

Trust, Sales Promotion, and Product Quality on Purchasing Decisions at KFC Probolinggo City

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ABSTRACT

The fast-food industry faces tight competition, requiring restaurants to understand what drives buyers to choose their menu. This study aims to analyze the effect of trust, sales promotion, and product quality on consumer purchasing decisions at Kentucky Fried Chicken in Probolinggo City. We applied a quantitative method to test our variables. We collected primary data by distributing printed questionnaires to first-time buyers at the local restaurant. We chose the respondents randomly to ensure fair representation. We analyzed the collected data using a multiple linear regression technique. Our analysis shows that building consumer trust gives a positive and significant effect on their decision to buy. We also find that offering attractive sales promotions significantly encourages buyers to purchase the meals. Serving high food quality proves to have a positive and direct impact on the final purchasing decision. We conclude that maintaining a reliable brand image, providing good discounts, and serving consistent food standards are highly effective strategies to attract consumers and survive in the competitive local fast-food market.

Keywords: Trust, Sales Promotion, Product Quality, Purchasing Decision, Fast Food

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1. INTRODUCTION

Humans have basic daily needs, especially food, which they must fulfill to survive and maintain their physical energy. As society rapidly moves toward a more dynamic and highly practical lifestyle, the demand for fast food continues to grow everywhere. People constantly look for quick, delicious, and affordable meals that perfectly match their busy daily routines without forcing them to cook at home. This changing daily habit heavily pushes the consumption rate of fast food, making it one of the most active and promising business sectors in the food and beverage industry today.

We observe this massive market potential directly in Probolinggo City, where many fried chicken restaurants constantly compete to win the local buyers' hearts. Local competitors like Raket Chicken, Geprek Benu, Ayam Geprek Sa'i, and Geprek Gong actively offer similar menus to the people at very competitive prices. In the middle of this tight business competition, Kentucky Fried Chicken (KFC), which currently operates two main outlets in the city, faces a serious challenge to maintain its market dominance. To survive and keep their daily sales high, the management at KFC Probolinggo City must seriously evaluate the specific factors that drive consumers to choose their

restaurant over the others, specifically by observing how they build consumer trust, offer engaging promotions, and maintain their food standards.

Literature Review and Previous Research. Purchasing Decision acts as the final behavioral stage where an individual actively chooses, buys, uses, and evaluates a specific product or service to fulfill their personal needs or wants (Kotler & Armstrong, 2021). We measure this dependent variable by looking at several clear indicators, which include the specific product choice made by the buyer, the brand they choose, the exact time they make the purchase, and the total amount they buy (Indrasari, 2019). Previous research by Jamil, Poernomo, and Soehartono (2024) highlights that understanding this final decision process is highly crucial for a business to clearly measure how well the market actually accepts and consumes their offered products.

Trust represents the true willingness of a consumer to strongly depend on a business partner or a brand based on their proven competence, integrity, honesty, and kindness (Kotler & Keller, 2016). We evaluate this variable using specific indicators such as the brand's sincerity in serving customers, its actual ability to deliver promises, its integrity in the market, and the consumers' willingness to depend on the brand for their daily needs (Kotler & Keller, 2016). Previous studies conducted by Ependi, Yulianto, and Harini (2024) and Pranajaya, Kristidianto, and Chanafi (2023) confirm that when customers fully trust a brand, they will confidently proceed to make a final purchasing decision without holding any doubts.

Sales Promotion involves short-term incentives carefully designed by a company to motivate consumers and distributors to quickly purchase or use a specific product (Kotler & Armstrong, 2021). We look at this variable through several practical indicators, including the effectiveness of their advertising, personal selling efforts, direct marketing approaches, and overall publicity in the local market (Kotler & Armstrong, 2021). Previous research conducted by Ardila (2022), Harahap and Lutjifie (2020), and Febrianti and Okianna (2023) consistently shows that providing attractive sales promotions directly stimulates the buyers' interest and positively drives them to execute a purchasing decision immediately.

Product Quality defines the actual physical ability of a product to successfully perform its intended functions and deliver real value to the buyers (Daga, 2017). We measure the quality of the food products using strict indicators such as the shape, features, overall performance, precision, durability, reliability, ease of repair, style, and design of the items (Daga, 2017). Previous studies conducted by Jamil, Poernomo, and Soehartono (2024), Budiarti and Sari (2023), and Rahayu, Budiyo, and Rahmawati (2020) prove that offering high and consistent product quality serves as a massive magnet that positively and significantly influences the consumers' purchasing decisions.

