

The Role of Brand Preferences As Mediator The Influence of Brand Equity on Purchase Intention



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ABSTRACT: This study examines the effect of brand equity on purchase intention through brand preference which was developed in one model. The population of this study is KFC customers in Malang City, and the population in this study is an infinite population, namely the size of the population is very large and the number is unknown and the research sample is 100 KFC customers. Sampling was done randomly. The analytical tool to test the hypothesis used Structural Equation Modeling (SEM) analysis. The results of the study show that brand equity directly has a significant effect on brand preference. Brand preference directly has a significant effect on purchase intentions. Brand equity directly has a significant effect on purchase intentions. Brand preference mediates the effect of brand equity on purchase intentions. KFC management should improve advertisements that are easy to remember by consumers that have an appeal and arouse consumers' curiosity about the advertised products. KFC management maintains the prestige of the product and its place. In addition, the product to be accepted by the community should be adjusted to the wishes or needs, and in accordance with the traditions or customs of the surrounding community. KFC management should improve the quality of products that are better than similar products, therefore KFC continues to improve the innovation and taste of the food menu offered.

KEYWORDS: Brand Equity, Brand Preference and Purchase Intention

INTRODUCTION

Competition in the fast food restaurant business looks very tight, especially at restaurants such as KFC, CFC, McDonald's, Texas Chicken, and A&W. These companies are competing to be the best in the eyes of consumers and the wider community. The results of the competent survey are summarized in the Top Brand Award which is also a prestigious event above the competition between brands. Top Brand Award as proof that consumers are aware of the KFC fast food restaurant brand. This can be seen in Table 1 below:

Table 1. Top Brand Awards 2020

No	Brand	TBI (%)	TOP
1	KFC	36.3	TOP
2	MC Donald's	28.0	TOP
3	Hoka hoka Bento	10.9	
4	CFC	6.3	

Table 1 explains that in the Top Brand Award for the fast food category, KFC was ranked number one as a proof of public recognition of the popularity of the KFC brand among the Indonesian people. With this phenomenon, it can be concluded that branding is an important problem in marketing activities.

Based on a review of several studies that have been carried out, including research by Hadi and Azim (2011) stated that brand equity has a positive effect on brand preference and purchase intention and brand preference has a positive effect on purchase intention. And Research Mohammad Reza et al. (2011) stated that the dimensions of brand equity consist of brand awareness, brand association, brand loyalty, perceived quality have a significant impact on purchase intention, as well as research by Uthayakumar and Samithamby (2012) found that brand equity has a direct impact on purchase intention.

Dohee et al. (2011) stated that brand personality perceptions have a positive impact on brand preference and attitudinal loyalty, brand preference has a positive influence on attitudinal loyalty, and attitudinal loyalty has a positive effect on positive word-of-

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mouth (WOM) communication, also found a direct relationship between brands preference with word-of-mouth behavior. Chinho and Yi-Shuang (2013) found that the quality, quantity and expertise of delivering electronic-WOM had a positive impact on purchase intention.

Bongran Jin Sun (2004) found that not all dimensions of brand equity (brand loyalty, perceived quality, brand associations, brand awareness) affect purchase intention, only brand loyalty has an effect on purchase intention, and research by Cynthia and Tabita (2014) found that Overall brand equity has an effect on purchase intention, but only brand association and brand loyalty which individually affect purchase intention.

Based on the phenomenon and the results of previous empirical studies that have not been consistent, this study re-examines the effect of brand equity on purchase intention through brand preference which was developed in one model.

LITERATURE REVIEW

Brand Equity

Kotler and Keller (2012), revealed that brand equity is the added value given to products and services. Brand equity can be reflected in the way customers think, feel, and act in relation to the brand, as well as the price, market share, and profitability that brands provide to companies. According to Morgan (2000), from the company side, through a strong brand the company can manage assets well, increase cash flow, expand market share, set premium prices, reduce promotional costs, increase sales, maintain stability, and increase competitive advantage. According to Kotler and Keller (2012), customer-based brand equity can be defined as the difference in the impact of brand knowledge on customer responses to the brand. A brand can be said to have positive customer-based brand equity if customers react more favorably to certain products. On the other hand, a brand can be said to have negative customer-based brand equity if the customer reacts unfavorably to the brand's marketing activities in the same situation.

