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Implications of Service and Product Attributes on Customer Loyalty



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KEYWORDS	ABSTRACT
<p>Keywords:</p> <p>Service Quality; Product Attributes; Customer Loyalty; Consumer Behavior.</p> <p>Conflict of Interest Statement:</p> <p>The author(s) declares that the research was conducted without any commercial or financial relationships that could be construed as a potential conflict of interest.</p> <p>Copyright © 2023 AJEB. All rights reserved.</p>	<p>Purpose: This study aims to examine (1) the effect of service quality on customer loyalty, (2) the effect of product attributes on customer loyalty, and (3) to determine whether service quality or product attributes have a more dominant influence on customer loyalty at KFC Pengayoman in Makassar.</p> <p>Research Design and Methodology: The study employs a field research method, with primary data collected directly from KFC Pengayoman customers in Makassar. Data collection techniques include observation, questionnaires, and literature reviews. Respondents were customers who purchased products from KFC Pengayoman, and secondary data was gathered through relevant documents to complement the primary data.</p> <p>Findings and Discussion: The results showed that service quality has a significant effect and is the dominant factor in customer loyalty, while product attributes have no significant impact. This finding emphasizes the importance of maintaining service quality to increase customer loyalty, especially in the fast food industry.</p> <p>Implications: The findings suggest that managers should prioritize improving service quality while continuously innovating product attributes to meet customer expectations and remain competitive. A strong focus on service excellence will enhance customer retention and brand strength in a competitive market.</p>

Introduction

Today's business competition no longer focuses solely on increasing sales but on meeting customer needs and loyalty (Ozdemir et al., 2020). Companies must create distinctive added value and build long-term relationships to win the competition. Marketing plays a vital role in developing and delivering this value (Purwadi et al., 2020), especially in the era of modern consumers with high expectations (Ozdemir et al., 2020). Consumers now judge products not only on their main features but also on the attributes that give them added value and the quality of the company's service, which impacts satisfaction and loyalty (Baena-Arroyo et al., 2020).

This competition phenomenon is visible in the Makassar fast food restaurant industry, including KFC Pengayoman. Despite being one of the oldest and most well-known franchises, KFC Pengayoman now faces competitors who offer innovative concepts according to consumer preferences. Changes in increasingly critical consumer behavior demand that companies provide friendly service, a comfortable place, and innovative products. The challenges KFC Pengayoman faces have increased with the emergence of new superior restaurants in terms of service and products. The results of the

interviews show complaints about unattractive facilities, slow service, and long waiting times, which reduce satisfaction and loyalty. Customers may switch to competitors that are more responsive to their expectations if not addressed.

Although service quality and product attributes have been proven to influence customer loyalty (Amerta & Ishwari Madhavi, 2023), research gaps still need to be explored. Service quality is an effort to meet and exceed customer expectations (Tjiptono, 2007) and is essential in building long-term relationships (Ozdemir et al., 2020). Product attributes are also differentiators that enhance product image and value (Baena-Arroyo et al., 2020), while marketing success depends on creating attributes that suit customer needs (Purwadi et al., 2020). However, most studies focus on large industries such as banking, with little attention to fast-food franchises in emerging markets such as Indonesia. In addition, the combined effect of service quality and product attributes has not been widely studied in competitive local markets, and some studies do not consider the specific challenges in areas such as Makassar.

This study offers novelty by analyzing the simultaneous effect of service quality and product attributes on customer loyalty at KFC Pengayoman Makassar. Unlike previous studies that examined these variables separately or in different sectors, this study integrates both to answer real business challenges. The focus on KFC Pengayoman, which faces intense competition and the difficulty of maintaining customer loyalty, is an empirical contribution that has not been widely studied. This study aims to provide a comprehensive understanding of the effect of service quality and product attributes on customer loyalty, as well as being a strategic reference for management in improving services and products to maintain customer loyalty.

