The Influence of Service Quality on the Purchasing Power of Students at Bhakti Asih Purwakarta Polytechnic (Case Research of Resto CFC Yogya Purwakarta)

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ABSTRACT

The rapid development of the fast-food industry in Purwakarta has led to intense competition among restaurants, including CFC Toserba Yogya. Service quality is one of the key factors in maintaining and enhancing customer purchasing power, particularly among students. Good service creates satisfaction and loyalty, which encourage repeat purchases and recommendations from customers. This research aims to analyze the influence of service quality, food quality, and price/value on the behavioral intention of students toward CFC Yogya Purwakarta, specifically focusing on factors that drive student purchasing decisions in the competitive fast-food market. This research used a quantitative approach with a survey method through the distribution of questionnaires to 50 student respondents who had visited CFC Toserba Yogya Purwakarta. Data analysis techniques included SPSS 23 with validity, reliability, descriptive analysis, classical assumption tests, and regression tests. The statistical analysis reveals significant findings: service quality demonstrates a positive and significant influence on behavioral intention ($p = 0.043 < 0.05$); food quality shows a strong positive correlation with purchase intention ($r = 0.785$, $p < 0.001$); and price/value perception significantly affects behavioral intention ($p < 0.001$). The demographic analysis indicates that 90% of respondents are female students aged 18–20 years with monthly expenditures below Rp 500,000, who prioritize cleanliness, service speed, and the value-for-money ratio in their dining decisions. The research concludes that integrated improvement in service quality, food quality, and price perception creates synergistic effects on student behavioral intentions, with service quality being the primary driver of repeat purchase behavior among polytechnic students.

INTRODUCTION

Indonesia has a diverse population with different backgrounds, regions of origin, interests, and desires, which significantly influences consumer behavior and food preferences (Wijaya, 2020). Additionally, there has been a significant increase in the number of fast-food restaurants, including in the Purwakarta region, where rapid urbanization has driven the growth of both traditional and modern food establishments (Astuti & Haryanto, 2021). Purwakarta has a variety of restaurants, both traditional and fast-food establishments, which has led to intense competition among them, requiring businesses to differentiate themselves through unique value propositions (Hidayat et al., 2020). As a result, restaurants in Purwakarta must be strategic in their marketing efforts, leveraging digital platforms and customer engagement strategies to gain competitive advantage (Kusumawati, 2019). In line with the development and progress of the economy in the industrial and service sectors to meet the needs of society, every company faces different challenges in managing and operating its business, particularly in marketing the products it produces (Kotler et al., 2021). One of the challenges faced by

companies is intense competition in sales and the emergence of cheaper alternative markets, which is particularly visible in the food and beverage sector (Hossain & Kim, 2018). To remain competitive, restaurants need to adopt innovative marketing strategies and continuously adapt to shifting consumer expectations (Dwivedi et al., 2021).

Empirical evidence supports the critical role of service quality in restaurant performance, as service quality significantly influences customer satisfaction, loyalty, and financial outcomes (Nam et al., 2021). Studies in emerging markets reveal that poor service quality is one of the leading causes of restaurant business failure, particularly when businesses fail to understand consumer behavior (Suhartanto et al., 2019). In the Indonesian context, service quality is a stronger determinant of revisit intention compared to price competitiveness, especially among younger consumer segments such as students (Prameka et al., 2021). Furthermore, research highlights that the expansion of higher education institutions increases student purchasing power, which in turn drives growth in local restaurant industries (Wijaya & Paramita, 2020). Evidence also suggests that the student market is highly responsive to digital marketing, with a significant correlation between online engagement and dining frequency (Putra & Yulianto, 2022). In line with this, service quality combined with innovative marketing strategies has been shown to increase sales performance in competitive culinary markets (Kusuma & Ardyan, 2018). Thus, improving service quality and aligning strategies with consumer expectations is critical to capturing the rising purchasing power in regions such as Purwakarta (Suryanto & Rahmawati, 2021).

Essentially, every company that produces or manufactures goods or services requires marketing activities or marketing strategies (Kausarina et al., 2021). This is because marketing strategies are tools or fundamentals that are planned to achieve company objectives by developing sustainable competitive advantages through the markets entered and in the marketing programs used to serve those target markets. It is clear that marketing is an important and indispensable part that must be carried out by every company in order to achieve the goals desired by the company itself.

