

## Service Quality on Customer Satisfaction and Its Impact on Customer Loyalty at KFC in South and Southeast Asia

Dr. Jocelyn Lee Jia Lin<sup>1</sup>, Dr. Hui Lim Ling<sup>2</sup>, Dr. Gai Sin Liem<sup>3</sup>, Ms. Atiba Batul<sup>4</sup>, Nur Adnin Shazlyana Binti Shamsudin<sup>5</sup>, Nur Afifah Binti Zainal Abidin<sup>6</sup>, Nur Aina Arisya Bt. Mohd. Farid<sup>7</sup>, Nur Alya Umairah Binti Mohd. Shuhaimi<sup>8</sup>, Egananda Kurniawan<sup>9</sup>, Deepjyoti Dutta<sup>10</sup>, Bhavesh K. Hasani<sup>11</sup>

Universiti Sains Malaysia, Malaysia<sup>1, 2, 3, 5, 6, 7, 8</sup>

Universitas Brawijaya, Indonesia<sup>9</sup>

Amity University, India<sup>4, 10</sup>

Prestige Institute of Management, India<sup>11</sup>

Correspondence Email: [nuradnin@student.usm.my](mailto:nuradnin@student.usm.my)

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#### ABSTRACT

Kentucky Fried Chicken (KFC) is the world's well-known global brand of fast food that has more than 26,000 restaurants in over 150 countries and territories around the world. Due to its cheapness, quickness, and convenience, it has always become a global favorite meal for many people. However, the quality of services also plays an important role in KFC's success as they apply customer-oriented services. Their empathy and reliability towards their products and services give many reviews on the internet. Although there are many top brands in the fast-food industry, KFC has succeeded in quickly developing its business as they are constantly expanding throughout the world. Therefore, their success raises an issue of how they maintain their customer's loyalty. To better understand this research, an online survey has been created to collect the data needed. This survey involves 100 participants from Malaysia, Indonesia, and India through a questionnaire in a Google Form. The quantitative method was used with random sampling. The data were utilized with the regression test, one sample t-test, and f-test. Based on the findings, KFC's service quality has a favorable impact on customer loyalty in each country.

**Keywords:** Customer Loyalty, Customer Satisfaction, KFC Delivery, KFC in South Asia, KFC in Southeast Asia, Service Quality

## **INTRODUCTION**

KFC, an abbreviation for Kentucky Fried Chicken, is a globally recognized fast-food eatery brand that leaves an indelible impression on the fast-food business. KFC's origins can be traced back to 1930 when Colonel Harland Sanders designed his secret blend of 11 herbs and spices. Since then, the business has become synonymous with appealing fried chicken enjoyed by millions of customers worldwide. KFC is known not just for its unique recipe, but also for its continuous commitment to offering high-quality service. In all elements of its operations, the company takes pleasure in providing a consistent and enjoyable client experience.

Many KFC fans like its chicken's signature crave-able flavor and their loyalty to the brand has boosted KFC's rise year after year. Other brands compete fiercely with KFC to retain customers loyal to their brand. This is because many fast-food chains are currently experiencing some challenges as a result of the industry's rapid growth, which may be preventing customers from returning to their restaurants (Al Masud, Haque, & Azam, 2018). To flourish in this competitive industry, companies will need to identify the characteristics that produce loyal clients. Malaysian researchers have investigated KFC (Husna et al., 2020; Sin, Kee, Shin, Qing, & Ying, 2019; Asman et al., 2020). The goal of this research is to look at the significant factors that contribute to the impact of building client loyalty in South and Southeast Asia by emphasizing service quality and customer pleasure.

