

The Influence of Perceived Quality on Brand Credibility

Keke Tarisca¹, Lingga Yuliana², Didin Hikmah Perkasa³

¹) Universitas Terbuka

Email: kekeh8023@gmail.com

²) Universitas Paramadina

Email: lingga.yuliana@paramadina.ac.id

³) Universitas Paramadina

Email: didin.perkasa@paramadina.ac.id

Abstract: *The purpose of this study is to examine the influence of perceived quality on brand credibility on the KFC brand as a fast food provider. The quantitative research approach with purposive sampling as data collection so that 103 respondents were recorded, both female and male aged 17-47 years. Data were collected through the distribution of questionnaires with Google Form containing closed questions with a Likert scale as an alternative answer that represents respondents. Data were analyzed with Partial Least Square using SmartPLS. Thus, the test results showed that brand credibility was influenced by perceived quality.*

Keywords: *Perceived quality, Brand credibility, KFC.*

PENDAHULUAN

The culinary industry continues to transform over time, triggered by advances in technology. Currently, food processing utilizes sophisticated technology, which increases the effectiveness and efficiency of the process. One prominent example is fast food, or what is often called fast food, which is greatly assisted by modern technology. With so many companies in the fast food sector, competition in the culinary world is becoming increasingly fierce. Therefore, every company needs to develop an effective strategy to be able to survive in this competitive environment. In the business world, intense competition is a natural thing that certainly has an impact on consumer purchasing power. There are many factors that influence brand image, namely the credibility of a brand or brand credibility (Nardo et al ., 2024) .

Brand credibility reflects the extent to which consumers trust and have confidence in a particular brand (Nardo et al ., 2024) . One brand that has succeeded in building credibility in the fast food market is Kentucky Fried Chicken (KFC). KFC is a restaurant that serves fast food or fast food originating from the United States by Colonel Harland Sanders. At first, the founder of KFC sold food on the roadside until it continued to grow and became more well-known and global. In Indonesia, KFC was introduced by PT Fast Food Indonesia Tbk which is the owner of the franchise with the KFC trademark. In Indonesia, KFC has been established since 1979 in Jakarta after a franchise acquisition. The impact of the opening of the first outlet in Indonesia encouraged expansion so that many outlets were opened in various cities in Indonesia.

Perceived quality is a very important aspect and should not be ignored. The quality perceived by consumers is a crucial variable that can affect the financial performance of an organization. This is due to the fact that perceived quality is a measure for consumers in assessing a company, related to their overall expectations and perceptions (Wardhana, 2021) . Perceived quality refers to the judgment made by consumers regarding the quality of a product or brand, which is based on personal experience, available information, and their subjective views, this does not always reflect the actual quality of the product, but rather how consumers see and feel the quality. Some factors that influence perceived quality include personal experience, brand reputation, reviews and recommendations, and advertising and promotions (Sitorus et al ., 2020) . Therefore, KFC needs to pay attention to various factors that can affect the perception of quality in the eyes of its consumers. If consumer expectations of quality, such as service, are met, the company will automatically build a positive image in the eyes of consumers, which in turn will increase consumer purchasing intentions towards KFC.

Brand credibility is a representation of how consumers view a brand as a trusted, credible entity that lives up to its promises. Brand credibility can be accepted by consumers, which in turn creates consumer loyalty to the brand (Heinemann, 2023) . Brand credibility arises from sources of credibility and is the result of the accumulation of purchasing activities over several previous periods

with the aim of maintaining the brand's existence in front of consumers (Molinillo et al., 2022). According to Uzliawati et al., (2023), brand credibility functions to overcome consumer doubts because it can have a positive influence on consumers so that they can consider purchases with the perceptions held by consumers (Mansoor & Paul, 2022).

Brand credibility is closely related to consumer emotions and rationality in forming purchasing decisions (Joshi & Brahmi, 2023). With brand credibility, it can overcome consumer doubts so that consumer purchasing power is maintained (Parisa et al., 2022). Thus, it has a good impact on the purchase of a brand and the image of the brand (Parris & Guzman, 2023). Brand credibility provides assurance regarding long-term plans in offering products and services. Therefore, commitment and loyalty are created between consumers and brands, even in some conditions consumers want to offer to people closest to them through word of mouth. (Hussain et al., 2020). The boycott action that occurred mainly in countries with Muslim and non-Muslim majorities, including Indonesia and one of the American products affected was the KFC brand food product. So that it has an impact on the credibility of the KFC brand.