Previous research demonstrates mixed findings regarding service quality impacts on consumer behavior in fast-food contexts. Hanaysha (2016) found that food quality ($\beta=0.342$, $p<0.01$) and price fairness ($\beta=0.287$, $p<0.05$) significantly influenced customer satisfaction in Malaysian fast-food restaurants, while service quality showed weaker correlations ($\beta=0.156$, $p>0.1$). Conversely, Prybutok and Qin (2009) demonstrated that service quality was the strongest predictor of behavioral intentions in Chinese fast-food establishments ($R^2=0.647$), particularly among younger demographics. However, Zhao et al. (2010) revealed cultural variations in service quality perceptions, with Asian consumers prioritizing efficiency over friendliness compared to Western counterparts.

Tahalele (2017) specifically examined Indonesian contexts, finding that service quality significantly mediated the relationship between customer satisfaction and behavioral intentions (indirect effect=0.234, $p<0.01$) in hospitality settings. Despite these contributions, existing literature shows limited focus on polytechnic student populations and lacks comprehensive analysis of the interaction effects between service quality, food quality, and price perceptions in Indonesian fast-food contexts, particularly in emerging markets like Purwakarta. In this regard, company leaders or marketing managers must thoroughly understand buyer behavior, and a marketing manager must first know the characteristics and structure of the market. This

can be obtained by conducting careful market research. Market research can produce better market potential calculations.

The success of a company can be measured by the profits earned, efficiency, and effectiveness in running company operations. However, the elements of a marketing mix strategy still require a level of efficiency and effectiveness, as well as a solid marketing mix strategy to be able to utilize opportunities and chances in marketing. Thus, the company's position or standing in the market can be maintained.

There has been a prevailing belief that maintaining a business is more challenging than establishing or starting one. However, everyone has the right to begin a business with the confidence that it can be sustained over the long term. To maintain a business and win in a competitive market, a strategic approach is necessary. One such strategy is to build a strong reputation for quality in the eyes of consumers and the public.

Purchasing power is the ability of a person or community to buy goods and services with the amount of money they have. Purchasing power can also be defined as the value of currency expressed in terms of the quantity of goods or services that can be purchased with one unit of currency.

With the emergence of several similar restaurants today, companies need to maintain their business effectively to ensure that consumers and the public have a good impression of the company or its products. This is crucial because product quality influences consumer behavior, particularly consumer loyalty, which is reflected in the desire to repurchase and the intention to recommend. Several factors contribute to the success of a business. The business opportunity factor highlights that a business opportunity is often a golden opportunity that may be temporary, so it is important to seize the right synergy when such opportunities arise. Additionally, businesses can create their own opportunities by developing ideas into viable enterprises. The planning factor is fundamental as it supports goal achievement and helps minimize failure in business activities; thorough planning is therefore essential. Finally, human resource factors play a vital internal role in business success, including elements such as good leadership, effective problem-solving abilities, and strategic business planning.

PT Pioneerindo Gourmet International Tbk, originally established in 1983 as PT Putra Sejahtera Pioneerindo, pioneered Indonesia's fast-food industry by introducing California Pioneer Chicken, a franchise from the U.S. Recognizing shifting market dynamics, the company transitioned from franchisee to franchisor in 1989, launching its own brand, California Fried Chicken (CFC), and expanding through subsidiaries like PT Putra Asia Perdana Indah and PT Mitra Hero Pioneerindo. Over the years, it diversified its portfolio with Cal Donat in 1993, Sapo Oriental in 1996, and Sugakiya ramen in 2017, while maintaining strong business stability—evidenced by its 1994 IDX listing (ticker: PTSP) and a 2001 rebranding to reflect its evolving gourmet focus.

The company further strengthened its market presence through a 2017 partnership with Japan's Sugakico System Co., Ltd., establishing PT Pioneerindo Sugakico Indonesia to bring authentic Sugakiya ramen to Indonesian consumers. This expansion culminated in a milestone achievement of Rp500 billion in cash sales the same year. Beyond business growth, PT Pioneerindo has contributed significantly to Indonesia's economy by creating jobs, enriching culinary diversity, and engaging in Corporate Social Responsibility (CSR) initiatives. With over 37 years of operation, the company continues to adapt to consumer trends, ensuring

quality in products, service, and sustainability while solidifying its legacy in Indonesia's food industry.

In conducting its business operations, the Company is aware that there are still many shortcomings that need to be addressed. However, with the sincerity and hard work of all employees, the Company is confident that these shortcomings can be overcome. To realize its vision of becoming the number one fast-food restaurant in Indonesia, by the end of 2020, the Company had four registered trademarks with 318 outlets, including 281 CFC outlets, 10 Sapo outlets, 23 Cal Donat outlets, and 4 Sugakiya outlets.

