



An Analysis of KFC's Customer Service and Satisfaction in Bhubaneswar

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ABSTRACT:

Fast food has been ingrained in the lives of many people because it is affordable, quick, and practical. One of the several fast-food restaurants in Bhubaneswar is Kentucky Fried Chicken (KFC). This study analysed KFC's customer satisfaction levels in Bhubaneswar City. In order to conduct its examination, this study uses quantitative approaches. This study was carried out across the city of Bhubaneswar and included all KFC patrons. Physical Evidence, Concern, and Responsiveness in Bhubaneswar KFC had no discernible impact on customer satisfaction, however Reliability and Assurance have a big impact. Based on the results of the concurrent tests, this suggests that aspects of service quality including Physical Evidence, Concern, and Reliability have a significant impact on customer satisfaction in Bhubaneswar.

Keywords: KFC, Restaurant, Fast food, Customer satisfaction, Customer service

Introduction:

When the business is able to offer top-notch services, customer contentment will be attained. When a consumer is happy, he will evaluate other firms' services in comparison to the services from the first company. Customers who are highly satisfied are more likely to make more purchases from a business and even promote it to others.

Superior and consistent service quality can increase customer satisfaction and offer a number of advantages including: (1) a lighter relationship between the business and its customers; (2) a solid foundation for repeat business; (3) the encouragement of consumer loyalty; (4) the provision of profitable word-of-mouth recommendations for the business; (5) a positive reputation among consumers; and (6) the potential for increased earned profit.

KFC is an international fast-food franchise founded in the United States. The way the government manages the fast-food business may have an impact on KFC's operations and management. This is because the government places a high value on public health. Therefore, with a goal of offering high-quality products, food and health legislation are the primary political variables that have a significant impact on KFC. The business is committed to adhering to the law, thus political forces cannot have a negative impact on it. Given that a nation's political climate has an impact on its economic environment and organisational structure, everything that happens to the customer will be a significant problem for the corporation.

Consumption habits are a significant factor in determining how satisfied customers are with the prices and food quality of KFC items. A few factors that affect food quality include flavour, menu diversity, freshness, and nutritional value. The consumer is more content the greater the level of food quality. It demonstrates a beneficial correlation between food quality and client satisfaction. KFC constantly makes sure that the food it serves to clients is of a sufficiently good calibre. A further important factor that affects customer happiness is the level of service at every KFC location. The desire or anticipation of consumers is compared to the actual result obtained from customers. Great client satisfaction is typically guaranteed by great service quality. However, if the service performance falls short of what the customer expects, it causes them to be dissatisfied. Additionally, there are five major components to service quality: timeliness, tangibles, dependability, assurance, and empathy. Therefore, whether or not a service meets a customer's expectations can have a big impact on that customer's level of happiness.

Literature review:

Asdullah, M. A., Rehman, U. Z., & Ahmad, R. N. (2015) have stated that The fast food industry is significantly impacted by external variables in the political, economic, social, and technological spheres. Organisations should concentrate on the elements that affect their business by doing frequent analysis to enhance administrative effectiveness and make business grow.

Yan, A. K., Ngana, L., & Voon, B. H. (2016) have found out in their research that the management of service operations is crucial in the food service sector. For maximum customer satisfaction, repeat business, and good word-of-mouth, restaurants must constantly and continuously plan, implement, assess, and improve on all parts of their service operations.

Sheraj, S. (2017) has inferred that KFC's services and goods have a significant impact on customer happiness.

Omer, S. K. (2018) has opined that Continuous customer happiness at KFC is a result of their marketing techniques, which include correct PEST and good SWOT analyses to segment the market according to their product, reasonable pricing, appealing promotions, and factual market or positioning.

Dr M Vanishree & Dr L Shanthi(2013) have stated that Fast food is growing more and more popular in small towns as a result of changing lifestyles and aggressive marketing by fast food restaurants; hence, the success of current fast food restaurants and the opening of new ones is inevitable.

Agnes K.Y. Law, Y.V. Hui, Xiande Zhao, (2004) in their research on frequent buying behavior of customers from fast food restaurants, revealed that waiting times, employee attitudes, the quality of the food, and the diversity of the cuisine all have a big impact on how satisfied customers are. Additionally, it has been discovered that the timing of the visits affects how important the relationship is.

Dr. Kumar Siddhartha (2013) found that The primary consumers are the younger generations who are involved in the academic world of colleges. This can be carefully examined and addressed in order to strengthen the company by offering the ideal combination to the target market. The players in the organised sector in this category have good reason and logic to grasp the dynamics of the behaviour of the market because of the changed way of life and perspective.

