INFLUENCE OF MARKETING MIX AND CONSUMER ATTITUDES REGARDING PURCHASE DECISIONS THROUGH BRAND IMAGE AS A MEDIATING VARIABLE TO (KENTUCKY FRIED CHICKEN LAMPUNG)

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Abstract:

This research was conducted to determine the effect of the marketing mix on purchasing decisions, consumer attitudes towards purchasing decisions, marketing mix on brand image, consumer attitudes towards brand image and brand image mediates the marketing mix and consumer attitudes towards purchasing decisions; this research uses SEM analysis tools- Research This PLS is quantitative with a sample size of 387 using the Stratified Random sampling method. The empirical findings are that the Marketing Mix positively and significantly influences Purchasing Decisions at KFC in Lampung Province. Positive and Significant Consumer Attitudes towards KFC Purchasing Decisions in Lampung Province. Marketing Mix positively and significantly influences the brand image of KFC Lampung Province. Consumer Attitudes Have a Positive and Significant Influence on Brand Image at KFC Lampung Province. The Marketing Mix mediated by Brand Image on Purchasing Decisions gets positive results. Consumer attitudes mediated by brand image can be interpreted as positive and significant purchasing decisions. This can be interpreted as the brand image mediating consumer attitudes towards purchasing decisions at KFC Lampung Province. It is recommended that KFC provide more innovative promotions and a better taste image of KFC products in facing other fast food competitors so that KFC can make its products into fast food and become a staple food for KFC consumers in Lampung Province.

Keywords: Marketing Mix, Consumer Attitude, Brand Image and Buying decision

INTRODUCTION

Changes in people's lifestyles and behavior in everyday life increasingly influence people's interest in consuming fast food; the level of busyness and daily activities has resulted in a shift in the lifestyle of modern society by choosing something instantly, fast food is chosen because of several things, including In addition to short orders, the taste of service and the products offered attract consumer interest, this lifestyle change is increasingly being utilized by companies offering fast food products as their opportunity to set up fast food restaurants. One of the goals of establishing a company is to obtain maximum profits because, with these profits, the company can develop its business and maintain company's survival ((Lafleur et al., 2013)

This results in a high level of competition in the industry. To win the competition, companies continue to compete to produce better products that suit people's tastes. In order to compete with other competitors, companies must innovate their products. Product innovation results from product development by a company or industry, whether it already exists or not. From old products that have reached saturation point on the market, innovation is needed to replace these

old products. This replacement can be in the form of a completely new replacement product or with the development of an old product that is more modern and up to date-((Abi, 2020)