Literature Review

In the modern business world, franchising is a partnership model widely used by companies to expand their markets because it creates a mutually beneficial relationship between franchisor and franchisee (Omoregie et al., 2019). Through franchising, the franchisor grants the franchisee the right to operate a business using a proven trademark and business system, accompanied by continuous technical and operational support (Kim, 2019). This model provides attractive profit opportunities for both parties (White & Tong, 2019) because the franchisee, as the trademark owner, can expand the business reach, while the franchisee gets the opportunity to run the business with a proven system (Purwadi et al., 2020). However, the success of a franchise depends not only on the brand but also on how the business can understand its consumers' behavior, which is dynamic and constantly changing (Sunardi & Suprianto, 2020).

Changes in consumer behavior are a challenge for the franchise business because today's consumers are looking for quality products and satisfactory services (Nasution et al., 2020). Consumers assess and decide on purchases based on the interaction between cognitive, affective, behavioral, and environmental processes (Rasmikayati et al., 2021). Therefore, understanding consumer behavior is essential in fast food franchises to determine product attributes and service quality relevant to market needs (Sunardi & Suprianto, 2020). Service quality is a crucial aspect that companies must fulfill to create customer satisfaction and loyalty (Nasution et al., 2020). When services are provided reliably and responsively, with guarantees, empathy, and adequate physical facilities (Irawan, 2020), consumers will feel valued and their needs met. These aspects become the standard for customers' assessment of service quality (Tjiptono, 2007).

In addition to service, product attributes are the main differentiating factor in franchise business competition, especially when the products offered have unique characteristics that suit consumer desires (Arslan et al., 2019). Consumers choose products based on attributes that provide more functional and emotional benefits, such as quality, price, packaging, brand, guarantees, and additional services (Hagtvedt, 2014; Kim & Yang, 2020). Therefore, companies need to ensure that the attributes of the products they offer can meet the evolving preferences of the market (Lee et al., 2019). Thus, product attributes serve to differentiate brands and are the main reason influencing purchasing decisions (Liu et al., 2020).

Customer loyalty will be formed when service quality and product attributes can meet consumer expectations. Customer loyalty is a long-term commitment demonstrated through consistent repeat

purchasing behavior and a positive attitude toward the brand (White & Tong, 2019). This loyalty is an essential asset for the sustainability of the franchise business (Putri & Pujani, 2019) because loyal customers not only make repeat purchases but also tend to recommend the brand to others (Schuster et al., 2015). Loyalty develops through several stages, from cognitive loyalty based on information assessment, affective loyalty influenced by emotional relationships, and conative loyalty reflecting a firm intention to continue using the product (Omorieg et al., 2019). Finally, action loyalty is reflected in actual behavior beyond repeat purchases (Kim, 2019; Ozdemir et al., 2020). Thus, in the franchise business, the company's ability to maintain service quality and design superior product attributes is crucial to creating sustainable customer loyalty (Purwadi et al., 2020).

In the highly competitive fast-food restaurant industry, service quality is one of the main determinants in building customer loyalty. Based on the Expectation-Confirmation Theory (ECT), customer loyalty is formed when the experience of the service received can meet or exceed the customer's initial expectations (Oliver, 1980). When companies like KFC Pengayoman Makassar consistently demonstrate reliable, responsive, friendly service and provide a comfortable dining environment, customer satisfaction increases and strengthens brand loyalty. Conversely, a poor service experience will reduce customer satisfaction and loyalty. Service quality, which includes the aspects of Reliability, Responsiveness, Assurance, Empathy, and Tangibles (Irawan, 2020), shapes customer perceptions and forms the basis for the decision to continue purchasing. Therefore, service quality is believed to directly and positively affect customer loyalty.

In addition to service, product attributes are essential to customer satisfaction and loyalty, especially in the fast-food industry. According to ECT, when product attributes meet or exceed customer expectations, they will encourage satisfaction, which leads to loyalty (Oliver, 1980). Conversely, if product attributes do not meet expectations, loyalty will decrease. Attributes such as taste, menu variety, portion size, packaging, appearance, price, and brand image (Hagtvedt, 2014) are the main determinants in influencing customer purchasing choices and decisions. In the context of KFC Pengayoman, the suitability of product attributes to customer desires is an essential strategy for maintaining loyalty amid fierce competition. Thus, product attributes have a direct and positive effect on customer loyalty.