Anita (2007) found out that Fast Food Outlets excite Indian consumers because they provide fun and change. She pointed out the three crucial factors—product, service delivery, and quality dimension—that have a big impact on consumers. Taste and quality received the most weight from consumers, followed by cleanliness and ambiance.

Objective:

The aim of this study is to gain more knowledge regarding customer satisfaction at KFC. The following goals are listed:

1. To learn about customer satisfaction and perception in relation to visit frequency, food preferences, eating experiences, money spent at once, bad experiences, etc.
2. To determine whether there is a connection between age and food preference.
3. To determine whether mean ratings of KFC service provided by male and female respondents are similar or different.

Methodology:

The study is carried out in Bhubaneswar using a 99-person sample size. The respondents' information was gathered online using a standardised questionnaire. The data is analysed using graphs and charts, the chi-square test, and the two sample t-test. Excel was utilised for the analysis. All respondents are asked to rate KFC's customer service on a scale of 1 to 5, with 5 being the best. To determine if respondents' mean ratings for the service at KFC are the same or different, a two sample t-test is used. Chi-square test is used to determine whether there is a significant relationship between age and KFC meal preference.

Results and discussion:

Chart 1 represents that data is collected from 35 females and 64 males.

Chart 1

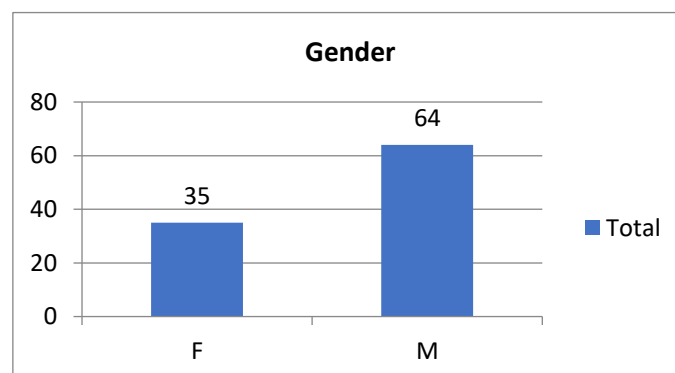


Chart 2 depicts about the factors that influence respondents to dine at KFC. Taste of food and Variety of menu options are the factors that influence 52 respondents out of 99.

Chart 2

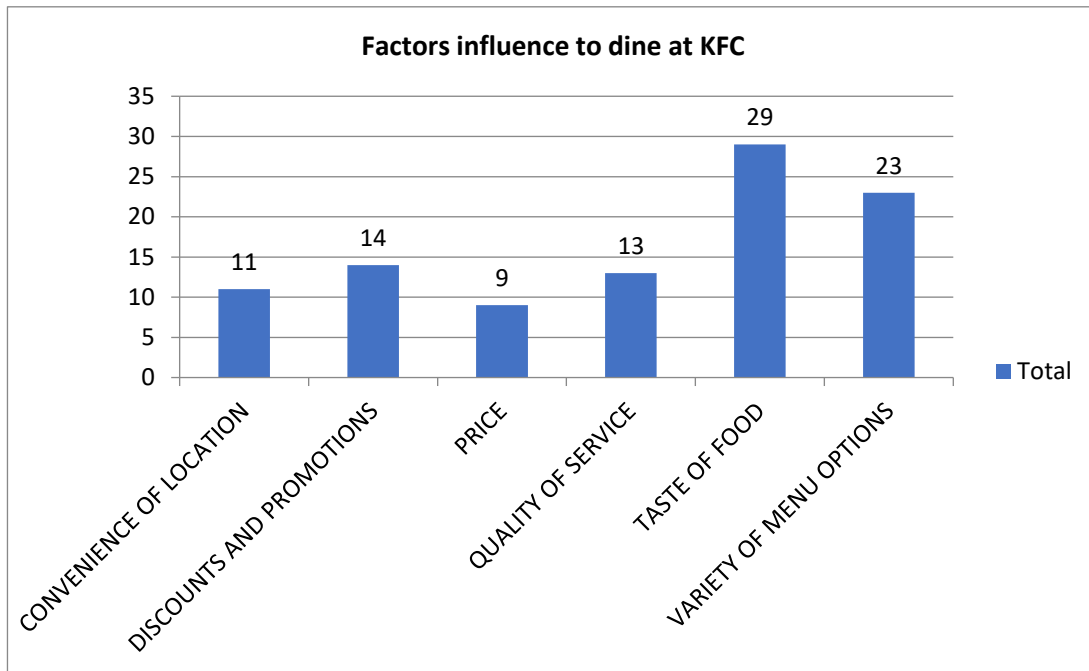


Chart 3 indicates, 51 respondents said that KFC offers value for money.