Competition in the fast food restaurant business looks very tight, especially in restaurants like KFC, CFC, McDonald's, Texas Chicken, Pizza Hut, AW, Hoka-Hoka Bento, and Richeese Factory. These companies compete to become and position themselves as the best in the eyes of consumers and the wider community. The increasing number of fast food franchises in Indonesia is not without reason; this is based on the increasing consumption patterns of Indonesian people for ready-made food and drinks. The following is a list of fast-food restaurant outlets in Indonesia and Lampung Province:
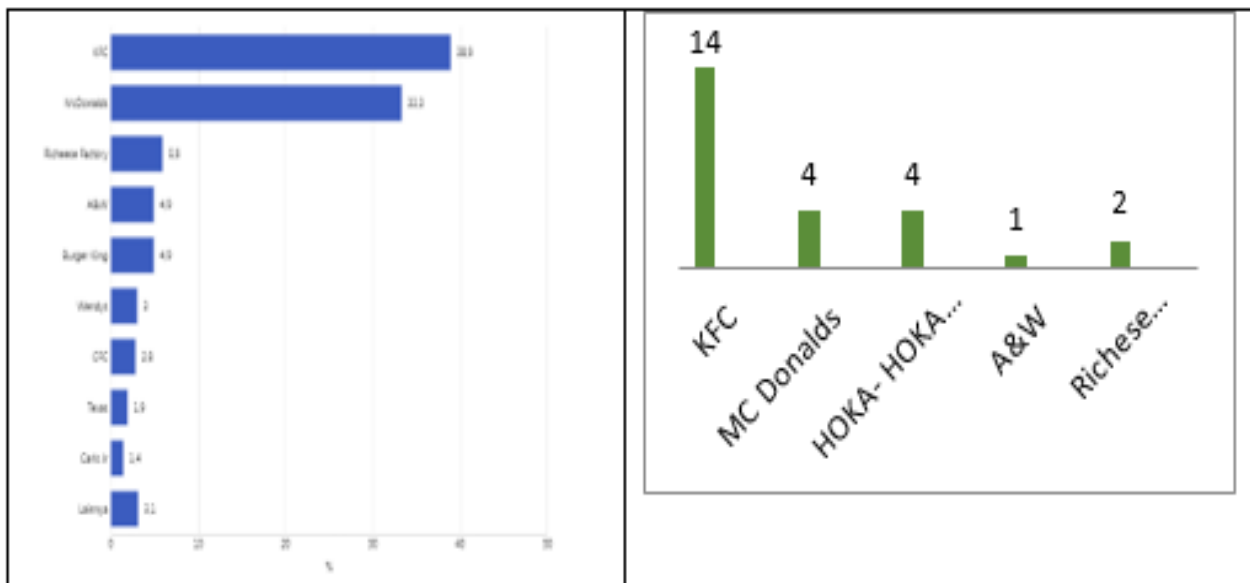
Source: Data Books Kata Data (Top Brand 2023)

Figure 1. Chart of fast food restaurant brands in Indonesia and Lampung Province

Based on the table data above, there are several fast-food restaurants in Indonesia, and several are people's favorites. Based on a survey conducted by the Top Brand Award, Kentucky Fried Chicken (KFC) will be the most popular fast food restaurant in Indonesia in 2023. KFC obtained the top position in the survey with the highest vote share of 38.9%. The second place in the fast food restaurant with the best service is McDonald's, with 33.33% of the vote. The fast food restaurant that provides the next best service is Richeese Factory, with 5.9% of the vote. A&W followed the position at 4.9%, Burger King at 4.9%, Wendy's at 3%, CFC at 2.8%, Texas at 1.9%, Carl's Jr at 1.4% and other restaurants at 1.4%. Not only was KFC superior in terms of service, but the survey also showed that it was named the fast food restaurant with the best crispy chicken, crispy chicken skin, french fries, and sauce.

This research discusses the dependent variable, namely purchasing decisions, according to Salem (2018), as a process that begins when consumers recognize needs, look for options, evaluate alternatives, and then choose specific products and services. Therefore, a purchasing decision can be conceptualized as a series of steps consumers go through before purchasing. It consists of various aspects, such as what to buy, when, where to buy from, what brand or model to buy, what payment method to use, and how much to spend. Consumer purchasing decisions are influenced

by various things, one of which is how to search for information, and one of the primary sources of information is commercial information in various forms (Kotler, 2016).

The marketing mix is a marketing strategy that includes production, price, promotion and distribution. Marketing Mix is a series of marketing elements that a company can master and use to achieve goals in the target market. Meanwhile, according to (Kotler, 2016), the marketing mix is defined as a series of controlled marketing variables that the company uses to produce the response it desires from its target market. The elements of marketing variables are known as the 7 Ps: Product, Price, Place and Promotion. Processes, people, physical evidence. The seven marketing mixes are continuously used as a complete marketing strategy so that the company is likely to succeed in marketing because it can provide the right product/reasonable price, an affordable place for consumers, and effective promotion.

According to Keren and Sulistiono (2019), consumer attitudes influence consumer decisions. The concept of attitude itself consists of beliefs and behavior. Attitude expresses feelings towards an object, whether they like it or not; attitude also describes consumers' beliefs about its various attributes and benefits. Meanwhile, according to Arthur et al. (2014), attitude is a positive or negative perception in carrying out specific actions or actions. According to (Suparyanto and Rosad (2015 2020), research results show that Brand Image, perception, learning, and attitudes significantly influence consumer purchasing decisions, both partially and simultaneously. KFC management should pay attention to psychology, perception, learning and consumer attitudes because these four variables significantly influence purchasing decisions at the KFC Bahu Mall Manado franchise.