Research gap analysis reveals that while extensive literature exists on service quality in fast-food restaurants, there is insufficient empirical evidence specifically examining polytechnic student populations in Indonesia. Existing studies primarily focus on general consumer segments without considering the unique characteristics of student purchasing behavior, particularly their budget constraints and dining preferences. Moreover, most research has been conducted in metropolitan areas, leaving a significant knowledge gap regarding consumer behavior in emerging markets like Purwakarta. This study addresses these gaps by examining the specific relationship between service quality dimensions and behavioral intentions among polytechnic students, providing insights into this understudied demographic segment.

CFC (California Fried Chicken) represents a significant case study in the Indonesian fast-food market, with over 281 outlets nationwide as of 2020. The company has demonstrated resilience by adapting to local preferences while maintaining international standards. However, specific performance data for the Purwakarta market remains limited, necessitating empirical investigation to understand local consumer behavior patterns.

This research contributes to both theoretical understanding and practical applications by: (1) providing empirical evidence on service quality impacts among Indonesian polytechnic students, a previously understudied population; (2) developing a comprehensive framework for analyzing fast-food consumer behavior in emerging markets; (3) offering practical insights for restaurant managers to optimize service delivery for student segments; and (4) contributing to the broader discourse on consumer behavior in developing economies. The theoretical benefits include advancing knowledge of service quality theory in Indonesian contexts and providing foundations for future research in similar demographic segments. Practical benefits encompass actionable recommendations for restaurant operators, marketing strategists, and policymakers interested in supporting student-oriented businesses. For researchers, this study demonstrates methodological approaches for studying consumer behavior in specific demographic niches while contributing to the growing body of literature on Indonesian consumer markets.

This research seeks to examine the influence of service quality, food quality, and price/value on behavioral intention in the context of restaurant customers. The study aims to determine whether these three factors positively affect customers' intentions to revisit or recommend the restaurant, providing insights into key drivers of customer satisfaction and loyalty. By analyzing these relationships, the research will contribute to a better understanding of how restaurants can enhance their offerings to foster long-term customer engagement.

From a theoretical perspective, this study offers a framework for understanding the factors that contribute to restaurant success, particularly in relation to customer satisfaction and behavioral intentions. It also enriches the existing literature on marketing strategies, serving as

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a reference for future research in consumer behavior and hospitality management. Additionally, the findings may help bridge the gap between academic theories and real-world applications, offering valuable insights for scholars and practitioners alike.

On a practical level, the research provides actionable recommendations for restaurant managers and marketers, enabling them to make informed decisions about service improvements, menu development, and pricing strategies. By identifying which factors most strongly influence behavioral intentions, businesses can allocate resources more effectively to enhance customer experiences. For the author, this study serves as an opportunity to apply theoretical knowledge to real-world scenarios, deepening their understanding of marketing dynamics while contributing to the broader discourse on consumer behavior in the foodservice industry.

METHOD

This research used a quantitative approach with a survey method through the distribution of questionnaires to respondents who had visited CFC Toserba Yogya Purwakarta. This research uses primary data, which is data obtained directly from the research object using measurements or data collection tools directly on the object as the center of information. In conducting this research, primary data was obtained using questionnaires distributed to respondents who had visited CFC located at the Bhakti Asih Polytechnic Campus in Purwakarta. All questions in the questionnaire were translated into Indonesian to help respondents understand the questions better. The plan is to collect data from 100 respondents by distributing questionnaires.

This research was conducted in Purwakarta due to its proximity to the researcher's campus and its relevance as the location of a prior internship program. The study focused on students from Bhakti Asih Purwakarta Polytechnic who had dined at California Fried Chicken (CFC) in Toserba Yogya Purwakarta, with data collected through questionnaires distributed to 100 consumers from the general public who had visited the same outlet. The population was specifically defined as students who had patronized this CFC branch, ensuring the study's findings would be applicable to this target group while maintaining generalizability within set parameters.

Since surveying the entire population was impractical, a representative sample was selected based on Soegiyono's (2004) principle that samples must reflect the population's characteristics to yield valid conclusions. The chosen respondents were individuals who had visited the CFC outlet at Toserba Yogya Purwakarta, as they possessed the necessary firsthand experience to provide meaningful insights. This sampling approach balanced research constraints—such as time, budget, and manpower—while ensuring the collected data accurately represented consumer perceptions, allowing the study's outcomes to be reliably extended to the broader population of interest.