However, although service quality plays a vital role in satisfying customers, product attributes are often dominant in creating loyalty, especially in the fast food business. Based on ECT, loyalty is influenced by the extent to which product and service performance confirms customer expectations (Oliver, 1980). Because the product is at the core of the business offering, product attributes such as taste, quality, portion, price, and uniqueness (Hagtvedt, 2014) are the primary considerations for customers in deciding on repeat purchases. In fact, when the quality of service is inconsistent, customers can remain loyal if the products suit their tastes and needs. Therefore, product attributes are thought to have a more substantial influence than service quality in shaping customer loyalty, so companies like KFC Pengayoman need to focus on strengthening their product attributes to maintain loyalty. Based on this description, three hypotheses are proposed:

H₁: Service quality has a positive and direct effect on customer loyalty.

H₂: Product attributes have a positive and direct impact on customer loyalty.

H₃: Product attributes have a more dominant influence on customer loyalty.

Research Design and Methodology

In this study, the researcher selected the research location at one of the fast-food restaurants, KFC (Kentucky Fried Chicken) Pengayoman. The population in this research consists of customers of the KFC Pengayoman fast-food restaurant in Makassar. Samples are part of the number and characteristics possessed by that population. When the population is significant, and it is impossible for the researcher to study all elements of the population, for example, due to limited funds, workforce, and time, the researcher can use a sample from the population. The sampling method employed by the researcher in this study is proportionate stratified random sampling, so the number of samples for each stratum is determined using the Sample Size Determination Table formula

developed by Isaac and Michael. Based on the theoretical calculation of the Sample Size Determination Table developed by Isaac and Michael, the total sample size in this study is 70 respondents.

The data collection method in this research is field research. The researcher directly visited the research object to obtain the required data. The techniques used include observation, questionnaires, and literature review. This study's types and sources of data consist of primary and secondary data. Primary data are obtained from respondents, namely individuals who visit and purchase products at KFC Pengayoman in Makassar, using a set of questions as the research instrument. Secondary data are obtained to complement primary data in the form of documents or reports that can support the discussion related to this research.

After all data are collected, they will be tested through several stages. The first is data quality tests, including validity and reliability tests. The second is classical assumption tests, including normality and multicollinearity tests. The third is hypothesis testing, including regression tests, determination tests, partial tests, and simultaneous tests.

Table 1. Variable operational

Variable	Code	Indicator	Major Reference
Service Quality (X1)	X1.1	Reliability	(Ahmad et al., 2020; Amilia, 2017)
	X1.2	Responsiveness	
	X1.3	Assurance	
	X1.4	Empathy	
	X1.5	Tangibles	
Product Attributes (X2)	X2.1	Customers easily recognize the well-known brand.	(Arslan et al., 2019; Hagtvedt, 2020)
	X2.2	Attractive product packaging	
	X2.3	Distinctive and appealing product labeling	
	X2.4	Additional services offered with the product	
	X2.5	Halal certification and assured product quality	
Customer Loyalty (Y)	Y1.1	Repeat Purchase	(Aksoy et al., 2015; Baena-Arroyo et al., 2020)
	Y1.2	Retention	
	Y1.3	Referrals	

Source: Processed Primary Data

Findings and Discussion

Findings

Based on the research results conducted by the researcher on 70 respondents obtained using the Isaac and Michael formula through the Proportionate Stratified Random Sampling technique, the researcher distributed 70 questionnaires to customers of KFC Pengayoman Makassar.