The brand equity approach that will be used in this study is a customer-based brand equity approach. The customer-based brand equity approach will look at brand equity from the customer's point of view. The rationale for the customer-based brand equity model reveals that the strength of a brand lies in what customers have seen, read, heard, learned, thought and felt.

Gil, et al. (2007) revealed that brand equity is formed by perceived quality, perceived value, image, trust worthiness and commitment. Tong and Hawley (2009) brand equity is measured by preferring to buy the desired product, if other brands are not different from the desired product, they prefer to buy the product, the desired product is more than a product. Loureiro, et al. (2014) revealed that the indicator to measure brand equity is pride in using the product, likes brands that have good features, will not switch to other brands. Hou and Wonglorsaichon (2014) measuring brand equity indicators are buying products other than brands even though both are the same, if other products have the same features, prefer to buy this product, if there is another brand as good as this product, prefer to buy or use this product and if other brands are not different from this product, will buy this product.

Brand Preference

Brand preference is a situation where consumers will choose one brand from the many brands offered by competitors based on previous experience. A person's ability to recall a brand will affect the choice of a brand among the many brands offered (Chiu et al., 2010). According to Heller (2008) brand preference is the degree to which consumers want the services provided by their current company as a comparison to the services provided by other companies with a series of considerations.

Customer values provide direction to the market on how best to meet the needs of their customers and increase brand preference (Chudy and Sant, 1993). These things determine the essence of a brand preference, so that brand preference becomes very strategic to support the existence of a brand because of the benefits provided to consumers. A strong brand preference has a strong degree of consumer preference for a brand. Companies that are able to develop brand preferences will be able to defend against attacks from competitors.

Selengkapnya tentang teks sumber iniDiperlukan teks sumber untuk mendapatkan informasi terjemahan tambahan

Purchase Intentions

Kotler (2000) states that purchase intention is consumer behavior that occurs when consumers are stimulated from external factors and come to buy based on their personal character and decision-making process. Purchase Intention is the tendency of consumers to buy a brand or take action related to the purchase and is measured by the level of possibility of consumers to make a purchase (Assael, 2001) Measured by the statement of wanting to buy-don't want to buy, will buy-will not buy, will repurchase - will not make repeat purchases.

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Purchase intentions show customer preferences to buy products / make transactions, where image greatly affects customers. In addition, customers are also very aware of certain brand names through advertisements, from their past experiences or from information formed from their friends or relatives (Teng, 2008)

Purchase Intentions is related to the theory of consumer behavior because interest is one of the final processes of purchasing decisions from consumers. And along with the development of technology and information, the information received by consumers is getting more and more diverse so that it requires every company to be more creative in developing marketing strategies and product development in order to win the competition with competitors. According to Nessim Hana and Wozniak (2001), consumers often form a preference for a brand or company because of its image, while from that preference consumers will determine their interest in buying a product or not.

HYPOTHESIS AND MODEL DEVELOPMENT

Effect of Brand Equity on Purchase Intentions

Apiluck and Sirion (2005) concluded that there is a positive and significant relationship between brand equity (brand awareness, brand association, perceived quality, brand loyalty) and purchase intentions of Sony Digital Cameras in Bangkok. Ching-Fu and Yu-Ying (2008), stated that there is a positive relationship between brand equity, brand preference, and purchase intentions with the moderating effect of switching costs which has an impact on the relationship between brand equity and purchase intentions. The effect of brand equity on purchase intentions is not significant for passengers with low switching costs. Michael et al. (2008) stated that high brand equity leads to better evaluation of satisfaction and behavioral intentions than low brand equity. Cid Goncalves et al. (2010) concluded that brand equity is able to explain 63% of loyalty intentions and loyalty intentions can explain 86% of consumers purchase intentions. Hadi and Azim (2011) in their research stated that brand equity has a positive effect on brand preference and consumer purchase intention.

Mohammad Reza et al. (2011) stated that brand awareness, brand association, brand loyalty, and perceived quality have a significant impact on consumers' intention to buy products. Uthayakumar and Samithamby (2011) state that brand equity has a direct impact on purchase intention. Jeou-Shyan et al. (2012) stated that there is a positive direct relationship between brand equity and travel intentions in culinary tourism. Bongran Jin Sun (2004) found that brand awareness and brand association do not have a positive and significant relationship to perceived value. In revisit intention, only brand loyalty has an effect on revisit intention, where other dimensions have no relationship with revisit intention. Cynthia and Tabita (2014) found that overall brand equity has an effect on purchase intention, but only brand association and brand loyalty which individually affect purchase intention.