Perceived quality refers to consumer perception of the quality of the product offered, while familiarity describes how familiar consumers are with the brand. According to Mohammed et al., (2022), perceived quality can increase consumer trust, while familiarity can influence how consumers respond to the brand. This study aims to analyze the effect of perceived quality and familiarity on the brand credibility of the KFC brand.

According to Rizwan et al., (2014), Tasci (2021), and Fauzan et al., (2023) stated that brand familiarity has an impact on positive perceptions felt by consumers so that consumers with perceived value are able to make comparisons related to the benefits received in proportion to the costs paid. According to Bairrada et al., (2021) stated that perceived quality has an impact on brand credibility. As Moulard et al., (2021) the perception held by consumers towards a product plays a major role in shaping perceptions regarding the quality of a product or brand.

H1: Perceived quality has an influence on brand credibility

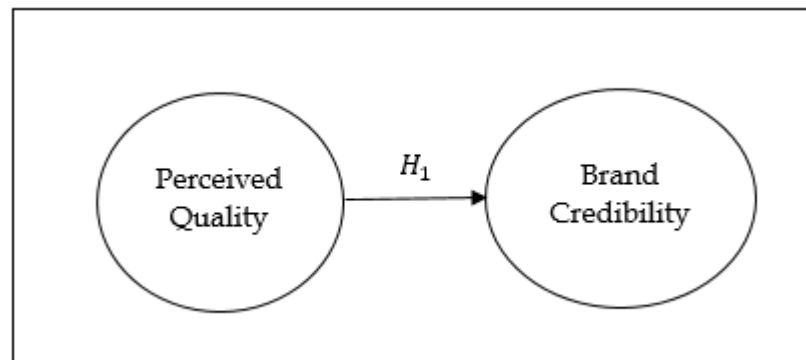


Figure 1. Research Hypothesis

METODE PENELITIAN

The research process proposed by Ningsih et al., (2023) and Slamet & Yuliana (2024) begins with the collection of research data, which is then supplemented through the use of supporting references and interviews with respondents. According to Slamet & Yuliana, (2024) , research design refers to the technique of obtaining and processing data. Purposive sampling , a sampling technique where the approach is based on the characteristics of the existing population, is the sampling strategy used in this study (Yuliana et al., 2023; Saputri et al., 2024; Hamdani & Yuliana, 2024). This technique is used to select individuals or groups who have special knowledge, experience, or characteristics that can provide in-depth and meaningful information about the topic being studied (Alfian et al., 2024; Ambiyah et al., 2024; Astri et al., 2024). This study involved 103 respondents consisting of women aged 17 to 47 years who live in Indonesia and are users of KFC brand fast food. This study uses primary data collected by distributing questionnaires via Google Form . The type of questions used are closed questions with a Likert scale as an answer choice that represents the truth of the respondent. The collected data were then analyzed using Partial Least Square with SmartPLS.

HASIL PENELITIAN DAN PEMBAHASAN

Demographic Results

Respondent demographics are made based on several criteria, namely age, domicile, education, budget for purchasing fast food products, and occupation based on frequency and percentage.

Table 1. Respondent Demographics

| Criteria | Category | Frequency | Percentage |
|---------------------------|------------------------|-----------|------------|
| By Age | 17 - 27 | 87 | 84.12 % |
| | 28 - 37 | 11 | 10.71 % |
| | 38 - 47 | 4 | 4.12 % |
| | 48 - 57 | 1 | 1.03% |
| Based on Domicile | Greater Jakarta Area | 3 | 1.09 % |
| | Sumatra | 74 | 76.22 % |
| | Java | 25 | 25.75 % |
| | Aceh | 6 | 6.18 % |
| Based on Education | Junior high school | 1 | 1.03 % |
| | Senior high school | 57 | 58.71 % |
| | D3 | 1 | 1.03% |
| | S1 | 35 | 36.05% |
| | S2 | 1 | 1.03% |
| | S3 | 1 | 1.03% |
| | Professional Education | 1 | 1.03% |

| | | | |
|--|---------------------------|----|--------|
| Based on budget to buy ready-to-eat food products (KFC) | Rp < 50,000 | 23 | 32.4% |
| | > Rp. 200,000 - 500,000 | 22 | 22.66% |
| | > Rp. 500,000 - 750,000 | 10 | 10.3 % |
| | > Rp. 750,000 - 1,000,000 | 1 | 1.03 % |
| | > Rp. 1,000,000 | 3 | 3.09 % |

Validity Test Results

Ramadhani & Yuliana (2023) stated that the obtained loading factor value and Average Variance Extracted (AVE) are requirements to meet the value considered valid when the AVE value is > 0.50 . The following are the results of the validity test processing values shown in Table 2 below:

