



Green Product, Quality, and Price on Interest in Buying Fast Food KFC Palopo City (Study on Consumers Palopo City KFC Fast Food Restaurant)

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ABSTRACT

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The ability to survive and continue to develop in the competitive world of business must be the top priority in the midst of intense competition with similar products. Creating and implementing green products as well as improving the quality and controlling the prices of the products are part of the company's ability to survive and thrive. This study aims to determine the effect of green products, product quality and product prices on buying interest. Multiple regression analysis was used in this study with a total sample of 85 respondents. The findings of this study indicate that green products, product quality and product prices both simultaneously and partially affect the interest in buying fast food at KFC Palopo City

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1. Introduction

The transition of the status of traditional society to modern society can no longer be dammed. Changes in the process of fulfilling lifestyles starting from clothing, food and housing also experienced a significant shift. In the process of fulfilling the food needs of modern society, everything is demanded to be more instant, so that many fast food outlets have sprung up. Data shows that currently many companies are engaged in providing fast food, ranging from large-scale companies to small roadside stalls.

Kentucky Fried Chicken (KFC) is one of the most popular and dominant franchise companies in cities and towns . In 2018 the company recorded total revenue of \$26.24 billion. This revenue has increased compared to 2017 where KFC's revenue that year was \$24.51 billion. In Indonesia alone, at least as of 2020 there are 714 Kentucky Fried Chicken (KFC) outlets spread across many big and small cities.

The significant increase in the number of outlets is of course the impact of high consumer buying interest. Buying interest is seen as a part that is directly related to the process of obtaining and using as well as the process of making decisions about one type of goods [1] [2] [3]. Purchase intention is very synonymous with consumer plans to buy goods, products or services [4] [5] [6].

Lately, environmental issues have become a topic of discussion among the elite to the general public, so that consumers in determining their attitude whether they decide to buy or not towards a product need to consider several things including whether the product applies the concept of a green product, how is the quality of the product and whether the price of the product can be adjusted. affordable or not.

Green product is a process that produces products with end results that can be recycled and do not damage the environment [7] [8] [9]. Product quality concerns the reliability, durability and quality of the resulting product [10] [11]. The price of the product as an inseparable part of a product. Price becomes a reference in choosing a product whether it can be reached or not. The above factors as an integral part of the consumer in choosing a product.

One of the popular franchise companies in Palopo City is KFC. Based on the observations of researchers, Kentucky Fried Chicken (KFC) in Palopo City seems to be the prima donna for people who want to eat fast food. Based on the above background, this research was conducted to see how the influence given by green products, product quality and product prices on consumer buying interest at KFC Palopo City.



2. Method

In this study there are three independent variables, namely green product, product quality and product price. While the dependent variable is buying interest. The sample in this study was determined by the saturated sample technique so that in this study there were 85 respondents. Data analysis in this study used multiple linear regression. The software used in processing the data is SPSS 21.

3. Result and Discussion

3.1 Validity Test

This validity test was carried out on respondents with a total of 85 respondents. With the following results:

TABLE 1.
VALIDITY TEST RESULTS

Variable	No. Question Items	r Table	r Count	Description
Green Products (X1)	1	0.213	0.365	Valid
	2	0.213	0.235	Valid
	3	0.213	0.514	Valid
	4	0.213	0.396	Valid
	5	0.213	0.248	Valid
	6	0.213	0.569	Valid
Product Quality(X2)	1	0.213	0.455	Valid
	2	0.213	0.477	Valid
	3	0.213	0.526	Valid
	4	0.213	0.380	Valid
Product Price (X3)	1	0.213	0.399	Valid
	2	0.213	0.566	Valid
	3	0.213	0.654	Valid
Buying Interest (Y)	1	0.213	0.387	Valid
	2	0.213	0.493	Valid
	3	0.213	0.514	Valid
	4	0.213	0.399	Valid
	5	0.213	0.651	Valid

The results of the validity test with the help of SPSS 21 software provide results that can be seen in table 1 above. The table above explains that the results of the validity test of each question item from each variable have a valid value, it is proven based on the basis of decision making for the validity test, namely the calculated r value is greater than the r table value.