Effect of Brand Equity on Brand Preference

Ching-Fu and Yu-Ying (2008), stated that there is a positive relationship between brand equity, brand preference, and purchase intentions with the moderating effect of switching costs which has an impact on the relationship between brand equity and purchase intentions. The effect of brand equity on purchase intentions is not significant for passengers with low switching costs. Hadi and Azim (2011) conclude that brand equity has a positive effect on brand preference and consumer purchase intention.

Effect of Brand Preference on Purchase Intentions

Ching-Fu and Yu-Ying (2008) state that there is a positive relationship between brand equity, brand preference, and purchase intentions with the moderating effect of switching costs which has an impact on the relationship between brand equity and purchase intentions. The effect of brand equity on purchase intentions is not significant for passengers with low switching costs, because of the choice of low cost carriers.

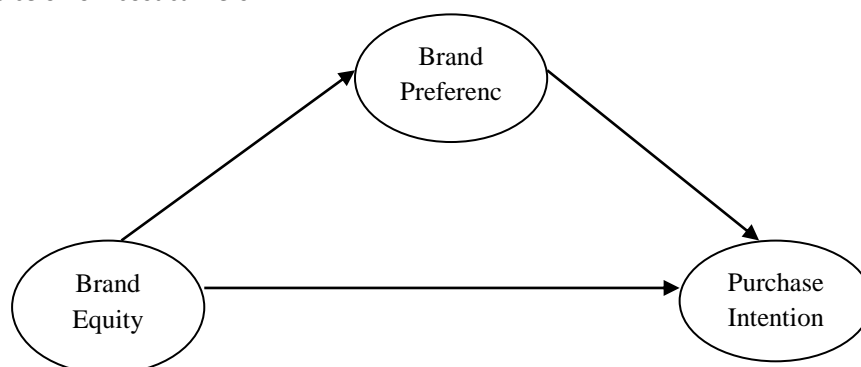


FIGURE 1. depicted the conceptual model constructed in this study

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RESEARCH METHODS

Population and Research Sample

The population of this study is KFC customers in Malang City, and the population in this study is an infinite population, that is, the size of the population is very large and the number is unknown. Under these conditions, according to Ferdinand (2006) the sample size is determined by multiplying the number of indicators from 5 variables by 5-10. Based on these provisions, the sample size used is the number of indicators of $10 \times 10 = 100$ KFC customers. Sampling was done randomly.

Data Types and Sources

Sources of data used in this study is primary data. This primary data is data obtained by collecting directly from respondents or it can be said that primary data is data obtained directly without going through intermediaries. The primary data in this study was obtained by distributing questionnaires to KFC customers to find out the opinions of selected respondents regarding brand equity, brand preferences and customer purchase intentions.

Variable Operation

The operational definition of a variable is an element of research that tells how to measure a variable that contains indicators. The variables in this study can be described as follows:

Table 2. Variables, Indicators, and Instruments

Variable	Indicator	Items
<i>Brand Equity</i>	Brand Awareness	Instantly recognize KFC by looking at the logo
	Brand Associations	The first fast food brand that comes to mind is KFC
	Perceived Quality	Attractive packaging and presentation of KFC products
	Brand loyalty	Willing to come back to KFC
<i>Brand preference</i>	Company name	Consumers are attracted to KFC which is considered attractive
	Enjoyment of the product	Consumers prefer KFC over other product brands
	Product reputation	KFC is produced by a company that has high credibility (trusted)
<i>Purchase intentions</i>	Transactional Interest	When going to buy fast food, will buy products at KFC
	Preferential Interest	Even though the price is more expensive, I will still choose KFC over other fast food
	Explorative Interests	Say positive things about KFC to others

Measuring the variables studied through respondents' responses used a Likert scale, each answer to the question was given the following weights 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree

Data analysis technique

The analysis technique in this research is Structural Equation Modeling (SEM). In SEM analysis there is no single statistical test tool to measure or test hypotheses regarding the model (Ferdinand, 2006). There are several types of fit index that measure the degree of conformity between the hypothesized model and the data presented, including the following. (Ferdinand, 2006).