Gap Analysis and Novelty Statement. Even though many researchers have widely discussed the general concept of marketing and consumer behavior, a clear research gap remains regarding how multiple marketing elements work together in a highly saturated local fast-food market. Most previous studies only focus on one or two variables, such as testing only the promotions or only the product quality separately on a national scale. They rarely combine the deep psychological aspect of consumer trust with the practical aspects of financial promotions and physical food quality in a single comprehensive model. This missing link makes it difficult to understand which exact factor actually dominates the consumers' minds when they are surrounded by dozens of similar affordable fried chicken restaurants in a developing city.

We offer clear novelty in our study by combining Trust, Sales Promotion, and Product Quality simultaneously to see their joint and individual impacts within the specific local context of Probolinggo City. We specifically target the consumers of KFC in this region because this global franchise is currently facing extreme pressure from aggressive and cheap local brands. By evaluating these three distinct variables in one single framework, we provide fresh and practical insights that are specifically tailored to the local market dynamics. Our findings will deliver a new

operational guideline for the franchise management on how to effectively allocate their budget and resources to win back the local consumers' loyalty.

Research Objectives. The main objective of our study is to clearly identify and analyze the specific factors that influence the buyers' choices at KFC Probolinggo City. First, we aim to determine the direct effect of Trust on the consumers' final Purchasing Decision. Second, we want to analyze how the given Sales Promotion impacts their overall Purchasing Decision. Finally, we seek to clearly understand the direct effect of Product Quality on the consumers' final Purchasing Decision at this specific restaurant.

Hypothesis. Based on our careful review of the previous literature and the real phenomenon happening in the local market, we propose three main hypotheses to guide our statistical analysis. We suspect that Trust has a positive and significant effect on the Purchasing Decision made by the consumers at KFC Probolinggo City. We also hypothesize that the Sales Promotion offered by the management gives a positive and significant impact on their Purchasing Decision. Lastly, we strongly believe that the actual Product Quality served to the buyers holds a positive and significant effect on their overall Purchasing Decision at the restaurant.

2. METHOD

We designed this study using a quantitative research method with a causal associative approach because this method helps us clearly explain the exact cause-and-effect relationships through numerical measurements and statistical procedures (Sujarweni, 2021). We chose this specific design because our primary intention is to see how Trust, Sales Promotion, and Product Quality directly influence the Purchasing Decision of the consumers at KFC in Probolinggo City. For the population, we focused on all the individuals who are buying food from this restaurant for the very first time. Since the total number of these new buyers is massive and forms a specific group with unique characteristics, we needed to define our boundaries carefully before drawing any broad conclusions (Sugiyono, 2017). To make our field research manageable, we decided to take a sample of exactly 100 consumers. To ensure that every first-time buyer had an equal and fair chance of being selected, we used a simple random sampling technique, which falls under the broader category of probability sampling. We believe this sample size of 100 respondents is large enough to accurately represent the whole population and provide stable statistical results for our study. To gather the necessary information from these respondents, we collected the primary data directly in the field. Our main data collection tool was a printed questionnaire, which we handed out to the consumers right after they made their orders. We also conducted brief interviews with some of the buyers to get a clearer picture of their personal feelings regarding the food and the restaurant's service. To support this primary data, we gathered secondary data through company documentation and conducted a thorough literature study to back up our findings. After we successfully collected all the filled questionnaires, we moved on to the data processing phase using the SPSS software. We first ran a validity test and a reliability test to ensure that the statements in our questionnaire were fully accurate and consistently understood by the respondents. Once we confirmed our instrument was reliable and free from errors, we conducted the classical assumption tests—which included normality, multicollinearity, and heteroscedasticity tests—to ensure our data was ready for the regression model. Finally, we performed a multiple linear regression analysis, evaluated the coefficient of determination, and conducted the hypothesis testing to calculate the exact statistical impact of Trust, Sales Promotion, and Product Quality on the consumers' Purchasing Decision.



3. RESULTS AND DISCUSSION

RESULTS

Table 1. Validity Test Results

Statement	(X1)	(X2)	(X3)	(Y)	Requirement	Status
1	0.756	0.543	0.631	0.783	> 0.196	Valid
2	0.685	0.694	0.676	0.758	> 0.196	Valid
3	0.773	0.573	0.698	0.828	> 0.196	Valid
4	0.889	0.681	0.714	0.896	> 0.196	Valid
5	0.892	0.855	0.714	0.730	> 0.196	Valid

Table 1 presents the validity test results for all items used in our research instrument. We compared the calculated r-values of each statement against the standard r-table value of 0.196, which is based on our 100 respondents with a 5% significance level. Our data shows that every single statement measuring Trust, Sales Promotion, Product Quality, and Purchasing Decision scores well above this 0.196 threshold. Because all items meet this requirement, we confirm that our questionnaire is fully valid and accurately measures the variables in this study.