Consumer purchasing decisions are not only influenced by promotions, prices and consumer attitudes; in this research, purchasing decisions are also influenced by Brand Image as a mediating variable. The brand image indicates a certain product quality so satisfied buyers can choose the product again (Kotler, 2016). The formation of Brand Image, as a mediating variable in this research, is influenced by the Marketing Mix and consumer attitudes. One of the food products with a reasonably large Brand Image is KFC. KFC products released by international companies guarantee good product quality. The perception of KFC as a quality, safe and halal product has become quite strong in the eyes of the Indonesian people.

Thinking Framework and Hypotheses. The research consisted of independent and dependent variables; the independent variable (X) is the *Marketing Mix and consumer attitudes*. At the same time, the dependent variable or the dependent variable (Y) is purchasing decisions as an intervening variable (M), such as a brand image. The research hypothesis is as follows:

1. H1: Is the marketing mix positive and significant for KFC Lampung's consumer purchasing decisions?
2. H2: Positive and significant consumer attitudes towards KFC Lampung consumer purchasing decisions?
3. H3: Is the marketing mix positive and significant for the Brand Image of KFC Lampung?
4. H4: Positive and significant consumer attitudes towards the KFC Lampung Brand Image?
5. H5: Brand Image has a positive and significant influence on purchasing decisions
6. H6: Is the marketing mix positive and significant for purchasing decisions, with brand image as a mediating variable for KFC Lampung?
7. H7: Positive and significant consumer attitudes towards purchasing decisions through Brand Image as a mediating variable for KFC Lampung?
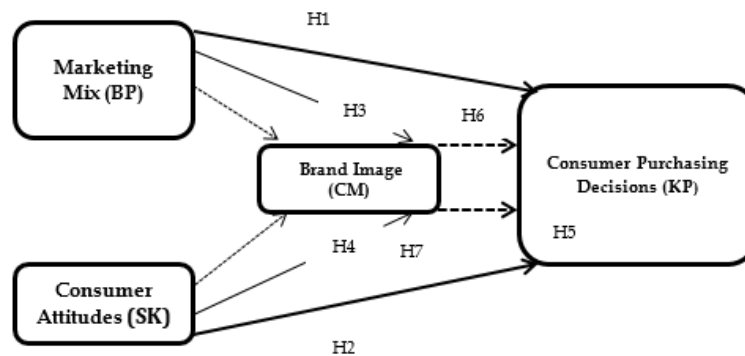
Figure 2. Conceptual Model

METHODS

The research was conducted at KFC Lampung. In this research, the independent variables are Marketing Mix and Consumer Attitudes (X1). The dependent variable is the Purchase Decision (Y). Next, the intervening variable is Brand Image (M). The research uses quantitative and qualitative data approaches and a Likert scale to measure attitudes, opinions, influences, and perceptions of a person or group of people towards social phenomena (Sugiyono, 2016). Determination of the sample was carried out using a purposive sampling method, namely a sample selection method, to determine the model based on specific considerations. So, the sample was not taken randomly; the researcher determined it. The sample is part of the population's number and characteristics (Sugiyono, 2016). According to (Hair in Mwetiumo et al. 2021), the recommended minimum sample size is 5-10 observations for each estimated parameter. The method used in data analysis and hypothesis testing in this research is the Structural Equation Model - Partial Least Square Method (SEM-PLS). According to Noor (2014), SEM is a statistical technique used to build and test statistical models, usually causal models. This research uses descriptive statistical data analysis and Partial Least Square SEM to analyze and develop or predict existing theories. Descriptive methods are used to obtain a complete and precise picture of the research objectives. In this case, a Likert scale of 5 is used. Data analysis uses Partial Least Square SEM. Research is used to develop or predict an existing theory. Analysis of the measurement model (Outer Model) includes convergent validity, discriminant validity and reliability tests. An analysis of the Structural Model (Inner Model) and a discussion of the results of hypothesis testing. Data processing uses the Structural Equation Model (SEM) model with the help of the SmartPLS v.3.2.9 application.