Customer pleasure (Al Masud, Haque, & Azam, 2018), is the most important element driving client loyalty in many businesses. Customer happiness is a vital factor for any organization seeking to increase customer loyalty and financial success (Khadka & Maharjan, 2017). Customer satisfaction can be defined as customers' evaluations of a product following use and their comparisons of manufacturing services to products from other businesses in the same sector (Xiao, Mi, Zhang, & Ma, 2019). If the product meets the expectations of the customer (and vice versa) only then the customer will be satisfied. Therefore, companies need to build and develop their service quality as the higher service quality will lead to higher satisfaction. Service quality is a measure that can show the level of service provided in meeting customer expectations (Ghobadian, Speller, & Jones, 1994). KFC's staff members undergo thorough instruction to ensure they have the necessary abilities and knowledge to satisfy and exceed customer expectations. They are taught to give timely and courteous service, take accurate orders, and deliver food on time. KFC places an emphasis on maintaining a hygienic and clean environment so that customers can eat in a pleasant and sanitary environment.

The impact of KFC's service excellence goes beyond customer satisfaction. It is vital to foster client loyalty. Clients who are happy are more likely to become frequent buyers and nurture brand loyalty. KFC recognizes the value of customer loyalty and intends to deliver memorable experiences that keep consumers returning for more. When a restaurant provides high-quality service, Customers are more likely to be pleased with and delighted with their time at KFC. Quick, efficient service, pleasant encounters with staff, accurate order fulfillment, and quick solving issues all contribute to greater customer satisfaction. Customer loyalty extends beyond basic happiness and refers to customers' tendency to pick KFC over competing fast-food options. Customers who are loyal to a brand demonstrate behaviors, such as regular visits, favorable word-of-mouth referrals, refusal of competitor offers, and feelings of loyalty to the company. This intelligence may be used to develop a basis for strategic changes, allowing KFC to raise consumer happiness and the standard of its services, and build strong and loyal customer relationships in the region. the standard of its services, and build strong and loyal customer relationships in the region.

## LITERATURE REVIEW

### Overview of Fast Food

Featuring a strong focus on speed of serving, fast food is a category of cuisine that is manufactured and commercially resold in massive quantities. It is a term used in commerce to describe frozen, reheated, or pre-cooked meals served at a restaurant or store and available in packing for delivery or eating out. Fast food originated as a marketing strategy to cater to a huge number of busy salaried employees, tourists, and students. Many fast-food chains, including McDonald's, KFC, Pizza Hut, and others, have been introduced in the contemporary era. People choose fast food because they desire prepared meals that can be consumed quickly. Fast food is widely consumed because it is practical, affordable, and delicious. Fast food may contain a high sodium content (commonly known as salt), a preservative that gives meals flavor and enjoyment, and it may be prepared with processed grains as opposed to whole grains. Additionally, it could have sugar additives, cholesterol, and saturated fat.

Lichtenberg (2012) points out that the roots of fast food can be traced back to the late 19th and early 20th centuries in the United States. Fast food emerged as a direct response to the changing dynamics of urban life, industrialization, and the escalating pace of daily routines. Driven by the necessity to cater to the demands of urban inhabitants and the workforce, this initial form of fast food provided quick and convenient nourishment. During the early 20th century, these pioneering self-service eateries called automat featured vending machines dispensing pre-cooked meals, offering a swift dining option. This conceptual breakthrough laid the groundwork for the fast-food model recognized today, placing emphasis on efficiency and rapidity. As families embarked on road trips, drive-in restaurants gained prominence. These venues, often boasting carhops and outdoor seating, allowed patrons to relish their meals from the comfort of their vehicles, catering to both convenience and the burgeoning car culture. The real turning point in the evolution of fast food occurred with the ascent of franchises and standardized procedures. The post-World War II era saw the establishment of iconic brands such as McDonald's in 1955 by integrating assembly-line techniques into food preparation and service. This innovative approach markedly expedited the meal-making process, ensuring consistency and revolutionizing the dining experience.

Although the United States took the lead, fast-food chains like McDonald's, KFC, and Pizza Hut tailored their offerings to suit international tastes as they expanded across borders. This cultural sensitivity, coupled with their streamlined operations, greatly contributed to their widespread popularity. The demands of the 21st Century have made their mark on the fast-food restaurant sector. The emergence of cell phones and computers has led to a rise in the utilization of mobile devices for placing take-out orders. The digital age ushered in online ordering, delivery services, and mobile applications, further simplifying the process of acquiring food swiftly. These technological advancements have metamorphosed fast food into a multifaceted experience that combines efficiency with contemporary technological progress.