Chart 3

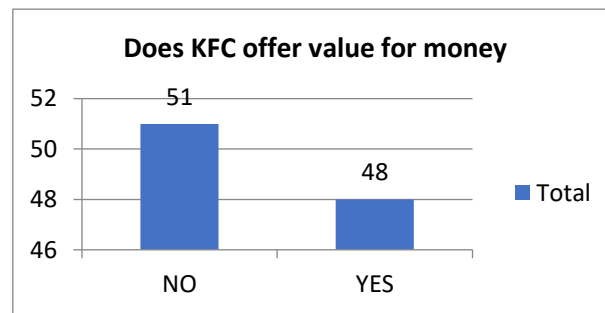


Chart 4 shows that 76 respondents out of 99 said that they did not have negative experience with KFC.

Chart 4

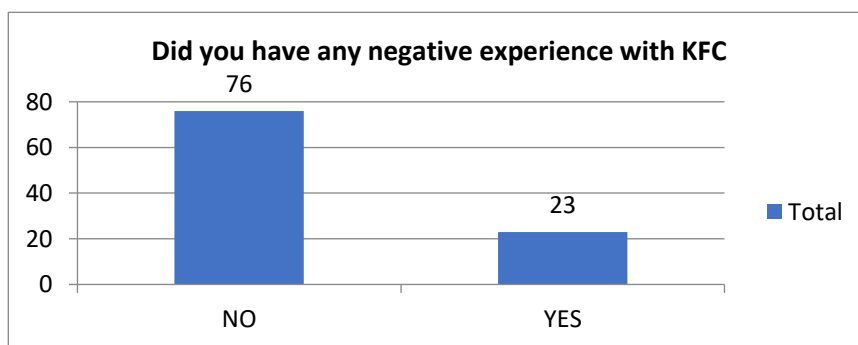


Chart 5 represents 81 respondents said KFC offers a unique dining experience.

Chart 5

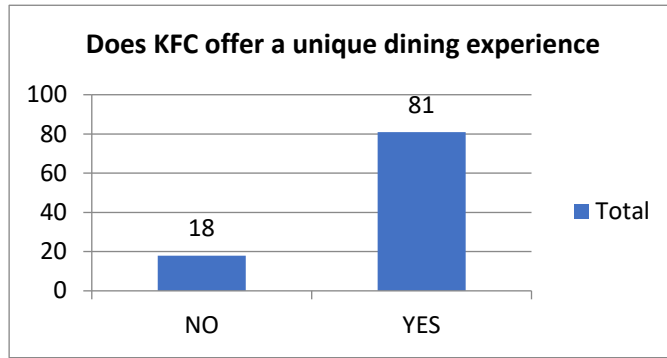


Chart 6 depicts 54 respondents agreed upon trying a new menu option at KFC.

Chart 6

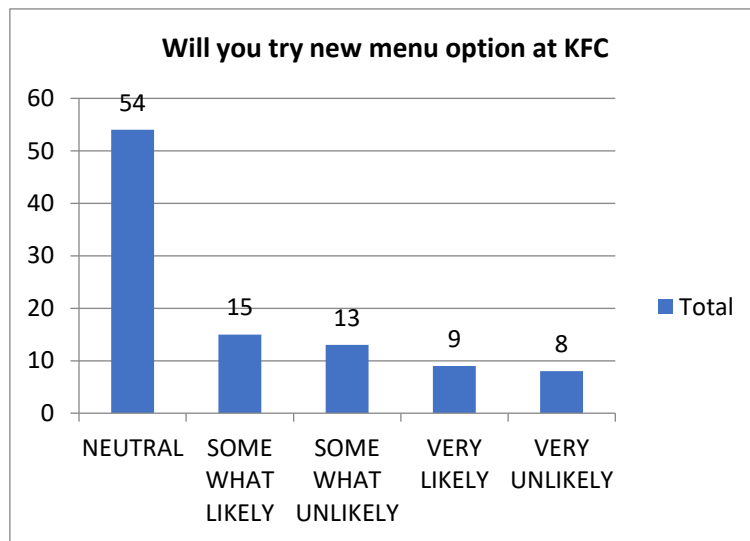


Chart 7 indicates 84 respondents out of 99 said that KFC is not a healthy option. In spite of that they go and enjoy at KFC.

