare the data curation, Collecting the previous research. Marto Silalahi: Proof reading and review the manuscript

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