Overall, these technological advancements have led to a metamorphosis in the fast-food experience. The emphasis on efficiency aligns seamlessly with the demands of modern life. This evolution attests to the symbiotic relationship between technological progress and the culinary landscape. The improved service quality, heightened customer satisfaction and strengthened customer loyalty signify the success of this fusion. The digital revolution has redefined fast food in terms of service quality, customer satisfaction, and loyalty.

### **Service Quality**

Service quality is a measurement of how well an organization comprehends and meets the demands of its customers. In other words, service quality is focusing on the attempts to meet customer needs and delivery accuracy to balance customer expectations (Abadi, Nursyamsi, & Syamsuddin, 2020). There are a few different approaches to defining service quality that break it down into image, functional, and technological components. The suitability of a service for usage by internal and external customers is a further method of evaluating its quality. If none exists. It is widely acknowledged that customer demands and expectations are the only factors that affect how well services are provided. Since service quality and value are difficult to quantify, hospitality firms rely heavily on guests' impressions of and expectations for quality. It could be done by employing well-designed questionnaires to ask visitors about their expectations and how well the service met those expectations. The 5 criteria for service excellence are as follows: (Parasuraman, Zeithami, & Berry, 1988).

### **Reliability**

Reliability is evidence of the ability to provide the promised service in a suitable and suitable manner. The dimension of reliability points out two key aspects: service timeliness and adherence to predefined service standards (Lupiyoadi, 2018). Tjiptono (2015) further underscores this dimension by elucidating that reliability is manifested in an organization's ability to consistently deliver promised services in a punctual, accurate, and satisfactory manner. Additionally, being reliable also means the organization keeps its promises. Businesses should provide services according to the set standards and agreed-upon schedules to make customers satisfied.

### **Tangibles**

Tangibles are physical infrastructure, tools, personnel, and channels of communication. The visual attributes like the equipment and personnel, the spatial arrangement of the service setting, and the communication resources possessed by the organization hold the potential to gain customer satisfaction (Paul, Mittal, & Srivastav, 2016).

### **Responsiveness**

Responsiveness reflects the desire and readiness to assist clients and deliver fast service with appropriate information on various aspects. The true essence of being responsive involves employees being quick in serving customers and always being available to help without being too busy (Martin, Pires, & Pires, 2016); (Lupiyoadi, 2018).

### **Assurance**

Assurance is the personnel's politeness and range of knowledge, as well as their capacity to boost consumer confidence. The true essence of the assurance dimension is about how employees act and how good they are at following the set standards while serving each customer (Lupiyoadi, 2018).

### **Empathy**

Empathy refers to the organization's (company's) level of concern and cares for its clients. The true essence of the empathy dimension involves the organization's capability to provide personalized attention to customers and adaptability during operating hours (Lupiyoadi, 2018). Empathy could be described as skills in fostering connections, effective communication, providing personalized care, and grasping customer requirements (Tjiptono, 2015).

### ***Relations between Service Quality and Customer Satisfaction and Customer Loyalty***

Researchers are able to determine the degree of client satisfaction when service quality is assessed utilizing survey questions. When customers are satisfied with the services offered, they are more likely to remain loyal to a business. Maintaining customer allegiance is a primary goal of excellent service quality (Priyo, Mohamad, & Adetunji, 2019). Customer loyalty will rise after customer satisfaction reaches a certain point. It demonstrates how customer loyalty will be impacted by superior service quality. This is due to the fact that providing excellent customer service can boost both repeat business and client retention. Repeat customers are more beneficial to a company's expansion because they can refer more new clients to the company.

H1: Service Quality has positive impacts on Customer Loyalty

Service quality measures how well a company delivers services to customer satisfaction. Maintaining a high level of service quality is crucial for providing enhanced services that bring about a sense of satisfaction and guarantee customer satisfaction, surpassing their initial expectations (Purohit & Patil, 2013). From surveys of service quality, a company can get some ideas on how to improve the service quality to make sure that there are no more bad reviews. It shows that service quality can affect customer satisfaction. High service quality ensures higher customer satisfaction and a greater chance to continue the business. If customers aren't satisfied with the company's service quality, they will not return to that company or business. They also will voice their dissatisfaction to others, and it can ruin the reputation of the business within this industry.