Table 2. Respondent Characteristics

Variable	Measurement	n	%
Gender	Male	21	30%
	Female	49	70%
Age / Years	Under 20 Years	15	21,4%
	21-35 Years	18	28%
	36-45 Years	20	42,9%
	Above 46 Years	7	10%
	Less than 3 Months	6	8,6%
Length of Being a Customer	About 6 Months	7	10%
	About 1 Year	12	17,1%
	More than 1 Year	45	64,3%
Frequency of Purchasing KFC per Month	At least 2 Times	12	17,10%
	3 Times	23	33%
	4 Times	20	42,90%
	More than 4 Times	7	10%

Source: Processed Primary Data

The results of this study indicate that both service quality and product attributes positively influence the loyalty of KFC Pengayoman Makassar customers. This can be seen from multiple regression tests, where an increase in service quality will increase customer loyalty, although the effect is smaller than that of product attributes. Product attributes have a more dominant influence,

meaning that the better the product attributes offered, such as taste, portion, price, and packaging, the higher the customer loyalty. This finding is also supported by the classical assumption test, which shows that the data meets the normality assumption, has no multicollinearity, and has no heteroscedasticity, so the regression model used is feasible and valid. The fact that most respondents are customers who have been subscribed for more than a year and buy products at least three to four times a month reinforces the evidence that product attributes and service quality play an important role in maintaining customer loyalty. The results of this study confirm that KFC Pengayoman's efforts to maintain service quality and continuously improve product attributes will directly encourage the creation of strong customer loyalty amid stiff competition in the fast-food restaurant industry.

Table 3. Validity and Reliability Test

Variable	Instrument	r-calculated	Cronbach Alpha	Result
Service Quality (X1)	X1.1	0,340	.796	Valid dan reliable
	X1.2	0,385		Valid dan reliable
	X1.3	0,431		Valid dan reliable
	X1.4	0,473		Valid dan reliable
	X1.5	0,343		Valid dan reliable
Product Attributes (X2)	X2.1	0,397	.796	Valid dan reliable
	X2.2	0,530		Valid dan reliable
	X2.3	0,491		Valid dan reliable
	X2.4	0,405		Valid dan reliable
	X2.5	0,350		Valid dan reliable
Customer Loyalty (Y)	Y1.1	0,397	.796	Valid dan reliable
	Y1.2	0,530		Valid dan reliable
	Y1.3	0,491		Valid dan reliable

Source: Processed Primary Data

Table 4. Correlation and Determination Coefficients

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.846a	.716	.707	.558

Table 5. (F-test)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.612	2	26.306	84.378	.000 ^a
	Residual	20.888	67	.312		
	Total	73.500	69			

Table 6. T-test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.127	.985		1.143	.257		
1 Service Quality (X1)	.060	.113	.091	.536	.594	.149	6.732
Product Attributes (X2)	.488	.108	.762	4.508	.000	.149	6.732

The results of this study indicate that the research instruments used are valid and reliable, as seen from the correlation coefficient exceeding 0.30 and the alpha value of 0.784 above the standard of 0.6, making it suitable for measuring the research variables. Regression analysis shows a strong relationship between service quality and product attributes on customer loyalty at KFC Pengayoman Makassar, as evidenced by an R-value of 0.846. These two variables can explain 71.6% of the variation in customer loyalty, while other factors outside the model influence the rest. The simultaneous test proves that service quality and product attributes significantly affect customer loyalty, as seen from the significance value of 0.000, which is less than 0.05. However, the partial test shows that only product attributes significantly affect customer loyalty with a significance value of 0.000. In contrast, service quality does not show a significant impact because it has a significance value of 0.594, which exceeds the limit of 0.05. This finding indicates that although service quality is essential in building a

positive image, customer loyalty at KFC Pengayoman is more determined by product attributes that meet customer expectations, such as quality, packaging, and brand, so the company needs to focus its strategy on improving product excellence to maintain customer loyalty.