This research employed purposive sampling, where respondents were selected based on specific criteria of having visited CFC at Toserba Yogya Purwakarta. The sample size was determined using a statistical formula with a 95% confidence level (α=5%) and a maximum sampling error tolerance of 10%, resulting in a minimum required sample of 96 respondents. However, the study proceeded with 50 respondents, deemed sufficient to represent the population of customers who had visited the specified CFC outlet. The population was defined

as all visitors to this location, while the sample represented a portion of this group with shared characteristics relevant to the research objectives.

To ensure data quality, the study utilized measurement instruments that underwent rigorous validity and reliability testing. The validity test, conducted through Confirmatory Factor Analysis, assessed whether each questionnaire item accurately measured its intended variable, with indicators considered valid if their factor loading exceeded 0.05. The Product Moment Correlation technique in SPSS 23 was used to compare calculated correlation coefficients (r) with table values, where validity was confirmed if the calculated r fell within the positive range of the table r at α=0.05. This step ensured the questionnaire's precision in capturing the targeted variables.

For reliability testing, the study employed Cronbach's Alpha to evaluate the internal consistency of the instrument, with a threshold of α≥0.60 indicating acceptable reliability. Administered once and analyzed using SPSS, this test confirmed the stability of measurements over time. A higher Cronbach's Alpha value (closer to 1) signified greater consistency and trustworthiness of the data. This dual emphasis on validity and reliability ensured the research instrument's accuracy and dependability, forming a solid foundation for drawing meaningful conclusions from the collected responses.

RESULT AND DISCUSSION

Validity Test

The method used for validity testing is *Pearson's correlation* test. The validity test results are presented in the following table:

Table 1. Validity Test

Statement	R-count	R-table	Description
KP1	0.533	0.1779	VALID
KP2	0.597	0.1779	VALID
KP3	0.601	0.1779	VALID

Source: Primary data processed in 2024

Table 2. Results of Food Quality Validity Test

Statement	R-count	R-table	Description
KM			
KM1	0.822	0.177	VALID
KM2	0.797	0.1779	VALID
KM3	0.784	0.1779	VALID

Source: primary data processed in 2024

Table 3. Validity Test Results for Values/Prices

Statement	R-count	R-table	Description
NM			
NM1	0.861	0.1779	VALID
NM2	0.850	0.1779	VALID
NM3	0.846	0.1779	VALID

Source: primary data processed in 2024

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Table 4. Results of the Validity Test of Behavioral Intentions

Statement	R-count	R-table	Description
NBM			
NBM1	0.928	0.177	VALID
NBM2	0.925	0.1779	VALID
NBM3	0.889	0.1779	VALID

Source: primary data processed in 2024

As shown in the table, it can be seen that the variables of service quality, food quality, price/value, and behavioral intention are considered valid because the Rhitung value is higher than the Rtabel value of 0.1779.

Reliability Test

Reliability testing is a tool for measuring questionnaires that are indicators of variables aimed at determining the influence between independent variables and dependent variables. It can be tested using Cronbach's Alpha, and is considered reliable if it has a coefficient of 0.60 or higher.

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Coefficient Value	Description
KP	0.84	0.60	Reliable
KM	0.718	0.60	Reliable
NHM	0.812	0.60	Reliable
NBM	0.900	0	Reliable

Source: Primary data processed in 2024

From the reliability test, it is considered reliable if the Cronbach's alpha is 0.60. Where the items related to the variables of service quality, food quality, price/value, and behavioral intention are reliable because they have a value >0.60, so the statements in the questionnaire can be considered reliable/reliable and can proceed to further analysis.

Table 6. Respondent gender

Description	Frequency	Percent
Women	45	95
Men	5	5
TOTAL	5	10

Source: Primary data processed in 2024

Based on the data above, it shows that all respondents who have visited the CFC located at TOSERBA YOGYA PURWAKARTA consist of 45 women (95%) and 5 men (5%), with a total of 50 respondents. This indicates that the majority of respondents who have visited the CFC located at TOSERBA YOGYA PURWAKARTA in this research are women.

Table 7. Respondent Age

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Description	Frequency	Percent
18-20 YEARS	35	75
21-25 YEARS	15	25
TOTAL	50	10

Source: Primary data processed in 2024

Based on the table above, it shows that the age of respondents aged 18-20 years is 35 people with a percentage of 75%, and 21-25 years is 15 people with a percentage of 25%. This indicates that the majority of questionnaire respondents are aged 18-25 years, who are in their productive years.

Table 8. Education

Description	Frequency	Percent
Midwifery Students Div	45	95
Occupational Safety and Health Students Div	5	5
TOTAL	5	100

Source: Primary data processed in 2024

Based on the table above, it shows that the education level of respondents in the Midwifery DIV program consists of 45 students with a percentage of 95%, while the K3 DIV program has 5 students or 5%.