RESULT AND DISCUSSION

Descriptive Statistics. Researchers will use descriptive analysis techniques to obtain information about the characteristics of respondents. Descriptive analysis is an analytical technique used to explain how the characteristics of data originating from a research object can be described and understood well. The discussion of respondents' characteristics in this research will display several aspects of the respondents, such as gender, age, and length of service. Descriptive data on the gender of the respondents in this study were primarily female; that is, the characteristics of respondents based on gender showed that the respondents in this study were primarily female, namely 290 respondents or 70.5%.

Moreover, the number of respondents with male gender was 97 people or 29.5%. This shows that there are fewer men in KFC's purchasing decisions. Purchasing behavior at KFC is dominated by female buyers, according to KataDataBooks.com, which states that women consume more fast

food in Indonesia. The characteristics of respondents based on age show that respondents with the highest frequency are respondents aged between 26-30 years, amounting to 53% or as many as 206 respondents, and the lowest number of respondents are respondents aged more than 20-25 years, amounting to 10.6% or as many as 41 people. Moreover, for respondents aged 30 and over, there were 81 respondents (21.4%); purchases of KFC products were dominated by those aged 26-30 years, with a score of 53%. Respondent characteristics based on employment. Government employees number 81 frequency and 20.7%, private employees 127 and 132.6%, entrepreneurs 53 13.7%, students 20.9% or 80 respondents, honorary employees 42 10.9% and homemakers 1.2%, many people purchase KFC products. Private employees with a score of 32.6%, and after that are students and civil servants. According to databooks.com, KFC consumption is in great demand among private employees, civil servants, and students. Characteristics of respondents based on income The highest number of respondents in KFC purchasing decisions is income of 2,500,000-5,000,000 with a total of 165 or 42.6%, and the lowest is Rp. 1,500,000-2,500,000, namely 1% or three respondents, the income of which The lowest number of people buying KFC products is income with a figure of 2,500,000-5,000,000 with a level of 42.6%. Based on the data book. Consumers of fast food products are most in demand by local MSEs and UMR income. Respondent characteristics based on domicile. The highest number of respondents was in Bandar Lampung City, with a percentage of 80.4%, and the lowest was in Bandar Jaya, with 13 or 3.5%. The most significant percentage of those who buy KFC products is in Bandar Lampung.

Table 1. Characteristics of Respondents

Demographic Variables	Category	Frequency	Percentage
Gender	Male	97	29.5%
	Female	290	70.5%
Age	<20 years	59	15%
	20-25 years	41	10.6 %
	26-30 years	206	53%
	>30 years	81	21.4 %
Work	Government employees	81	20.7%
	Private employees	127	32.6 %
	Businessman	53	13.7 %
	Student/Students	80	20.9%
	Honorary	42	10.9%
	Housewife	4	1.2%
Income	Rp 1500.000-2500.000	112	28.7%
	Rp2500.000-5.000.000	165	42.6 %
	Rp5.000.000-8.000.000	77	19.9 %
	>8.000.000	30	7.8%
	Rp 1.500.000-2.500.000	3	1%
Domicile	Bandar Lampung	312	80.4%
	Metro	32	8.3 %
	Pringsewu	30	7.8 %
	Bandar Jaya	13	3.5%
	Bandar Lampung	312	80.4%
	Metro	32	8.3 %

Source: processed in 2023

Measurement model. This study implemented covariance-based Structural Equation Modeling (CB-SEM) to test the proposed research model using Smart PLS software. The measurement model of this study used validity and reliability, which could be assessed through factor loadings that values should be greater than 0.5, average variance extracted (AVE) that value should be greater than 0.5, Cronbach alpha that value should be greater than 0.7, and composite reliability that value should be greater than 0.7 (Hair et al., 2016). Table 2 predicted values show that all the values fulfill the criteria of recommended values.