H2: Service Quality has positive impacts on Customer Satisfaction

### ***Customer Satisfaction***

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction is closely linked to loyalty, and loyal customers are more likely to become promoters of a brand (Reichheld, 2003). Customer satisfaction information, including surveys and ratings, can help a company determine how to improve or change its products and services. Customer satisfaction is influenced by both the quality of the product or service and the customer's perception of that quality (Tse & Wilton, 1988). Customer satisfaction happens when what customers hoped for before buying something matches up with how they feel about the actual product or service. If the product or service performs as expected or even better, customers are happy. But if it falls short, customers might not be so pleased (Oliver, 1999). When a customer experiences genuine contentment with the organization and is motivated to share this positivity with fellow consumers, it signifies a loyal customer.

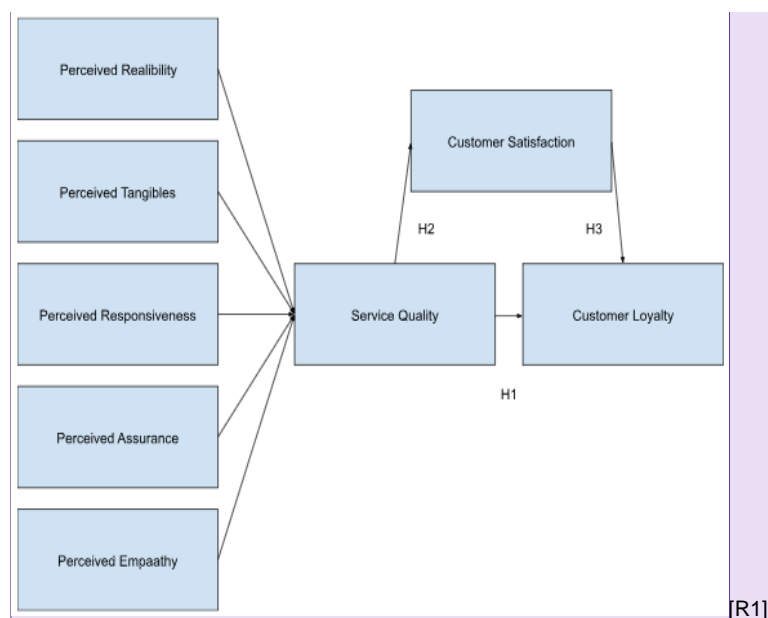
H3: Customer Satisfaction has a positive impact on Customer Loyalty

### Customer Loyalty

An indication of the attitude held by customers who maintain connections or engage in transactions with the company is their loyalty (Sugarda, Suardhika, & Sapta, 2023). The act of continually favoring a company's goods and services above those of its rivals is known as customer loyalty. Customer loyalty illustrates how buyers remain faithful and make recurrent purchases (Malik, Naeem, & Arif, 2011). In other words, despite the product or service being in short supply on the market, customers willingly recommend it to friends, family, and others (Mosahab, Mahamad, & Ramyah, 2010). Customer loyalty ensures increased profits and market growth (Ismail & Yunan, 2016). Customers who are devoted to a business are resistant to being persuaded by factors like cost or accessibility. They would rather spend more money to get the same level of service and goods that they are accustomed to.

### Research Framework

**Figure 1. A Framework to Show the Relationship between Service Quality and Customer Satisfaction and Customer Loyalty**



### RESEARCH METHOD

Kothari (2004) stated that research methodology is a way to systematically solve research problems in various fields. Kothari emphasized that research methodology serves as a guiding framework, enabling researchers to effectively tackle complex issues within their chosen domains. This perspective underscores the essential role of research methodology in providing researchers with a systematic approach to navigating the intricate landscape of their subjects. By adhering to established methodologies, scholars are equipped with a strategic toolkit to methodically unravel and analyze the intricate questions that arise in various academic and practical contexts. In essence, Kothari's work highlights the pivotal function of research methodology in furnishing researchers with the tools needed to systematically explore, dissect, and provide insights into the multifaceted aspects of their fields.