Table 3. Criteria for Goodness of Fit

Goodness of fit index	Cut-off value
X^2 Chi-square	Expected small
Significaned Probability	≥ 0.05
RMSEA	≤ 0.08
GFI	≥ 0.90
AGFI	≥ 0.90
CMIN/DF	≤ 2.00
TLI	≥ 0.95

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CFI	≥ 0.95
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Research Hypothesis Test

Hypothesis testing to test the direct effect of brand awareness, brand association and brand trust and brand loyalty and equity. This hypothesis was tested based on the CR coefficient (critical ratio) and probability value (p). if $p < 0.05$ indicates a significant effect and if $p > 0.05$ indicates not significant.

The mediation test shows the relationship between the independent and dependent variables through the connecting variable or mediation. The effect of the variable on the dependent variable does not occur directly but through a transformation process represented by the mediating variable (Baron and Kenney, 1986). The mediation test is used to determine whether the mediation variable is complete (complete mediation) or partial mediation (partial mediation).

RESULTS AND DISCUSSION

Characteristics of Respondents

The characteristics of the respondents in this study are related to the individual characteristics or demographics of SMEs which can be seen in Table 4 below.

Table 4. Demographic Characteristics

Individual characteristics	Number of people	%
By Gender		
Man	25	25
Woman	75	75
By Age		
20-30 years old	48	48
31-40 years old	27	27
41-50 years old	15	15
51 years and over	10	10
Last education		
junior high school	12	12
high school	34	34
Bachelor	54	54

Based on Table 4, it can be explained that the characteristics of the respondents in terms of gender indicate that KFC customers are dominated by women, aged 20-30 years with a bachelor's level of education.

Confirmatory Factor Analysis Results

Measurement of indicators that can form latent variables in this study was carried out using confirmatory factor analysis. The results of measurements of the dimensions or variable indicators that can form latent variables with CFA are explained as follows:

Results of Confirmatory Factor Analysis of Brand Equity Variables

The summary of the results of the CFA test on the indicators that make up the brand equity variable is shown in Table 5

Table 5. Loading Factors (λ) Measuring Brand Equity Variables

Variables and Indicators			LF	CR	p
Brand Equity	-->	Brand Awareness	0,658	5,757	0.000
Brand Equity	-->	Brand Associations	0,751	6,539	0.000
Brand Equity	-->	Perceived Quality	0,756	6,394	0.000
Brand Equity	-->	Brand Loyalty	0.738	-	-

Based on Table 5, it can be explained that the indicators that make up the brand equity variable have a Loading Factor (LF) value with a significance level (p) < 0.05 and a C.R value which shows a number greater than 2.0. Thus, it means that all these indicators are important indicators as forming brand equity. Furthermore, when viewed from the loading factor value of each indicator, the indicator that is considered to have the largest or strongest contribution to form the brand equity variable is perceived quality.

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Result of Confirmatory Factor Analysis Variable Brand preference

The summary of the results of the CFA test on the indicators that make up the brand preference variable is shown in Table 6.

Table 6. Loading Factors (λ) Measuring Brand Preference Variables

Variables and Indicators			LF	CR	p
Brand Preference	-->	Company name	0,697	-	-
Brand Preference	-->	Enjoyment of the product	0,775	5,603	0.000
Brand Preference	-->	Product reputation	0,740	5,612	0.000

Based on Table 6, it can be explained that the indicators that make up the brand preference variable have a Loading Factor (LF) value with a significance level (p) < 0.05 and a C.R value which indicates a number greater than 2.0. Thus, all these indicators are important indicators as forming brand preference. Furthermore, when viewed from the loading factor value of each indicator, the indicator that is considered to have the largest or strongest contribution in forming the brand preference variable is the pleasure of the product.

Results of Confirmatory Factor Analysis of Purchase Intentions Variables

The summary of the results of the CFA test on the indicators that make up the purchase intentions variable is shown in Table 7.

Table 7. Loading Factors (λ) Measuring Purchase Intentions Variables

Variables and Indicators			LF	CR	p
Purchase Intentions	-->	Transactional Interest	0,800	-	-
Purchase Intentions	-->	Preferential Interest	0,803	5,832	0.000
Purchase Intentions	-->	Explorative Interests	0,619	5,416	0.000

Based on Table 7, it can be explained that the indicators that make up the purchase intentions variable have a Loading Factor (LF) value with a significance level (p) < 0.05 and a C.R value which shows a number greater than 2.0. Thus all these indicators are important indicators as forming purchase intentions. Furthermore, when viewed from the loading factor value of each indicator, the indicator that is considered to have the largest or strongest contribution in forming the purchase intentions variable is preferential interest.