Chart 7

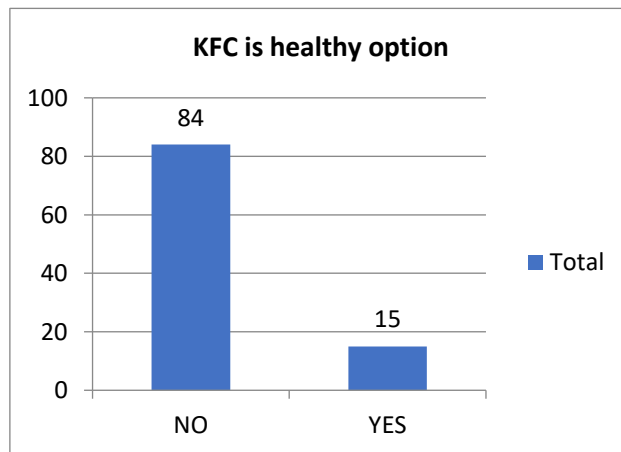
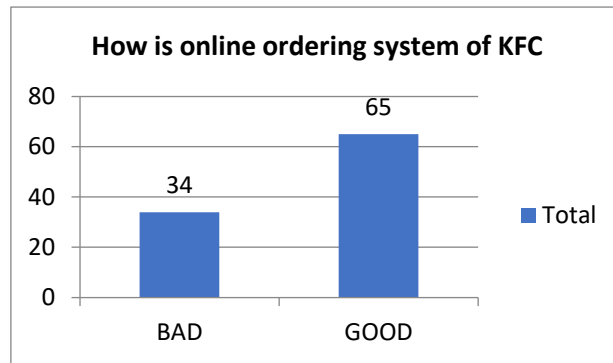


Chart 8 shows 65 respondents said that online ordering system at KFC is good.

Chart 8



Most of the respondents spent 300 rupees in one go followed by Rs.450 and Rs.1000.

Chart 9

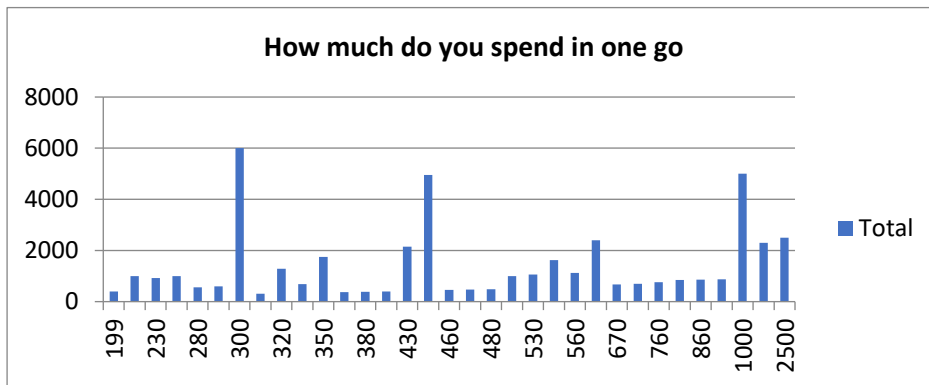


Chart 10 depicts that 66 respondents visit KFC with their friends followed by 25 who visit KFC with their Family.

Chart 10

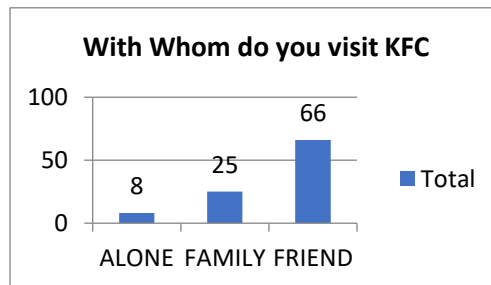
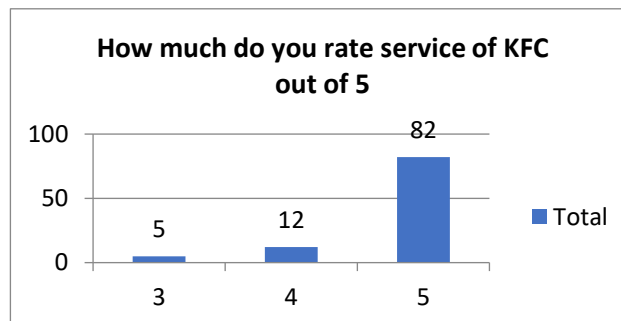


Chart 11 Shows that 82 respondents rate KFC 5 on a scale of 5 (1 is Very Bad and 5 is Very Good).