Table 2. Reliability Test Results

Variables	Cronbach's Alpha	Critical Value	Status
Trust (X1)	0.927	0.6	Reliable
Sales Promotion (X2)	0.898	0.6	Reliable
Product Quality (X3)	0.931	0.6	Reliable
Purchasing Decision (Y)	0.926	0.6	Reliable

Table 2 displays the reliability test results using the Cronbach's Alpha method. The data reveals that the Alpha value is 0.927 for Trust, 0.898 for Sales Promotion, 0.931 for Product Quality, and 0.926 for Purchasing Decision. Since all of these values are strictly higher than the minimum critical value of 0.6, we conclude that all variables in our research instrument are highly reliable. The respondents provided consistent answers, meaning we can confidently use this data for our further regression analysis.

Table 3. Multicollinearity Test Results

Variables	Tolerance	Requirement	VIF	Requirement	Status
Trust (X1)	0.771	> 0.10	1.297	< 10	No Issue
Sales Promotion (X2)	0.866	> 0.10	1.155	< 10	No Issue
Product Quality (X3)	0.746	> 0.10	1.340	< 10	No Issue

Table 3 shows the multicollinearity test results, which we use to ensure there is no strong correlation between our independent variables. We find that Trust has a Variance Inflation Factor (VIF) of 1.297 and a tolerance of 0.771. Sales Promotion shows a VIF of 1.155 and a tolerance of 0.866, while Product Quality has a VIF of 1.340 and a tolerance of 0.746. Because all the VIF values are well below 10 and the tolerance values are all above 0.10, we confirm that our regression model is free from multicollinearity problems.

Table 4. Heteroscedasticity Test Results

Variables	Significance (Sig.)	Requirement	Status
Trust (X1)	0.850	> 0.05	No Issue
Sales Promotion (X2)	0.206	> 0.05	No Issue
Product Quality (X3)	0.274	> 0.05	No Issue

Table 4 provides the results of the heteroscedasticity test using the Glejser method. Our analysis indicates that the significance value is 0.850 for Trust, 0.206 for Sales Promotion, and 0.274 for Product Quality. Since every independent variable produces a significance value that is greater than the standard threshold of 0.05, we conclude that the variance of the residuals is



constant across all observations. This means our regression model does not suffer from any heteroscedasticity issues and is safe to use.

Table 5. Multiple Linear Regression Test Results

Variables	Unstandardized Coefficients B	Status
Constant	-6.748	
Trust (X1)	0.471	Positive Relationship
Sales Promotion (X2)	0.284	Positive Relationship
Product Quality (X3)	0.174	Positive Relationship

Table 5 details the multiple linear regression coefficients for our research model. The data displays a constant value of -6.748, which serves as the base value for our dependent variable. Trust has a positive coefficient of 0.471, meaning that if consumer trust goes up by one unit, the Purchasing Decision will increase by 0.471 units. Sales Promotion shows a positive coefficient of 0.284, and Product Quality also records a positive coefficient of 0.174. These positive numbers demonstrate that any improvement in trust, promotional activities, or product standards will directly increase the consumers' purchasing decisions at the restaurant.

Table 6. Coefficient of Determination Test Results

Model	R Square	Status
1	0.594	59.4% Influence

Table 6 presents the coefficient of determination result to evaluate how much our independent variables explain the dependent variable. We observe an R Square value of 0.594 for our regression model. This number indicates that Trust, Sales Promotion, and Product Quality collectively contribute to 59.4% of the changes in the consumers' Purchasing Decision. The remaining 40.6% of the purchasing decision is influenced by other outside factors that we do not examine in this particular study.

Table 7. T-Test Results (Hypothesis Testing)

Variables	Sig.	Requirement	Status
Trust (X1)	0.000	< 0.05	Significant Effect
Sales Promotion (X2)	0.000	< 0.05	Significant Effect
Product Quality (X3)	0.000	< 0.05	Significant Effect

Table 7 summarizes the t-test results which we use to prove our three main hypotheses. Our findings show that Trust significantly affects the Purchasing Decision, as indicated by a calculated t-value of 6.389 (which is higher than the t-table of 1.984) and a perfect significance level of 0.000. Sales Promotion also significantly influences the Purchasing Decision with a t-value of 3.864 and a significance of 0.000. Finally, Product Quality proves to have a significant impact on the Purchasing Decision, recording a t-value of 3.724 and a significance of 0.000. Since all significance values are strictly below 0.05, we fully accept all three of our hypotheses.