Goodness of Fit SEM Analysis Results

The theoretical model in the conceptual framework of the research is said to be fit if it is supported by empirical data. The results of the goodness of fit overall model test, in accordance with the results of the SEM analysis, to determine whether the hypothetical model is supported by empirical data, are given in the figure and table below.

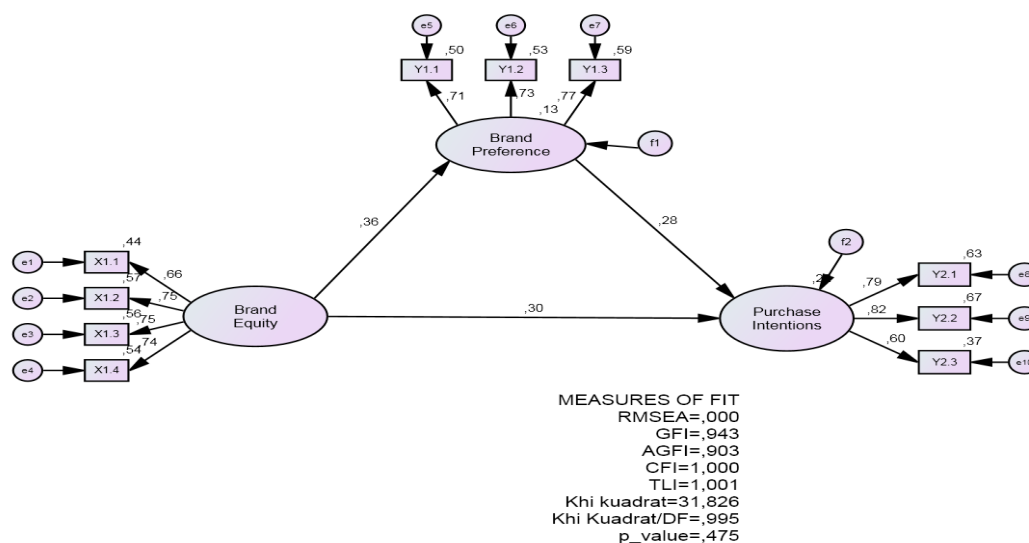


FIGURE 2. Path Diagram of SEM Analysis Results

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Table 8. Test Results of Goodness Of Fit Overall Model

Kriteria	Cut-of value	Model Results	Mark
Khi Quadrat	Small	31.826	Good Model
p-value	≥ 0.05	0.475	
CMIN/DF	≤ 2.00	0.995	Good Model
GFI	≥ 0.90	0.943	Good Model
AGFI	≥ 0.90	0.903	Good Model
TLI	≥ 0.95	1.001	Good Model
CFI	≥ 0.95	1.000	Good Model
RMSEA	≤ 0.08	0.000	Good Model

The results of the Overall Goodness of Fit test based on the Figure and Table above, it can be seen that all criteria indicate a good model. Therefore, the model is suitable and feasible to use, so that interpretation can be made for further discussion.

Hypothesis Testing Results

Structural Equation Model (SEM) analysis using AMOS 6.0 was used to test the hypothesis proposed by the researcher. As a basis for testing the hypothesis, the Critical ratio (Cr) from the output regression Weight is used. Where the hypothesis will be accepted if the p value < of a significance of 5%, then the null hypothesis is rejected. The results of the analysis are contained in Table 9

Table 9. Results of Regression Weight Analysis

Influence between variables			Path Coefficient	C.r.	p-value
Brand Equity	-->	Brand Preference	0,363 ^a	2,753	0,006
Brand Preference	-->	Purchase Intentions	0,278 ^b	2,042	0,041
Brand Equity	-->	Purchase Intentions	0,296 ^c	2,194	0,028

The results of the influence of brand equity knowledge on purchase intentions without a brand preference mediating variable are seen in Table 10

Table 10. The effect of brand equity on purchase intentions without mediation of brand preference

Influence between variables			Path Coefficient	C.r.	p-value
Brand Equity	-->	Purchase Intentions	0,399 ^d	3,048	0,002

Hypothesis 1. Brand equity directly has a significant effect on brand preference

The results of hypothesis testing about the effect of brand equity on brand preference resulted in a Cr value of 2.753 with a p-value of 0.006. Because the p-value is smaller than statistically significant at = 5%, so the hypothesis which states that brand equity has a significant direct effect on brand preference is acceptable. This result shows that the better the brand equity, the better the brand preference.