Table 2. Measurement model

Variable	Item	Outer Loading Value	CRONBACH ALPHA	Ave
(Marketing Mix)	MM1	0.930	0.981	0.813
	MM3	0.929		
	MM5	0.925		
	MM2	0.913		
	MM7	0.904		
	MM9	0.902		
	MM11	0.899		
	MM10	0.897		
	MM4	0.893		
	MM6	0.893		
	MM13	0.881		
	MM8	0.878		
	MM12	0.877		
(Brand Image)	CM1	0.858	0.961	0.787
	CM2	0.909		
	CM3	0.890		
	CM4	0.913		
	CM5	0.893		
	CM6	0.910		
	CM7	0.845		
	CM8	0.877		
Consumer Purchasing Decisions	KP1	0.846	0.972	0.749
	KP10	0.880		
	KP11	0.873		
	KP12	0.879		
	KP13	0.846		
	KP2	0.869		
	KP3	0.779		
	KP4	0.894		
	KP5	0.888		
	KP6	0.895		

Variable	Item	Outer Loading Value	CRONBACH ALPHA	Ave
	KP7	0.866		
	KP8	0.862		
	KP9	0.870		
Consumer Attitudes	SK1	0.891	0.946	0.822
	SK2	0.914		
	SK3	0.911		
	SK4	0.915		
	SK5	0.901		

Source: processed in 2023

Structure model. After analyzing a measurement model, the next step is to test the proposed hypothesis using a structural model. This study uses the Path Coefficient as the research model within an acceptable range. Similarly, the Specific Indirect Effect Tests index implies an acceptable fit. The four predicted paths are significant. Therefore, H1, H2, H3, H4, H5, H6, H7 were all supported in this study.
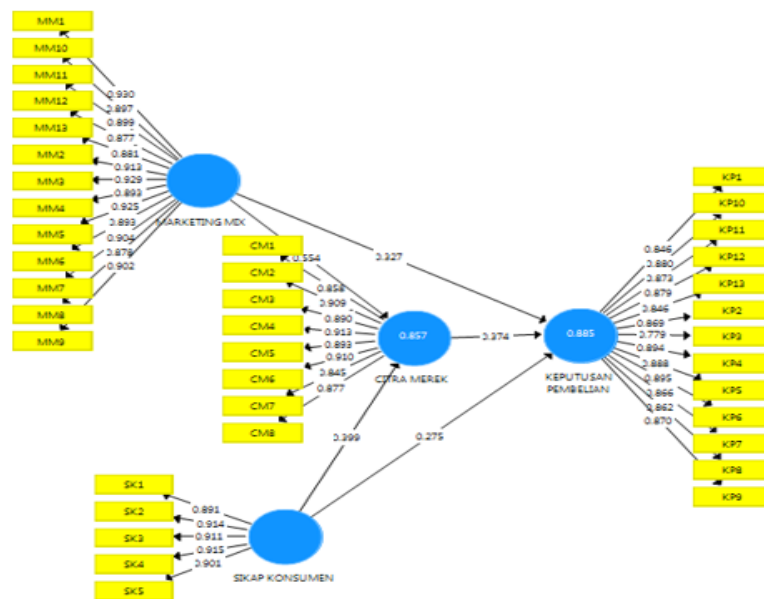
Source: Smart Pls 3 (2023)
Figure 3. Structure Model

Table 3. Direct Relationship

Information	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Detected
Marketing Mix -> Brand Image_	0.554	0.552	0.044	12.635	0.000	Supported
Marketing Mix -> Purchase Decision	0.327	0.321	0.057	5.697	0.000	Supported

Information	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Detected
Consumer Attitude -> Brand Image_	0.399	0.398	0.045	8.857	0.000	Supported
Consumer Attitudes -> Purchase Decisions	0.275	0.273	0.058	4.733	0.000	Supported
Brand Image_-> Purchase Decision	0.374	0.374	0.051	7.322	0.000	Supported

Source: Smart Pls 3 (2023)

Explained that the mediation test was conducted to determine how the mediating variable affects the relationship between endogenous and exogenous variables regarding the strength and direction of the relationship, path estimation and t-value.