3.2 Reliability Test

This reliability test was carried out on respondents with a total of 85 respondents. With the following results:

TABLE 2
RELIABILITY TEST RESULTS

Variable	Cronchbach Alpha	Description
Green Product	0.791	Reliable
Product Quality	0.632	Reliable
Product Price	0.641	Reliable
Buying Interest	0.685	Reliable

In the reliability test in table 2 above, it can be explained that the value of Cronchbach Alpha for the green product variable (X1) of 0.791, the value of Cronchbach Alpha for the product quality variable (X 2) of



0.632, the value of Cronchbach Alpha for the product price variable (X 3) of 0.641 and the value of Cronchbach Alpha for the buying interest variable (Y) of 0.685. Thus, it can be concluded that in this study, all the variables used were reliable.

3.3 Classic Assumption Test

a. Normality Test

Testing the normality of the data in this study uses the Normal PP Plot of Regression Standardizes Residual graph approach . So the results can be seen in the image below.

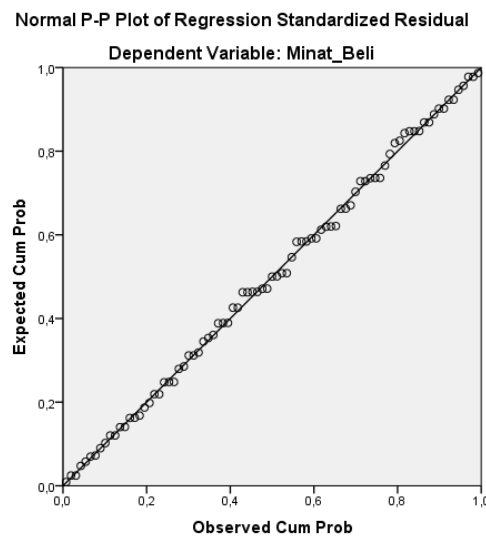


Figure 1. Normality Test

From the graph above, it can be seen that the distribution of the data points in the study are located or spread along the diagonal line. The basis for decision making for the normality test of the data using the Normal PP Plot of Regression Standardizes Residual approach is that the data points are spread out along the diagonal line. So it can be concluded that the data in this study are normally distributed.

b. Multicollinearity Test

Testing the multicollinearity of the data in this study can be seen in the following table:

TABLE 3
MULTICOLLINEARITY TEST RESULTS

Model	Collinearity Statistics	
	Tolerance	VIF
Green Product	0.945	1.058
Product Quality	0.964	1.037
Product Price	0.928	1.078

The table above shows the results of the multicollinearity test which can be stated that there are no symptoms of multicollinearity in this study. This is based on the decision-making basis for the multicollinearity test which states that there is no symptom of multicollinearity if the tolerance value is greater than 0.10 and the VIF value is less than 10.

c. Heteroscedasticity Test

Heteroscedasticity testing of the data in this study used the Spearman's rho approach . As can be seen in the following table:

TABLE 4
HETEROSCEDASTICITY TEST RESULTS

Green Product	Product quality	Product Price	Unstandardized Residual
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Spearman's rho	Green Product	Correlation Coefficient	1,000	0,047	,264 *	0,049
	Product quality	Sig. (2-tailed)	.	,671	0,015	,656
		N	85	85	85	85
		Correlation Coefficient	0,047	1,000	,132	,024
	Price	Sig. (2-tailed)	,671	.	,230	,824
		N	85	85	85	85
		Correlation Coefficient	,264	,132	1,000	0,018
	Unstandardized Residual	Sig. (2-tailed)	0,015	,230	.	,868
		N	85	85	85	85
		Correlation Coefficient	0,049	,024	0,018	1,000
	Product quality	Sig. (2-tailed)	,656	,824	,868	.
		N	85	85	85	85