Hypothesis 2. Brand preference directly has a significant effect on purchase intentions

The results of testing the hypothesis about the effect of brand preference on purchase intentions resulted in a Cr value of 2.042 with a p-value of 0.041. Because the p-value is smaller than statistically significant at = 5%, so the hypothesis that brand preference directly has a significant effect on purchase intentions is acceptable. This result shows that the higher the brand preference, the higher the purchase intentions.

Hypothesis 3. Brand equity directly has a significant effect on purchase intentions

The results of hypothesis testing about the effect of brand equity on purchase intentions resulted in a Cr value of 2.194 with a p-value of 0.028. Because the p-value is smaller than statistically significant at = 5%, so the hypothesis that brand equity directly has a significant effect on purchase intentions is acceptable. This result shows that the higher the brand equity, the higher the purchase intentions.

Hypothesis 4. Brand preference mediates the effect of brand equity on purchase intentions

Based on the results of the mediation test, the path of influence between brand equity on brand preference shows that the brand equity variable significantly affects brand preference with a coefficient value of 0.363 (a) and brand preference

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significantly affects purchase intentions with a coefficient value of 0.278 (b). While the path coefficient of the brand equity variable controlled by brand preference is able to significantly influence purchase intentions with a coefficient value of 0.296 (c). Furthermore (c) has a smaller coefficient value (down) than the influence of brand equity on purchase intentions without a brand preference mediating variable, with a coefficient value of 0.399 (d). Thus, it can be concluded that brand preference is partial mediation of the indirect effect of brand equity on purchase intentions

DISCUSSION

The effect of brand equity on brand preference

Based on the results of inferential statistical analysis, there is evidence that brand equity directly has a significant effect on brand preference. Based on the results of the analysis, it can be explained that the increase in KFC's brand preference through the company name, product enjoyment and product reputation because KFC has good brand equity through brand awareness, brand associations, perceived quality and brand loyalty.

Based on the results of Confirmatory Factor Analysis seen from the loading factor value of each indicator, the perceived quality shown by the attractive packaging and presentation of KFC products has the largest or strongest contribution to form the brand equity variable. These results can be explained that the attractive packaging and presentation of KFC products contributes to the increase in brand preference which is indicated by the pleasure of the product as consumers prefer KFC over other product brands.

The results of this study support the opinion of Chiu et al., (2010) that brand preference is a condition where consumers will choose one brand from many brands offered by competitors based on previous experience. A person's ability to recall a brand will affect the choice of a brand among the many brands offered

The results of this study strengthen the study conducted by Ching-Fu and Yu-Ying (2008) which states that there is a positive relationship between brand equity, brand preference, and purchase intentions with the moderating effect of switching costs which have an impact on the relationship between brand equity and purchase intentions. The effect of brand equity on purchase intentions is not significant for passengers with low switching costs. Hadi and Azim's research (2011) that brand equity has a positive effect on brand preference and consumer purchase intention.

The influence of brand preference on purchase intentions

Brand preference plays an important role in increasing KFC's purchase intentions. Based on the results of the analysis, it can be explained that the increase in purchase intentions through transactional interest, preferential interest and exploratory interest is due to the role of brand preference which is indicated by the pleasure of products, such as consumers preferring KFC over other product brands.

Based on the results of Confirmatory Factor Analysis seen from the loading factor value of each indicator, the pleasure of the product shown by consumers preferring KFC over other product brands has the largest or strongest contribution to form the brand preference variable. These results can be explained that consumers prefer KFC over other product brands, contributing to the increase in purchase intentions indicated by preferential interest, such as even though the price is more expensive, they will still choose KFC over other fast foods.

The results of this study support the opinion of Chudy and Sant, (1993) that customer values provide direction to the market on how best to meet the needs of their customers and increase brand preference. These things determine the essence of a brand preference, so that brand preference becomes very strategic to support the existence of a brand because of the benefits provided to consumers. A strong brand preference has a strong degree of consumer preference for a brand. Companies that are able to develop brand preferences will be able to defend against attacks from competitors.