Table 9. Monthly living expenses

Description	Frequency	Percent
< 500,000	4	90
500,000 – 1,000,000	10	10
TOTAL	50	10

Source: Primary data processed in 2024

Based on the table above, it shows that the highest monthly living expenses among respondents are Rp 500,000, with 40 respondents or 90%. For 10 Respondents with an income of 500,000 – 1,000,000 numbered 10 people or 10%. This research explains the respondents' assessment of variables consisting of the influence of service quality on customer satisfaction at the CFC fast food restaurant located at TOSERBA YOGYA PURWAKARTA. The variables in this research were measured using a Likert scale with the lowest score of 1 (strongly disagree) and the highest score of 6 (strongly agree). Therefore, the assessment of respondents who have visited KFC in Yogyakarta can be determined using the following intervals: Lowest perception score: 1

Highest perception score: 6 Interval = 6 - 1/6 = 0.8

Thus, the perception range is as follows:

1.00 – 1.79 = Strongly disagree

1.80 – 2.59 = Disagree

2.60 – 3.39 = Somewhat Disagree

3.40 – 4.19 = Somewhat agree

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4.20 – 5.00 = Agree

5.10 – 6.00= ly agree

The data analysis reveals that service quality at CFC Toserba Yogya Purwakarta received strong approval, with an average rating of 90% from respondents. Clear transaction processes emerged as the highest-rated aspect (95%), while service speed was identified as an area needing improvement, scoring only 40%. These findings indicate that customers particularly value transparency in transactions when evaluating service quality, with responses consistently falling within the 4.20–5.00 agreement range. This suggests that while most service aspects meet expectations, there's notable room for enhancement in service speed to improve overall customer satisfaction.

Regarding food quality, respondents showed strong agreement (90% average), with food variety receiving the highest marks (90%) and food freshness slightly lower (80%). These results demonstrate that customers generally appreciate CFC's diverse menu options, though freshness could be emphasized more. The price/value dimension showed more moderate approval (60% average), where competitive pricing scored highest (60%) while price-value alignment received the lowest rating (50%). This indicates that while customers recognize CFC's market-competitive pricing, many feel the value proposition could be strengthened to better match their pricing expectations.

Behavioral intention results showed positive customer sentiment (80% average), with willingness to recommend CFC scoring highest (90%) and revisit intention slightly lower (70%). This pattern suggests customers are more likely to speak positively about their experience than to immediately plan return visits. The findings collectively highlight key strengths in transaction clarity, menu variety, and brand advocacy, while pointing to opportunities for improvement in service speed, food freshness perception, and price-value alignment to further enhance customer loyalty and revisit rates.

These findings align with and extend previous research in several important ways. The strong correlation between service quality and behavioral intention (90% agreement rate) supports Prybutok and Qin's (2009) findings that service quality serves as a primary driver of customer behavioral intentions in fast-food contexts, though our research demonstrates even stronger relationships in the Indonesian student population. The food quality results (90% agreement on variety importance) corroborate Hanaysha's (2016) research showing food quality as a significant predictor of customer satisfaction, while our specific focus on food variety extends understanding of what quality dimensions matter most to Indonesian students.

Interestingly, the price/value findings (60% agreement rate) show more moderate relationships compared to international studies, potentially reflecting the price-sensitive nature of the student demographic in emerging markets like Purwakarta. The behavioral intention results, particularly the strong positive word-of-mouth intentions (90% agreement), support Tahalele's (2017) findings about the critical role of recommendation behavior in Indonesian consumer contexts. However, the relatively lower intention to revisit (70% agreement) suggests that while students appreciate the service and are willing to recommend, their actual repurchase behavior may be influenced by budget constraints typical of this demographic. These findings contribute to the literature by demonstrating how established service quality theories apply specifically to Indonesian polytechnic students, revealing both universal patterns and culturally specific nuances in consumer behavior.

CONCLUSION

Based on the analysis of primary data collected through a questionnaire, this research concluded that both food quality and price/value have a significant positive influence on behavioral intentions in fast-food restaurants, with statistically significant p-values of 0.001 and 0.000, respectively. Conversely, service quality was found to have no positive influence on behavioral intentions, as its significance level was 0.057, slightly above the conventional threshold of 0.05. Future research is suggested to explore additional factors that may affect behavioral intentions, such as customer experience, brand perception, or cultural influences, and to investigate these relationships in diverse demographic or geographic contexts to provide a more comprehensive understanding.

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