The table above shows the results of the heteroscedasticity test which can be stated that there are no symptoms of heteroscedasticity in this study. This is based on the basis of the decision making of the heteroscedasticity test using the Spearman's rho approach which states that heteroscedasticity occurs if the value of Sig. (2-tailed) is smaller than 0.05 and conversely there is no heteroscedasticity symptom if the value of Sig. (2-tailed) is greater than 0.05.

d. Multiple Regression Analysis

TABLE 5
RESULTS OF REGRESSION ANALYSIS, COEFFICIENT OF DETERMINATION TEST, T TEST, F . TEST

Model	Unstandardized coefficients (B)	t Count	Sig. t
Green product	0.237	2019	0.047
Product quality	0.501	3,861	0.000
Product Price	0.381	1,999	0.049
Constant = 18.725		f Count = 7.123	
R Square = 0.209		sig. f = 0.000	
Multiple R = 0.457			

The table above shows some of the test results, namely:

- 1). The value of R square in the table above shows a result of 0.209 or equivalent to 20.9%. This value explains that the variation of the independent variable can explain the variation of the dependent variable by 20.9%. and the rest is explained by other variables that are not included in the research model.
- 2). The t-test for the green product variable has a coefficient value of 0.237 and a significance value of 0.047 or less than a 0.05 alpha level. it means that the green product variable has a significant and positive effect on the interest in buying fast food at KFC Palopo City.
- 3). The t-test for the product quality variable has a coefficient value of 0.501 and a significance value of 0.000 or less than a 0.05 level of neglect. it means that the product quality variable has a significant and positive effect on the interest in buying fast food at KFC Palopo City.
- 4). The t-test for the Product Price variable has a coefficient value of 0.381 and a significance value of 0.049 or less than a 0.05 level of negligent. it means that the Product Price variable has a significant and positive effect on the interest in buying fast food at KFC Palopo City.
- 5). The f test or simultaneous test has a significance value of 0.000. it means that the green product variable, product quality and product price have a significant effect on the interest in buying fast food at KFC Palopo City.

3.4 Discussion

a. Green Product Effect Against Interest in Buying Fast Food KFC Palopo City

Based on the results of the regression analysis that has been carried out, it can be stated that green products have a significant effect and have a positive direction on interest in buying fast food at KFC Palopo City. This finding is in line with the previously stated hypothesis that green products have an effect on



buying interest. This finding is also in accordance with Puspito's [12], research that green products significantly affect buying interest. In line with that, the same thing was also revealed in Purwanto's research [13], which said that green products had an effect on buying interest.

b. The Effect of Product Quality on Interest in Buying Fast Food KFC Palopo City

Based on the results of the regression analysis that has been carried out, it can be stated that product quality has a significant effect and has a positive direction on the interest in buying fast food at KFC Palopo City. This finding is in line with the previously stated hypothesis that product quality affects buying interest. This finding is also in accordance with the research of Sundalangi et al [14], which shows that product quality has a significant influence on buying interest. In line with that, the research of Hermanto and Cahyadi said that product quality partially has a significant influence on buying interest [15].

c. Product Prices on Interest in Buying Fast Food KFC Palopo

Based on the results of the regression analysis that has been carried out, it can be stated that the price of the product has a significant effect and has a positive direction on the interest in buying fast food at KFC Palopo City. This finding is in line with the hypothesis that has been stated previously that product prices affect buying interest. This finding is also in accordance with the research of Utomo and Subagio (2014) that product prices have a significant effect on buying interest. Similarly, the research by Faradiba and Astuti (2013) which states that product prices have an effect on buying interest.

4. Conclusion

Green product has a significant effect and has a positive direction on interest in buying fast food at KFC Palopo City. Product quality has a significant effect and has a positive direction on interest in buying fast food at KFC Palopo City. Product prices have a significant effect and have a positive direction on interest in buying fast food at KFC Palopo City.

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