Table 4. Intervening Impacts

Information	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Detected
Marketing Mix -> Brand Image_ -> Purchase Decision	0.208	0.211	0.033	6.255	0.000	Supported
Consumer Attitude -> Brand Image_ -> Purchase Decision	0.149	0.151	0.024	6.203	0.000	Supported

Source: Smart Pls 3(2023)

The first hypothesis tests whether the Marketing Mix positively and significantly affects Purchasing Decisions. The test results show a t-statistic value of 5,697 and a p-value of 0.000. From these results, it is stated that the t-statistic is significant. The first hypothesis is supported because the t-statistic is greater than the t-table >1.96 with a p-value <0.05. The results of this research are similar to the results of research (Abi et al.., 2020), which states that it is essential for consumers to have a marketing mix that impacts sales consideration for consumers in choosing KFC products as a place to eat Fast Food. This research indicates that KFC can use the marketing mix to influence consumer responses to make purchases. This proves that the Marketing Mix positively and significantly impacts purchasing decisions. From the results obtained, if the Marketing Mix increases, it will increase purchasing decisions. The results obtained in this research are a positive and significant marketing mix with an average indicator value of 4,766, with the statement that the variants provided by KFC provide high interest in consumers choosing KFC products.

The second hypothesis tests whether consumer attitudes positively and significantly affect purchasing decisions. The test results show a t-statistic value of 4,733 and a p-value of 0.000. These results show that the t-statistic is significant because the t-statistic is greater than the t-table >1.96 with a p-value <0.05, so the second hypothesis is supported. This research has similar results to research conducted by (Suparyanto & Rosad, 2020), where consumer attitudes and brand image significantly influence consumer purchasing decisions. From the results obtained and described, if consumer attitudes increase, it will increase consumer purchasing decisions to choose KFC products. Consumer attitudes influence purchasing fast food in Indonesia. Consumer attitudes in this study have a positive and significant impact on purchasing decisions. The average of the highest statement indicators is 4,613, where consumers have the attitude that they will continue to choose KFC products because of their taste. Provided by KFC, so that consumers still choose KFC as fast food.

The third hypothesis tests whether the Marketing Mix positively and significantly affects brand image. The test results show a t-statistical value of 12,635 and a p-value of 0.000. These results show that the t-statistic is significantly positive because the t-statistic is greater than the t-table >1.96 with a p-value <0.05, so the third hypothesis is supported. The research results (Dwipamurti, 2018) show that green marketing influences brand image. This proves that the Marketing Mix has a significant positive effect on Brand Image. From the results obtained, if the Marketing Mix carried out by KFC is tactical and controlled, KFC will get a high market response to improve its Brand Image. There is a relatively high significance compared to the influence of the marketing mix on purchasing decisions; in this study, the marketing mix on brand image is higher than purchasing decisions. Therefore, the marketing mix has a higher significance on the brand image of KFC products; in previous research, the marketing mix is positive and significant to the brand image.

The fourth hypothesis tests whether Consumer Attitude positively and significantly affects Brand Image. The test results show a t-statistic value of 8,857 and a p-value of 0.000. These results show that the t-statistic is significantly positive because the t-statistic is greater than the t-table >1.96 with a p-value <0.05, so the fourth hypothesis is supported. Positive consumer attitudes towards KFC consumers impact purchasing decisions; high consumer attitudes will increase purchasing decisions for KFC consumers. In previous research, results from consumer attitudes were significantly positive toward the brand image. From the results obtained, Dantyo et al. l. (2014) will improve the brand image if consumer attitudes increase. Consumer attitudes have an impact on the KFC brand image; consumer attitudes in this research are more about the taste that KFC provides, which is different from other fast food flavors and is a favorite among the public; the brand image can be seen from the slogan on the brand which makes consumers make decisions that the consumer's attitude is Well, it has an impact on the image of KFC products.