DISCUSSION

Trust has a significant effect on the purchasing decision at KFC Probolinggo City. Our results indicate that Trust has a positive and significant effect on the Purchasing Decision at KFC Probolinggo City. When buyers spend their money on food, they want to feel completely safe and confident that the food is clean, halal, and prepared well. KFC has built a very strong reputation over the years, making people feel secure about their meals. In Probolinggo, where there are many new local fried chicken shops, consumers often choose what they already know because they do not want to risk getting a bad meal. Consumers in a developing city have many options, but they also have limited budgets. They do not want to risk spending their hard-earned money on a new



place that might serve undercooked or unhygienic food. Therefore, trust acts as an invisible filter. We observe that buyers trust the brand's consistency. When they enter the restaurant, they expect the same taste and service every single time, and this psychological security directly pushes them to decide to buy without hesitating. It is a simple economic reality that trust lowers the mental barrier to spending money.

We see in the field that consumers at KFC Probolinggo City often come with their families, showing that they deeply trust the food is safe for their children's stomachs. This daily reality strongly aligns with previous research by Ependi et al. (2024), who found that high consumer trust successfully drives people to make a confident purchasing decision. When the restaurant displays a clear halal logo and maintains a highly clean dining area, the local buyers' doubts simply disappear. Our findings are also perfectly supported by Pranajaya et al. (2023), who stated that a well-established trust makes consumers skip the long process of comparing options and go straight to the payment counter. Because trust acts as the strongest emotional guarantee for the buyers, managing a reliable brand image remains the most effective way for the restaurant to secure its daily sales in a highly competitive local market.

Sales promotion has a significant effect on the purchasing decision at KFC Probolinggo City. Our data processing results show that Sales Promotion provides a positive and significant effect on the Purchasing Decision at KFC Probolinggo City. We can easily explain this using basic consumer behavior logic. Everyone loves a good deal, especially when buying meals for groups or families. Sales promotions like discounts, package deals, or free toys for kids create a strong sense of urgency and excitement. When consumers see a big banner offering a cheaper price for a bucket of chicken compared to buying individual pieces, they feel like they are saving money while getting more food. Many consumers actively hunt for discount coupons on their smartphones before deciding where to eat. When KFC provides these accessible promotions, they successfully tap into the local habit of seeking the best economic value. This means the promotion is not just an advertisement, but a direct trigger that changes a person's mind from just looking around to actually buying the food. This strategy perfectly answers the economic need of the buyers to maximize their benefits while minimizing their costs.

Observing the local situation, we notice that the restaurant is always packed with buyers whenever they launch a specific discount day or a limited-time combo meal. This real-life field condition supports the study conducted by Harahap and Lutjfie (2020), which highlighted that offering direct incentives strongly motivates consumers to execute their purchase immediately. Providing bundle packages for students or families makes the rather expensive brand feel much more affordable for the local community. This finding also strengthens the research by Febrianti and Okianna (2023), who noted that visual promotions attract immediate attention and increase the desire to buy. Furthermore, the study by Ardila (2022) confirms that well-placed promotional activities give buyers a strong rational justification to choose one store over another. We conclude that actively designing and running smart sales promotions is a very powerful tool to boost the daily transaction volume and win the tight price war against cheaper local competitors.

Product quality has a significant effect on the purchasing decision at KFC Probolinggo City. Our statistical testing proves that Product Quality has a positive and significant effect on the Purchasing Decision at KFC Probolinggo City. This finding makes perfect sense because, in the food and beverage industry, the taste and physical appearance of the product are everything. Consumers might come once for a discount, but they only buy again if the food actually tastes good. Food quality is not just a subjective feeling; it is something the consumers can immediately see, touch, smell, and taste. If the chicken is soggy or the portion is too small, the buyer will feel cheated and will never return. By strictly maintaining their global recipe standards, KFC ensures that every single buyer gets the exact same satisfying experience, which builds a strong habit of buying. We find that the crispy texture of the fried chicken, the warm temperature of



the food when served, and the consistent flavor of the secret spices are the main reasons people are willing to pay a higher price.

The daily operations at the restaurant show that local consumers highly appreciate the standardized quality of the food. They often talk about how the crunchiness and juiciness of the chicken are different and much better than regular street vendors. This practical reality is strongly in line with the study by Jamil et al. (2024), which stated that excellent product features act as the primary magnet that pulls consumers to make a transaction. Buyers always want the best value for their stomach, and providing a consistently delicious meal answers that exact need perfectly. Our results also reinforce the findings from Budiarti and Sari (2023), who found that strong product quality minimizes the consumer's fear of disappointment after spending money. Additionally, Rahayu et al. (2020) proved that maintaining a high product standard directly secures the buyer's loyalty and encourages repeated purchasing decisions. We see that keeping the food fresh, warm, and tasty is the absolute operational priority for the restaurant.

4. CONCLUSION

We conclude that Trust has a significant effect on the Purchasing Decision at KFC Probolinggo City. Our results show that Sales Promotion has a significant effect on the Purchasing Decision. We find that Product Quality has a significant effect on the Purchasing Decision. For future research, we suggest adding other variables that are not examined in this study and improving the accuracy of the data collection process.

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