



THE INFLUENCE OF SERVICE QUALITY, PRODUCT INNOVATION, AND LOCATION ON CUSTOMER SATISFACTION AT KING FRIED CHICKEN IN LHOKSEUMAWE CITY

PENGARUH KUALITAS PELAYANAN, INOVASI PRODUK, DAN LOKASI TERHADAP KEPUASAN PELANGGAN PADA KING FRIED CHICKEN DI KOTA LHOKSEUMAWE

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Abstrak

Era globalisasi mendorong perubahan signifikan dalam gaya hidup masyarakat, termasuk meningkatnya minat terhadap makanan cepat saji. King Fried Chicken sebagai pelaku bisnis kuliner lokal menghadapi tantangan untuk memenuhi kepuasan pelanggan di tengah persaingan yang ketat. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan, inovasi produk, dan lokasi terhadap kepuasan pelanggan pada King Fried Chicken di Kota Lhokseumawe. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 126 responden, dan dianalisis menggunakan regresi linear berganda dengan bantuan SPSS. Hasil analisis menunjukkan bahwa ketiga variabel independen tersebut kualitas pelayanan, inovasi produk, dan lokasi berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Kualitas pelayanan yang cepat dan ramah, inovasi menu yang menarik, serta lokasi yang strategis terbukti menjadi faktor penting dalam membentuk persepsi positif pelanggan. Kesimpulan dari penelitian ini menyarankan agar pihak manajemen terus meningkatkan kualitas pelayanan, memperbarui produk secara kreatif, dan mempertahankan lokasi usaha yang mudah diakses guna memperkuat loyalitas pelanggan dan meningkatkan daya saing bisnis.

Kata Kunci : inovasi produk, kualitas pelayanan, Lokasi

Abstract

The globalization era has driven significant changes in people's lifestyles, including the growing interest in fast food. King Fried Chicken, as a local culinary business, faces the challenge of fulfilling customer satisfaction amid intense competition. This study aims to analyze the influence of service quality, product innovation, and location on customer satisfaction at King Fried Chicken in Lhokseumawe City. This research employs a quantitative approach using a survey method involving 126 respondents and is analyzed through multiple linear regression with the assistance of SPSS. The results indicate that all three independent variables service quality, product innovation, and location have a positive and significant effect on customer satisfaction. Fast and friendly service, attractive menu innovations, and a strategic location have proven to be important factors in shaping customers' positive perceptions. The conclusion of this study suggests that management should continue improving service quality, updating products creatively, and maintaining easily accessible business locations to strengthen customer loyalty and enhance business competitiveness..

Keywords : location, product innovation, service quality



INTRODUCTION

The development of globalization has had a significant impact on the business world, including the culinary industry in Indonesia. The fast-paced lifestyle of modern society has driven increasing demand for fast food products that are practical and efficient to serve. This presents both opportunities and challenges for culinary business actors to improve service quality and meet consumer expectations (Khoiriyah et al., 2024). King Fried Chicken, as a growing local business in Aceh Province, faces such challenges in its efforts to maintain customer satisfaction amid increasing competition.

Customer satisfaction is an important indicator of business success because it is closely related to consumer loyalty and business sustainability. Several negative reviews directed at King Fried Chicken in Lhokseumawe through Google Customer Review indicate problems related to service and the comfort of the establishment (Silaban et al., 2019). Moreover, the choice of location and the ability to innovate in product development are also crucial factors in shaping customer satisfaction with a brand (Putri et al., 2021).

High-quality service includes friendliness, responsiveness, and courteous staff interactions (Ida Wibowati, 2020), while product innovation reflects the company's ability to adapt to consumer tastes and market trends (Prasetyo, 2020). A strategic location is equally important, as it directly affects accessibility and consumer purchase decisions (Aditya, 2020).

Based on this background, the present study aims to analyze the influence of service quality, product innovation, and location on customer satisfaction at King Fried Chicken in Lhokseumawe City.