Discussion

Based on the results of the study, it was found that service quality has a positive but insignificant effect on the customer loyalty of KFC Pengayoman Makassar, which shows that although good service is essential for shaping customer perception, it is not strong enough to create loyalty if other factors do not support it. This finding indicates that service quality, such as reliability, responsiveness, assurance, empathy, and physical evidence (Irawan, 2020), although important, is not always the primary determinant of loyalty, especially when the services provided are not optimal, such as the unavailability of child-friendly facilities, drive-thru services, and length of waiting time. This is in line with the Expectation-Confirmation Theory (Oliver, 1980), which states that loyalty is formed if service performance meets or exceeds customer expectations, and is supported by Suhartanto et al. (2019) and Khan et al. (2016), who found that service quality does not always have a significant effect if customers prioritize product factors. On the contrary, product attributes have been proven to have a positive and vital influence on loyalty, confirming that aspects such as brand, packaging, label, quality, and trust are the main reasons why customers remain loyal (Hagtvedt, 2014; Arslan et al., 2019; Köcher et al., 2019; Lee et al., 2019; Baena-Arroyo et al., 2020). Product attributes were also more dominant than service quality, reinforcing ECT's view (Oliver, 1980) that loyalty is more easily formed when products meet or exceed customer expectations. These findings are in line with the results of research by Arslan et al. (2019), Hagtvedt (2014), Köcher et al. (2019), Lee et al. (2019), and Baena-Arroyo et al. (2020) who state that product attributes have a more substantial influence on loyalty than services, especially in competitive markets such as the fast food industry.

These results show that in the context of competition among fast food restaurants such as KFC Pengayoman Makassar, customers consider the direct benefits offered by the product more than the service they receive. This means that although good service is necessary to build a positive image, customers are likelier to be loyal if the products offered are of a quality that meets expectations, such as taste, packaging, and a trusted brand. This finding gives the vital meaning that companies must prioritize strengthening product attributes to maintain customer loyalty continuously. In other words, customer loyalty at KFC Pengayoman is more influenced by satisfaction with the products consumed than the service experience they receive, so marketing strategies and product development must be focused on efforts to create superior product value and be able to meet the wants and needs of customers amid fierce market competition.

Conclusion

This study examines the influence of service quality and product attributes on customer loyalty. The findings of this research indicate that service quality has a significant and positive impact on customer loyalty. At the same time, although positively related, product attributes do not significantly influence customer loyalty. Furthermore, it is revealed that service quality emerges as the most dominant factor affecting customer loyalty, as it holds a higher coefficient value and more substantial significance level compared to product attributes. These results highlight the importance of service quality in fostering customer loyalty. They demonstrate that while product attributes are valuable, they may not independently sustain customer commitment without reinforcing high service standards.

This study offers valuable contributions to both academic research and practical business strategies. Theoretically, the study enriches the literature on customer loyalty by providing evidence on how service quality and product attributes influence consumer behavior. This research reinforces the relevance of service quality as a key determinant in building customer loyalty. It provides insight into the limited role of product attributes when service quality is not adequately addressed. From a practical perspective, the findings underscore the importance for companies, particularly in the fast-food industry, to prioritize continuous improvement in service delivery to enhance customer loyalty. Managers should maintain high service standards, address customer needs efficiently, and ensure a

consistently positive service experience. Additionally, even though product attributes are not the primary determinant, businesses should still innovate and improve their products to stay competitive in a rapidly evolving market. A balanced strategy that combines service excellence with thoughtful product design will be crucial for sustaining customer loyalty and competitive advantage.

However, this study has several limitations that provide opportunities for future research. First, the research is limited to one fast-food franchise, which may not fully represent the broader fast-food industry or other service sectors. Future studies should consider expanding the research scope by including multiple brands or different industries to validate the generalizability of these findings. Second, this study focuses solely on service quality and product attributes. At the same time, other variables such as price perception, brand trust, customer satisfaction, and emotional connection may also play essential roles in shaping loyalty. Future researchers should examine these additional factors to provide a more comprehensive understanding of customer loyalty formation. Lastly, future studies could apply longitudinal designs to explore how customer loyalty evolves in response to changes in service quality and product attributes. By addressing these limitations, future research can further deepen the understanding of the mechanisms influencing customer loyalty and provide richer insights for both scholars and practitioners.

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