### **Research Design**

This research is purposed to measure service quality at KFC restaurants in Malaysia, Indonesia, India, Thailand, and other countries in South or Southeast Asia on customer satisfaction and its impact on customer loyalty. The method used in this research was quantitative research collected by taking a sample of the population using a questionnaire as a primary data collector.

### **Population and Research Sample**

The population in this research was KFC customers in Malaysia, Indonesia, India, Thailand, and other South or Southeast Asian countries. The number of samples collected is 100 respondents. To evaluate the variables, we separated the questionnaire into 3 sections which are Brand Awareness, Customer Satisfaction, and Customer Loyalty. Team 17 use multiple choice methods, from highly dissatisfied to highly satisfied for each of the questions.

### **Classification and Definition of Operating Variables**

#### ***Classification of Variables***

The research variables are determined and classified in accordance with the research that has been formulated. Service Quality (X) is used as a dependent variable, Customer Loyalty (Y) is an independent variable, and Customer Satisfaction (Z) acts as a mediator variable.

#### ***Definition of Operating Variables***

##### **Service Quality**

According to Parasuraman, Zeithami, and Berry (1988), service quality is an organization's capacity to meet or exceed customer expectations. It is the disparity between what customers expect and what they receive (Zeithaml, Parasuraman, & Berry, 1990). Furthermore, service quality refers to the different aspects of service that fulfill customer needs, whether explicitly stated or implicit (Lupiyoadi, 2013). It is also about providing a service without any flaws (American Society of Quality Control, 2019). The following five dimensions were used to assess service quality in this study:

##### **Reliability**

This refers to how well the service provider (the restaurant) follows through on its commitments to the customer (O'Neill & Palmer, 2003; Buttle, 1996). In this situation, KFC must deliver accurate orders within the stipulated service timeframe. KFC needs to deliver services under predetermined standards and schedules to ensure the attainment of customer satisfaction. Satisfaction can occur if the organization can complete customer requests appropriately and according to customer expectations (Anindya, 2023). On the other hand, making customers wait without a transparent explanation can result in them perceiving the service quality negatively (Ngaliman, Eka, & Suharto, 2019). This can impact their overall impression of the company, leading to doubts about the quality of service being provided.

### **Tangibles**

Physical cues that are part of the service delivery process are referred to as this dimension (Zeithaml, Bitner, & Gremler, 2006; O'Neill & Palmer, 2003). Tangibility, according to its definition, is a service quality that measures how an organization demonstrates the quality of its service to clients. This is significant since it can influence customers' perceptions of the organization. The tangible aspect of service quality encompasses physical attributes such as facilities, equipment, personnel, and communication channels (Tjiptono, 2015). Additionally, this is commonly perceived as the visual presentation of physical facilities, particularly structures, reception areas, parking availability, cleanliness and coziness of rooms, adequacy of communication devices, and the professional appearance of employees.

### **Responsiveness**

This dimension refers to the service provider's willingness to provide assistance to the customer (Zeithaml, Bitner, & Gremler, 2006; O'Neill & Palmer, 2003). Services need to be executed promptly, with a high level of responsiveness, and the ability to offer precise information, all while respecting the customer's time (Alabboodi, 2018). This has the potential to enhance the service's worth from the customer's perspective. When the perceived value of the service is substantial, it tends to result in a higher likelihood of customer satisfaction. In this situation, KFC must efficiently deliver the ordered dish to the customer on time. Not only must the order be delivered, but the customer must also be contacted when necessary. For example, if a customer calls the call center or a store to complain about the quality of service, they should respond quickly to avoid losing customers.