The fifth hypothesis tests whether Brand Image positively and significantly affects Purchasing Decisions. The test results show a t-statistical value of 7.322 and a p-value of 0.000. From these results, it is stated that the t-statistic is significantly positive. The fifth hypothesis is supported; the t-statistic is greater than the t-table >1.96 with a p-value <0.05. This research has similar results to research conducted by Sudaryanto (2021), which states that brand image can generate empathy or emotional responses from consumers. This proves that a positive Brand Image significantly impacts Purchasing Decisions. This finding means that brand image greatly influences purchasing decisions. Brand image perceptions are formed from meaningful information and experience, where if the image of KFC is good, the decision to buy the product will occur repeatedly.

This research has similar results to research conducted by Sudaryanto (2021), which states that brand image can generate empathy or emotional responses from consumers. This proves that a positive Brand Image significantly impacts Purchasing Decisions. This finding means that brand image greatly influences purchasing decisions. Brand image perceptions are formed from meaningful information and experience, where if the image of KFC is good, the decision to buy the product will occur repeatedly. From the results that have been obtained, the influence is indirect or mediated; Marketing Mix through Brand Image as a mediating variable on purchasing decisions, namely Brand Image, can mediate the Marketing Mix on Purchasing Decisions indirectly if the Marketing Mix increases indirectly through Brand Image on Decisions Purchasing will increase purchasing decisions. Faizah, et all., (2020). The marketing mix has a positive impact on consumer purchasing decisions for KFC, both directly and indirectly; the marketing mix includes

7Ps through brand image purchasing decisions for KFC consumers, which has a positive impact and influence on KFC itself.

The seventh hypothesis is whether Consumer Attitude is significantly positive towards Purchasing Decisions through Brand Image as a mediating variable; testing the indirect effect, namely mediating between variables, shows a value (t = 6.203, p values = 0.001), the mediating effect shows partial mediation because the variable is endogenous without going through mediating variables(Nitzl et al., 2016) From the results that have been obtained, the influence is indirect or mediated, Consumer Attitudes through Brand Image as a mediating variable on purchasing decisions, namely Brand Image can mediate Consumer Attitudes towards Purchasing Decisions indirectly if Consumer Attitudes increase then indirectly through Brand Image on purchasing decisions, it will increase purchasing decisions. Dantyo, et all., (2014). It can be seen that there is a direct influence on purchasing decision variables by consumers to buy KFC products. The chosen attitude, directly and indirectly, has a positive and significant impact on Indonesian fast food, namely KFC, and the impact provided through a good brand image indirectly affects purchasing decisions.

CONCLUSION

Based on the discussion that has been researched, it can be concluded as follows:

1. The marketing mix is positive and significant in purchasing decisions at KFC Lampung Province, increasing purchasing decisions.
2. Consumer Attitudes are Positive and Significant towards KFC purchasing decisions in Lampung Province, which means that Consumer Attitudes affect increasing Purchasing Decisions.
3. The marketing mix is positive and significant to KFC Lampung Province's brand image, which can be interpreted as affecting its improvement.
4. Consumer Attitudes are Positive and Significant toward the Brand Image at KFC Lampung Province, which means that Consumer Attitudes affect the improvement of the brand image at KFC Lampung Province.
5. Positive and Significant Brand Image on Purchasing Decisions at KFC Lampung can be interpreted as the brand image affecting increasing purchasing decisions.
6. The Marketing Mix is Mediated by Brand Image on Positive and Significant Purchasing Decisions, which can be interpreted as Brand Image being able to mediate the Marketing Mix on Purchasing Decisions at KFC Lampung Province.
7. Consumer attitudes mediated by brand image can be interpreted as positive and significant purchasing decisions; it can be interpreted as brand image mediating consumer attitudes towards purchasing decisions at KFC Lampung Province.

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