The results of this study strengthen the study conducted by Dohee et al. (2011) stated that brand personality perceptions have a positive impact on brand preference and attitudinal loyalty, brand preference has a positive influence on attitudinal loyalty, and attitudinal loyalty has a positive effect on positive word-of-mouth (WOM) communication, also found a direct relationship between brands preference with word-of-mouth behavior. Chinho and Yi-Shuang (2013) found that the quality, quantity and expertise of delivering electronic-WOM had a positive impact on purchase intention.

The effect of brand equity on purchase intentions

Based on the results of inferential statistical analysis found evidence that brand equity directly has a significant effect on purchase intentions. Based on the results of the analysis, it can be explained that the increase in purchase intentions through transactional interest, preferential interest and exploratory interest is due to the role because KFC has good brand equity through brand awareness, brand associations, perceived quality and brand loyalty.

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Based on the results of Confirmatory Factor Analysis seen from the loading factor value of each indicator, the perceived quality shown by the attractive packaging and presentation of KFC products has the largest or strongest contribution to form the brand equity variable. These results can be explained that the attractive packaging and presentation of KFC products contributes to the increase in purchase intentions indicated by preferential interest, such as even though the price is more expensive, they will still choose KFC over other fast foods.

The results of this study support the opinion of Morgan (2000), from the company side, through a strong brand the company can manage assets well, increase cash flow, expand market share, set premium prices, reduce promotional costs, increase sales, maintain stability, and increase competitive advantage. According to Kotler and Keller (2012), customer-based brand equity can be defined as the difference in the impact of brand knowledge on customer responses to the brand. A brand can be said to have positive customer-based brand equity if customers react more favorably to certain products. On the other hand, a brand can be said to have negative customer-based brand equity if the customer reacts unfavorably to the brand's marketing activities in the same situation.

The results of this study strengthen the study conducted by Cynthia and Tabita (2014) finding that overall brand equity has an effect on purchase intention, but only brand association and brand loyalty which individually affect purchase intention.

Brand equity has an indirect effect on purchase intentions through brand preference

Based on the results of inferential statistical analysis, it was found evidence that brand preference mediates the effect of brand equity on purchase intentions. These results can be explained that KFC will have brand equity as indicated by perceived quality through attractive packaging and presentation of KFC products, contributing to brand preference through pleasure in products as indicated by consumers preferring KFC over other product brands. The increase in brand preference has an impact on increasing purchase intentions as indicated by preferential interest, such as even though the price is more expensive, they will still choose KFC over other fast foods.

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

Based on the results of the analysis and discussion of this research, it can be concluded that:

1. Brand equity directly has a significant effect on brand preference, these results show that attractive packaging and presentation of KFC products contribute to an increase in brand preference which is indicated by the pleasure of products such as consumers prefer KFC over other product brands.
2. Brand preference directly has a significant effect on purchase intentions, these results show that the increase in purchase intentions through transactional interest, preferential interest and exploratory interest because the role of brand preference is indicated by the pleasure of products such as consumers prefer KFC over other product brands.
3. Brand equity directly has a significant effect on purchase intentions, these results show that attractive packaging and presentation of KFC products contribute to an increase in purchase intentions indicated by preferential interest, such as even though the price is more expensive, they will still choose KFC compared to other fast foods.
4. Brand preference mediates the effect of brand equity on purchase intentions. These results can be explained that KFC will have brand equity as indicated by perceived quality through attractive packaging and presentation of KFC products, contributing to brand preference through pleasure in products as indicated by consumers preferring KFC over other product brands. Increasing brand preference has an impact on increasing purchase intentions

RECOMMENDATIONS

Based on the conclusions above, the suggestions from this research are

1. KFC management should improve advertisements that are easy to remember by consumers that have an appeal and arouse consumer curiosity about the advertised product
2. KFC management should maintain the prestige of the product and its place. In addition, in order for the product to be accepted by the community, it should be adjusted to the wishes or needs, and in accordance with the traditions or customs of the surrounding community
3. KFC management should improve the quality of products that are better than similar products, therefore KFC continues to improve the innovation and taste of the food menu offered.
4. Further researchers are advised to try researching using other independent variables or changing the intervening variables so that the research results will be better such as product innovation variables

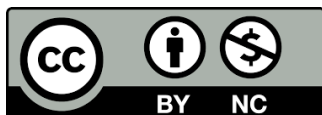
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