### **Assurance**

The level of trust and confidence that the restaurant may instill in the customer based on their interactions (Zeithaml, Bitner, & Gremler, 2006; O'Neill & Palmer, 2003; Buttle, 1996). The assurance dimension revolves around important factors like how knowledgeable, skilled, polite, and trustworthy the staff and service providers are (Tjiptono, 2015). Indicators in these areas contribute to making the service assurances reliable and free from any potential risks or doubts. This increased sense of security that customers feel has a direct effect on how satisfied they are with the overall experience (Pakurár, Haddad, Nagy, Popp, & Oláh, 2019). In this scenario, KFC must reassure its customers about the quality of their meals and how they should taste.

### **Empathy**

The customer is mainly treated to make them feel important and their presence is essential to the companies, such as by providing caring, personal attention (Zeithaml, Bitner, & Gremler, 2006; O'Neill & Palmer, 2003). Organizational members need to be accessible and skilled in communicating with customers, whether through intermediaries or direct interactions. Incorporating empathy into service delivery enables organizations to surpass customer expectations, thus increasing the likelihood of customer satisfaction (Ananth, Ramesh, & Prabakaran, 2011). In this case, KFC measures employee friendliness towards customers.

### **Customer Loyalty**

Dick and Basu (1994) state that loyalty is the relationship between an entity's (brand/service/store) relative attitude and repeat patronage behavior. It implies that developing loyalty is a dynamic process involving attitude and behavioral intent (East, Gendall, Hammond, & Lomax, 2005; Garland & Gendall, 2004; Jones & Taylor, 2007; Oliver, 1999). The fast-food industry's role and the potential for increased competition significantly shape customer loyalty. This means that focusing on keeping existing customers satisfied is more valuable than aggressively seeking new customers



(Lupiyoadi, 2013). When people consider using services, one factor is how much they feel valued as clients (Harryani, 2017). The extent of loyalty customers shows to a product or service hinges on the value they perceive (Rahi, 2016). In this research case, customer loyalty is determined by participants' testimonials about how KFC is their first choice when buying meals and how excellent it is.

### **Customer Satisfaction**

Kotler (1994) defines customer satisfaction as a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) concerning his or her expectations. Ensuring customers are happy is crucial for building strong connections, retaining them, and fostering loyalty to the company. Loyalty among customers, employees, and partners is intricately linked and mutually supportive (Dymshits, 2007). Customer satisfaction is measured by the perceived satisfaction of the customers with the price of KFC and how they feel about the products.

## **RESULTS**

**Table 1. Summary of Respondents' Demography (N=100)**

<b>Where are you from?</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Malaysia	34	34.0
Indonesia	33	33.0
India	30	30.0
Thailand	3	3.0
Others	0	0

<b>Age</b>	<b>Frequency</b>	<b>Percentage (%)</b>
18-24	85	85.0
25-34	9	9.0
35-44	1	1.0
45-54	4	4.0
55 and above	1	1.0

Education Level	Frequency	Percentage (%)
High School	6	6.0
Diploma	9	9.0
Bachelor's Degree	64	64.0
Master's Degree	19	19.0
PHD or Doctorate	2	2.0

Employment Status	Frequency	Percentage (%)
Full time	18	18.0
Part time	14	14.0
Employed	1	1.0
Self-employed	6	6.0
Unemployed	47	47.0
Others	14	14.0

Monthly Income (MYR, IDR, INR & Bath)	Frequency	Percentage (%)
Below 2500	69	69.0
2501-4000	14	14.0
4001-6000	8	8.0
6001-8000	1	1.0
8001 or more	8	8.0

Understanding the Respondent Demography, it is stated that most of the respondents are from three main south-east Asian nations, namely Malaysia, which accounts for about 34% of the respondents, Indonesia, and India, which account for 33% of the respondents each. Aside from that, there was a small proportion of Thai people. Since our focus was on the countries in Southeast Asia, we only tried to cover and gather data from those regions. |

[R2]

**Table 2. Summary of Multiple Regression Analysis**

<b>Variables</b>	<b>Customer Loyalty</b>
Service Quality	0.460***
Customer Satisfaction	0.024
R <sup>2</sup>	0.203
F Value	13.600
Durbin-Watson Statistic	1.889

*Note: N=100; \*p < 0.05, \*\*p < 0.01, \*\*\*p < 0.001*

Here, we can see that the total number of respondents that we collected was 100. According to the regression analysis, it shows that the variables, i.e., service quality and customer satisfaction have a regression value of 0.460 and 0.024 respectively with customer loyalty. This shows that customer loyalty has a greater effect on the service provided by the food chain, and this would continue to cater to more customers for them. The R<sup>2</sup> value, i.e., 0.203 is quite strong which shows that our dependent variable has a strong relationship with the other variables. The F-value is 13.600 which is very high and thus we fail to reject our hypothesis.