Table 2. Average variance extracted (AVE)

| Variables | Brand credibility | Perceived quality |
|-----------|-------------------|-------------------|
| BC1 | 0.859 | |
| BC2 | 0.919 | |
| BC3 | 0.939 | |
| BC4 | 0.877 | |
| PQ1 | | 0.702 |
| PQ2 | | 0.842 |
| PQ3 | | 0.807 |
| PQ4 | | 0.768 |
| PQ5 | | 0.872 |
| PQ6 | | 0.892 |
| PQ7 | | 0.823 |
| PQ8 | | 0.863 |

The highest value on the outer loading of a construct indicates that the related indicators have many similarities (Ningsih et al., 2023; Khoiroh et al., 2023) . In addition, there is a provision that states that each indicator must provide a substantial explanation of the latent variable with a minimum of 5% (Saksono & Yuliana., 2024; Saputri et al., 2024) .

As explained in the results of the Average Variance Extracted (AVE) calculation, which is in the form of a squared load from each indicator that is related to the construction that produces the mean value. (Simbolon & Yuliana., 2024; Astri et al., 2024) . Determination of this test by comparing the AVE value when > 0.50 is considered valid so that it can answer more than half of the variants (Sherlyta et al., 2024) . Several indicators that are below 0.7 are excluded, including BF1. Based on the AVE value obtained, Brand credibility has the highest value of 0.808 followed by Perceived quality with a value of 0.677.

AVE and Reliability Test Results

After conducting validity testing, reliability testing was carried out to see the consistency of the indicators used in the measurement (Ambiyah et al., 2024) . This test uses Cronbach's Alpha and Composite Reliability values for each variable presented in table 3.

Table 3. Reliability Test and AVE

| | Cronbach's alpha | Composite reliability (rho_a) | Composite reliability | AVE |
|-------------------|-------------------------|--------------------------------------|------------------------------|------------|
| Brand credibility | 0.920 | 0.921 | 0.944 | 0.808 |
| Perceived quality | 0.931 | 0.936 | 0.944 | 0.677 |

Source: Processed data (2024)

The instruments in the results of this study are reliable, because the results of the respondents' answers can be considered consistent because the reliability value is above 0.70 (Hamdani & Yuliana, 2024) .

HYPOTHESIS TEST

As the tests carried out are explained below, the test results table is in Table 4.

Table 4. Hypothesis Testing

| Variables | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (O/STDEV) | P values | Information |
|--|----------------------------|------------------------|-----------------------------------|---------------------------------|-----------------|--------------------|
| Perceived quality -> Brand credibility | 0.773 | 0.771 | 0.064 | 12.114 | 0.000 | Supported |

Source: Processed data (2024)

The influence of perceived quality on brand credibility

As the test results are known, brand credibility is positively and significantly influenced by perceived quality which is marked by ($\beta = 0.733$; $p = 0.00$) with p value > 0.05 so that the coefficient value shows one direction. Thus, there is an influence given by perceived quality for brand credibility so that Hypothesis 1 is accepted.

The first hypothesis shows that there is a positive and significant influence between Perceived quality towards Brand credibility . This is in line with research conducted by Rizwan et al., (2014) , Tasci (2021) , and Fauzan et al., (2023) . KFC as the brand owner has maintained its quality until now. KFC brand customers have long known this brand well. Throughout KFC's operations in Indonesia until now, KFC has been considered capable of maintaining good standards and there has been no change in taste for its mainstay food menu, namely fried chicken. KFC even carries the concept of the KFC Classic product which is only sold at certain outlets. Based on this concept, KFC presents menus

that have been around for a long time. This attracts enthusiasm from customers. So that the credibility of the KFC brand is always in the hearts of customers. Strong brand credibility will encourage consumers to decide to make purchases immediately. To create brand credibility by consumers, companies must focus on a satisfying customer experience. This can be done by providing services that exceed consumer expectations, listening to and responding to consumer input, and building strong relationships with consumers through effective communication and personalization.

SIMPULAN

As the results obtained that brand credibility shows a significant positive influence on perceived quality. Thus, the managerial implications of this study are that KFC brand owners must consider branding themselves to be known by many people. Because not many people know the brand owner. Second, the KFC brand must aggressively introduce the products and services owned by KFC. So that consumers have many variations and considerations in making their next purchases. This study has limitations, where the variables used are Perceived Quality and Brand credibility . Suggestions for further research are to add other variables such as brand reputation, brand loyalty and brand love.

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