RESEARCH METHOD

Penelitian This research was conducted at the King Fried Chicken branch located in Lhokseumawe City, specifically on Jalan Merdeka Barat, Simpang Empat, Banda Sakti, Lhokseumawe, Aceh. The object of this research is the consumers who purchase products from King Fried Chicken. The location was chosen because King Fried Chicken is the only branch in Lhokseumawe City and is situated in a busy area, making it relevant for examining the factors that influence customer satisfaction.

This study employs a quantitative approach using a survey method. Data were collected by distributing questionnaires containing statements related to service quality, product innovation, location, and customer satisfaction. The measurement used a Likert scale with five levels of agreement, ranging from “Strongly Disagree” to “Strongly Agree.”

The population in this study consists of all customers of King Fried Chicken in Lhokseumawe City. Since the exact number is unknown, the population is considered infinite. The sampling technique used is non-probability sampling with a convenience sampling approach. The sample size was determined to be 126 respondents based on the formula by Hair et al., which suggests multiplying the number of indicators by seven.

The collected data were analyzed using multiple linear regression with the assistance of the latest version of SPSS software. Classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests. Additionally, validity and reliability tests were



carried out to ensure the quality of the research instruments. Regression analysis was used to determine the extent to which service quality, product innovation, and location influence customer satisfaction, both partially and simultaneously.

Table 1. Operational Definitions of Variables

No.	Variable	Operational Definition	Indicators	Measurement Scale
1	Service Quality (X₁)	Service quality is the customer's assessment of the level of service received compared to the level of service expected.	1. Reliability 2. Responsiveness 3. Tangibles 4. Empathy 5. Assurance (Indirasari, 2019)	Likert (1–5)
2	Product Innovation (X₂)	Product innovation is a potential breakthrough created through individual thought and imagination, ultimately generating customer interest.	1. Product features 2. Product design 3. Product quality (Prasetyo, 2020)	Likert (1–5)
3	Location (X₃)	Location refers to company activities that provide places or facilities to make products accessible to target customers.	1. Accessibility 2. Visibility 3. Traffic flow 4. Spacious, safe, and convenient parking 5. Expansion (Aditya, 2020)	Likert (1–5)
4	Customer Satisfaction (Y)	Customer satisfaction is the level of a person's feeling when receiving a product or service and comparing its performance with their expectations, enabling long-term relationships.	1. Product quality 2. Price 3. Service quality 4. Emotional factors 5. Cost and convenience (Nasruddin & Nurchayati, 2019)	Likert (1–5)

Table 2. Questionnaire Scoring Scale

No	Statement Level	Scale
1	Strongly Agree (SA)	5
2	Agree (A)	4
3	Neutral (N)	3
4	Disagree (D)	2
5	Strongly Disagree (SD)	1



RESULTS AND DISCUSSION

This study aims to examine the influence of service quality, product innovation, and location on customer satisfaction at King Fried Chicken restaurant in Lhokseumawe City. Data were obtained from 126 respondents using a questionnaire developed based on valid indicators for each variable. The data analysis technique used was multiple linear regression with the assistance of SPSS software, preceded by validity tests, reliability tests, and classical assumption tests to ensure the feasibility of the regression model.

Classical Assumption Tests

Before conducting the regression analysis, the data were tested to ensure that the classical assumptions were met. The normality test using the Kolmogorov-Smirnov method showed a significance value of 0.200 (> 0.05), indicating that the data were normally distributed. The multicollinearity test showed that all VIF values were below 10 and tolerance values were above 0.10, indicating that there was no multicollinearity among the independent variables. Furthermore, the heteroscedasticity test using a scatterplot showed randomly dispersed points that did not form a specific pattern, thus confirming the absence of heteroscedasticity.

Results of Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression Results

Variable	Coefficient (B)	t-value	Sig.
Constant	6.752	3.200	0.002
Service Quality (X ₁)	0.189	2.668	0.009
Product Innovation (X ₂)	0.313	3.033	0.003
Location (X ₃)	0.385	3.982	0.000
R = 0.649 R ² = 0.421 Adjusted R ² = 0.407			

Based on the table above, the following regression equation is obtained:

$$Y = 6.752 + 0.189X_1 + 0.313X_2 + 0.385X_3$$

The coefficient of determination (Adjusted R²) is 0.407, indicating that the three independent variables in this model explain 40.7% of the variation in customer satisfaction. The remaining 59.3% is explained by other variables not included in the model.