**Table 3. Descriptive Analysis, Cronbach's Coefficients Alpha, and Zero-Order Correlations of All Study Variables**

<b>Variables</b>	<b>1</b>	<b>2</b>	<b>3</b>
<b>Service Quality</b>	0.911		
<b>Customer Satisfaction</b>	0.286**	0.245	
<b>Dependent Variable: Customer Loyalty</b>	0.467**	0.156	0.743
<b>Mean</b>	2.52	2.50	2.79
<b>Standard Deviation</b>	0.99	0.46	0.74
<b>N</b>	5	2	5

*Note: N = 100; \*p < 0.05, \*\*p < 0.01; Diagonal entries in bold indicate Cronbach's Coefficients Alpha*

Coming to the three variables service quality, customer satisfaction, and dependent variable, i.e., customer loyalty shows that there is no correlation among them since the value is quite less than 0.156. According to Cronbach's Coefficients Alpha, it can be said that service quality with a 0.911 value has an excellent interpretation, customer satisfaction with a 0.245 value is not an acceptable interpretation and lastly customer loyalty with a 0.743 value is a good or acceptable interpretation. The number of respondents was 1120 which shows a mean value of 2.52, 2.50, and 2.79 respectively for all the three variables. The SD is quite high for service quality i.e., 0.99, and comparatively the SD for the other two is lower than that of service quality i.e., 0.46 and 0.74 respectively.

## **DISCUSSION**

In the first table, in the age category, this research put them into 5 groups: 18–24, 25–34, 35–44, 45–54, and 55+. The first group has people between 18 and 24, the second group has people between 25 and 34, the third group has people between 35 and 44, and the fourth group has people between 45 and 54. After getting the answers to our survey, we found out that most of the people who filled it out were in the first group, ages 18 to 24. Almost 85% of the people who answered the survey fell into this group. Aside from that, there were also responses from people in other groups. This gives you an idea that our survey or study would be mostly about young people in these countries and would look into the future.

Next, we have the educational attainment of our survey respondents. Many of them have earned their bachelor's degrees. Approximately 64% of respondents possess this degree. Other categories of respondents include 19% with a master's degree, 9% with a diploma, 6% with a high school diploma, and 2% with a doctoral degree. This supports the answer that many respondents are young adults pursuing or having recently completed a bachelor's degree.

Regarding employment, many respondents are currently unemployed. Nearly 47% of respondents are currently unemployed. This refers to the still-unemployed young adults. This places a great deal of stress on the working populations of the nations. There are both 18% and 14% of individuals who are totally employed and part-time workers, respectively. There are few employed and self-employed respondents, a total of only 7%. Consequently, it indicates that more than half of the population in south-east Asian nations is still unemployed.

Lastly, coming to the monthly income of the respondents. As we have already seen previously that most of the respondents are highly unemployed. Thus, it is found that their monthly income is less than 2500. It could either be the young adults who are still studying and doing apart-time job. There are respondents who have a monthly income between 2501-4000 and 14% of respondents fall in this category. There are a little less than 20% who have a monthly income between 4001-8001 above. Thus, it shows that KFC is still popular among the low-income earners.

The second table shows that service quality has positive effects on both customer loyalty and customer satisfaction. Again, Customer satisfaction has a positive impact on customer loyalty. We can conclude that both customer satisfaction and service quality affect customer loyalty.