Chart 11



H0: There is no significant difference between the average ratings for service at KFC provided by male and female respondents.

H1: There is a significant difference between the average ratings for service at KFC provided by male and female respondents.

Table 1 below indicates that the p value for a two tailed t-test for knowing whether there is significant difference between average ratings provided by male and female respondents for service at KFC. The p value is 0.95 which is > 0.05 . Hence the null hypothesis is accepted and it can be concluded that there is no significant difference between the average ratings for service at KFC provided by male and female respondents.

Table 1

t-Test: Two-Sample Assuming Unequal Variances

| | <i>F</i> | <i>M</i> |
|------------------------------|-------------|----------|
| Mean | 4.771428571 | 4.777778 |
| Variance | 0.299159664 | 0.272401 |
| Observations | 35 | 63 |
| Hypothesized Mean Difference | 0 | |
| df | 68 | |
| t Stat | -0.05596404 | |
| P(T<=t) one-tail | 0.477767284 | |
| t Critical one-tail | 1.667572281 | |
| P(T<=t) two-tail | 0.955534567 | |
| t Critical two-tail | 1.995468931 | |

H0: there is no significant association between age and choice of food at KFC.

H1: There is a significant association between age and choice of food at KFC.

Table 2 Observed values

| Count of AGE | Column Labels | | | | | | Grand Total |
|--------------------|---------------|-----------|---------------|-----------|------------|-----------|-------------|
| | BURGERS | DRINKS | FRIED CHICKEN | FRIES | RICE BOWLS | WRAPS | |
| 20-25 | 6 | 11 | 9 | 10 | 3 | 4 | 43 |
| 25-30 | 5 | 4 | 5 | 4 | 3 | 4 | 25 |
| 30-35 | 5 | 0 | 1 | 1 | 7 | 3 | 17 |
| 35-40 | 4 | 0 | 1 | 1 | 6 | 2 | 14 |
| Grand Total | 20 | 15 | 16 | 16 | 19 | 13 | 99 |

Table 2 shows the observed values that we have collected from the respondents. Table 3 below indicates the expected value of each observed value given in Table 1. The p value in table 3 is 0.0164 which is < 0.05 . We can reject the null hypothesis here. So it can be concluded that there is a significant association between age and choice of food at KFC.

Table 3 Expected Values

| Count of AGE | Column Labels | | | | | | Grand Total |
|--------------------|---------------|-----------|---------------|-----------|-------------|-----------|-------------|
| | BURGERS | DRINKS | FRIED CHICKEN | FRIES | RICE BOWLS | WRAPS | |
| 20-25 | 8.686868687 | 6.5152 | 6.949494949 | 6.949 | 8.252525253 | 5.6465 | 43 |
| 25-30 | 5.050505051 | 3.7879 | 4.04040404 | 4.04 | 4.797979798 | 3.2828 | 25 |
| 30-35 | 3.434343434 | 2.5758 | 2.747474747 | 2.747 | 3.262626263 | 2.2323 | 17 |
| 35-40 | 2.828282828 | 2.1212 | 2.262626263 | 2.263 | 2.686868687 | 1.8384 | 14 |
| Grand Total | 20 | 15 | 16 | 16 | 19 | 13 | 99 |
| | p value | 0.0164 | | | | | |

Conclusion:

All businesses rely heavily on their products and services. As KFC's actual product not only consists of high-quality chicken but also a satisfactory service to its target customers, the quality of the services given by each KFC branch is one of the key criteria for KFC to grow their customer satisfaction over years. According to Asman et al. (2020), a product is generally defined as the creation of a good or service that a business sells on the market. Fast food establishments like KFC must raise the quality of their food and services in order to compete and thrive in today's highly competitive market (Namin, 2017). From the analysis we came to know that taste of food and variety of menu options are the factors that influence 52 respondents out of 99. 51 respondents said that KFC offers value for money. 76 respondents out of 99 said that they did not have negative experience with KFC. 81 respondents said KFC offers a unique dining experience. 54 respondents agreed upon trying a new menu option at KFC. 65 respondents said that online ordering

system at KFC is good. Most of the respondents spent 300 rupees in one go followed by Rs.450 and Rs.1000. Mostly i.e: 66 respondents visit KFC with their friends followed by 25 who visit KFC with their Family.

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