DISCUSSION

The Influence of Service Quality on Customer Satisfaction

Hasil The t-test results indicate that service quality has a positive and significant effect on customer satisfaction (sig. 0.009 < 0.05). This implies that the better the service quality provided, the higher the level of customer satisfaction. The coefficient of 0.189 shows that each one-unit increase in service quality contributes to a 0.189 unit increase in customer satisfaction, assuming other variables remain constant.



This finding supports the opinion of Kotler and Keller (2022), who state that customer satisfaction is the result of evaluating the service experience against customer expectations. The result is also consistent with the studies by Manengal et al. (2021) and Saraswati et al. (2023), which found that service dimensions such as reliability, empathy, and responsiveness significantly influence customer satisfaction. In the context of King Fried Chicken, service quality as reflected in staff friendliness, speed of service, and effective communication plays a key role in creating a positive customer experience.

The Influence of Product Innovation on Customer Satisfaction

Product innovation also has a proven positive and significant effect ($\text{sig. } 0.003 < 0.05$), with a coefficient of 0.313. This suggests that improvements in product innovation have an even greater impact on customer satisfaction compared to service quality. Customers tend to respond positively to updates in the menu, unique flavor variations, and attractive presentation designs.

This result is consistent with Rogers' theory in Al Rasyid & Indah (2018), which explains that product innovation enhances consumers' perceived value of a product. Research by Khoiriyah & Habib (2024) and Rahayu & Prasetyo (2022) also supports the notion that continuous innovation can increase customer loyalty by meeting their evolving expectations and needs. In this case, King Fried Chicken is perceived as successful in maintaining consumer interest by introducing new sauces and menu items that align with local tastes.

The Influence of Location on Customer Satisfaction

Location has the most dominant influence on customer satisfaction, as indicated by a regression coefficient of 0.385 and a significance value of 0.000 (< 0.05). This suggests that a strategically positioned outlet easily accessible and close to the center of community activity significantly enhances customers' ease in accessing services. King Fried Chicken in Lhokseumawe is located in a busy shopping district, which increases the likelihood of visits and provides a comfortable experience for customers.

This finding supports the studies conducted by Putri et al. (2021) and Syahidin & Adnan (2022), which revealed that business locations that are accessible, highly visible, and offer adequate parking facilities contribute significantly to customer satisfaction. This aligns with the marketing concept that emphasizes "place" or distribution as one of the key elements in the marketing mix (Kotler & Armstrong, 2018).

Implications of the Findings

Overall, the findings of this study demonstrate that a combination of excellent service, innovative products, and a well-selected location forms an effective strategy for creating and enhancing customer satisfaction in the culinary industry, particularly in local fast-food restaurants. These findings can serve as a strategic foundation for King Fried Chicken's management to strengthen its market position and maintain customer loyalty.

CONCLUSION

Hasil The results of this study indicate that service quality, product innovation, and location have a positive and significant influence on customer satisfaction at King Fried Chicken in Lhokseumawe City. These findings suggest that customer satisfaction is not determined by a single



factor but is the result of a combination of quality service experience, product diversity and creativity, and easy access to business locations.

Service quality, reflected in staff friendliness, responsiveness, and politeness, plays an essential role in shaping a positive impression on customers. Consistent product innovation, such as updating menus and introducing new flavors, can enhance customer interest and reinforce loyalty. A strategic location that is accessible and equipped with supporting facilities serves as an external factor that increases the likelihood of customer revisits.

The implications of these findings direct King Fried Chicken's management to consistently improve service quality, maintain ongoing product innovation aligned with market preferences, and regularly evaluate business location relevance to customer needs. Future research is recommended to include additional variables such as pricing, promotion, or brand image to provide a more comprehensive understanding of the factors influencing customer satisfaction in the local culinary industry.

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