## **CONCLUSION**

According to the provided data and analysis, KFC has a high level of customer loyalty. Customer loyalty and satisfaction surveys, as well as social media mentions, indicate that KFC has an excellent brand reputation and a large customer base. The quality and flavor of the food, the convenience and accessibility of the locations, and the total customer experience all influence customer loyalty at KFC. KFC has also been successful in adapting to changing consumer preferences and introducing new menu items to attract and retain customers.

The majority of KFC's customers express positive sentiments in their reviews and are satisfied with the restaurant's food and service. The data also indicates that KFC could increase customer satisfaction by enhancing the speed of service and the sanitation of its restaurants. In addition, offering healthier menu options and enhancing the overall dining experience can attract and retain consumers. To maintain a high level of customer satisfaction, KFC must continue to monitor customer feedback and promptly resolve any concerns. KFC is performing well in terms of overall customer satisfaction, but it must continue to pursue excellence in all areas if it wishes to remain competitive in the fast-food industry.

Next, the result demonstrates that KFC has a reliable delivery service that clients appreciate. The analysis indicates that customers are typically pleased with the delivery speed and food quality. KFC has also taken steps to enhance its delivery service, including partnering with third-party delivery services and offering online ordering. These efforts have had a positive effect on consumer loyalty and satisfaction.

However, there is still room for advancement in certain areas, such as ensuring timely and accurate delivery and addressing any food quality issues that may arise during delivery. To maintain a high level of customer satisfaction, KFC should continue to monitor customer feedback and promptly resolve any issues. In the future, KFC's delivery service has the potential to attract and retain more consumers. KFC has become a popular fast-food chain in South Asia, with a significant presence in countries such as India. While maintaining its core offerings, the company has adapted its menu to cater to local preferences. In South Asia, KFC has had trouble because of competition from other fast-food companies and local food. But the company has expanded its delivery service and added new things to the menu to bring in more customers. In the past few years, KFC has put a lot of effort into reducing its impact on the environment by using eco-friendly packaging and getting its ingredients in a responsible way. Customers have liked these efforts, which have helped to improve the brand's image in the area. So, KFC has a strong base in South Asia and has the chance to keep growing and expanding in the area. To stay competitive, the company should keep an eye out for changing customer tastes and trends and change them.

KFC has put in a lot of work to improve the quality of its service, which has led to happier customers. The company has done things like train its employees and upgrade its technology to improve the speed, accuracy, and quality of its service. Because of this, customers say they are happier with the company and are more loyal to it. But there is always room for growth, and KFC needs to keep an eye out for and fix any problems that come up to keep its service quality at a high level. Overall, KFC's commitment to improving the quality of its service has been a big reason for its success and continued growth as a top fast-food business.

In conclusion, the study on service quality's influence on customer satisfaction and subsequent impact on customer loyalty at KFC in South and Southeast Asia has provided valuable insights into the dynamics of the fast-food industry. Through an in-depth analysis of customer perceptions and experiences, it is evident that service quality plays a pivotal role in shaping customer satisfaction levels. The positive correlation identified between customer satisfaction and loyalty underscores the significance of delivering exceptional service to foster long-term customer relationships. The findings of this study shed light on the critical dimensions of service quality that hold the most influence over customer perceptions. Elements such as promptness, accuracy, responsiveness, and courteousness of the staff emerge as key determinants of customer satisfaction. Therefore, it is essential for KFC and other similar businesses to continually invest in enhancing these dimensions to elevate service quality and, consequently, customer satisfaction.

Furthermore, the study highlights the symbiotic relationship between customer satisfaction and loyalty. Content and loyal customers are more likely to repurchase, recommend, and maintain a strong affiliation with the brand. As such, KFC's efforts to prioritize customer satisfaction through consistent high-quality service can significantly impact customer loyalty and contribute to sustained business success. This research not only reaffirms the importance of prioritizing service quality but also underscores the need for continuous evaluation and improvement. Businesses must remain attuned to evolving customer expectations and preferences to maintain a competitive edge in the dynamic South and Southeast Asian market. By consistently delivering superior service experiences, KFC can cultivate lasting relationships with its customers, drive loyalty, and secure a strong market position in the region.

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