Influential Factors in Maintaining the Existence of the Medium-Class Crispy Chicken Business in the Era of Economic Recovery After the Covid-19 Pandemic (Case Study in Makassar City, South Sulawesi Province, Indonesia)

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Abstract

This research was carried out in Makassar City, South Sulawesi Province. Starting from the beginning of February until the end of March 2022. There are two main brands of crispy fried chicken in Makassar, namely the Crispy Fried Chicken brand Hisana Krispy and BFC Duo. The consumer population is estimated at 1 million people, but because consumers are considered close to homogeneous, the sample taken was only 40 people from 10 sales location areas spread across Makassar City. The data analysis used is a qualitative analysis using "Main Component Analysis" or principal component analysis (PCA) with the help of the SPSS 22 and XL-Stat programs. The research results show that the reason consumers buy medium-class crispy fried chicken from physical factors is that the quality factor is quite adequate, both in terms of freshness, taste, and appearance and is part of their daily needs. The reason for the technical factor is that it is easy to get it, that is, it can be obtained at a place crossed from residence to destination. The reasons for socio-economic factors are competitive prices, custom, and affordable for the family income budget. Five factors determine consumer behaviour, namely; based on age, education, promotion, needs, and encouragement of other people.

Keywords: *Reasons consumers, buy, medium-class, crispy chicken.*

INTRODUCTION

Medium-class crispy chicken is quality ready-to-eat crispy chicken sold in mini restaurants. The price is cheaper than restaurant crispy chicken because the basic marketing costs are cheaper than restaurant crispy chicken. Crispy fried chicken is one of the favorite menus because it is liked by children, teenagers, and adults. Crispy fried chicken is chicken with or without bones coated in seasoned flour cooked by frying to become a crispy fried chicken. In October 1979, Kentucky Fried Chicken Ltd (KFC) from the United States opened its first outlet in Jalan Melawai, Jakarta. This business has experienced impressive development. Armed with the success of Outlet I, they expanded their business to other big cities in Indonesia. Followed by other brands such as Texas Friend Chicken Ltd, California Friend Chicken Ltd, McDonalds Friend Chicken Ltd, and others (Ramadhian, 2020).

Seeing the high level of public interest and the large market share for crispy fried chicken, the crispy chicken business gave rise to the innovation of presenting medium-

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class crispy chicken because the demand for it at the social level is large. So the innovation of selling medium-class crispy fried chicken which is sold in mini restaurants emerged. Even crispy fried chicken is now available in small stalls along urban roads.

According to a World Bank report titled "Aspiring Indonesia – Expanding the Middle Class" states that 53.6 million people or 20.53% of Indonesian society are included middle class and 114.7 million people or 44% of Indonesia's total population moving towards the middle class which reached 261 million people in 2016. This number is the highest compared to other groups (Mutia, A, 2016 ;Kusnandar, V.B, 2022).

This group of people is the potential market for medium-class crispy chicken in Indonesia. This is what makes marketing medium-class crispy chicken a very big business area because consumers reach 168.3 million people or 64.53% of Indonesia's population. However, the growth of this business sector experienced a drastic decline, when the government was forced to implement large-scale restrictions on activities outside the home due to the spread of the pandemic. covid 19 in Indonesia in the early years 2020 to 2022. The economic depreciation caused by this outbreak has resulted in a deep correction in people's purchasing power.

Entering 2022, signs of controlling the COVID-19 outbreak are starting to show positive results and Indonesia is gradually entering the economic recovery stage. The opportunity to rise again after a period of downturn has passed. This opportunity needs to be addressed and utilized as well as possible. What is the best strategy to try so that this good opportunity can be utilized as well as possible? This attracted the attention of the author to conduct research regarding what factors must be needed by crispy fried chicken entrepreneurs so that their business continues to exist and revive in this era of economic recovery after the outbreak of COVID-19 under control.

RESEARCH METHODS

This research was conducted in Makassar City, South Sulawesi Province, which is the location where medium-brand crispy fried chicken is sold. *Hisana Krispy and BFC Duo*. Two main brands of mini crispy fried chicken restaurants in Makassar. The research data was collected for 4 months, starting from February to May 2022. The sampling area was determined purposively by considering the distribution of informant sampling locations in those considered to represent the population of crispy fried chicken consumers in the city of Makassar.

The population in this study is all consumers of crispy fried chicken in the city of Makassar, estimated at more than 1 million people 1,526,677 people, the population of Makassar city (BPPS Makassar City 2021). According to Hasan 2014 and Gay, G., (2018, if the population is relatively close to uniform then the sample does not need to be large, just a few people are enough. That was the consideration so 4 informants were taken at each point of the crispy fried chicken mini restaurant. The number of sales locations that were successfully monitored according to the department Makassar city permits reached 98 units, so a 10% sample was taken, namely 10 location points.

Data collection uses a structured interview method referring to a questionnaire that has been prepared to obtain data according to the analyst's needs. Supporting data was collected by conducting literature studies in available libraries and online library searches.

Qualitative data collection is scored using a Likert scale. The Likert scale usually uses a scale of 1 to 5 with the following meanings:

Consumer Assessment Scoring Table (Likert *in* Arikunto, 2014).

No	Informant's Answer	Score
1	Don't Agree	1
2	Disagree	2
3	Quite Agree	3
4	Agree	4
5	Strongly Agree	5

To help conclude, it was analysed using "Principal Component Analysis*"* or known as PCA with the help of the SPSS 22 and XL-Stat programs which also consist of reliability tests, validity tests, and classical assumption tests. where the expected equation to be formed is as follows:

$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + b_8X_8 + b_9X_9 + b_{10}X_{10} + b_{11}X_{11} + b_{12}X_{12} + b_{13}X_{13} + a$

Information :

AND	= Consumer Behavior
X_1	= Age
X_2	= Education
X_3	= Income
X_4	= Need
X_5	= Habit
X_6	= Internal encouragement of the Family
X_7	= Encouragement from external people in the family
X_8	= Price
X_9	= Quality
X_{10}	= Promotion
X_{11}	= Convenience
X_{12}	= Purchasing Power
X_{13}	= Number of Family Dependents.

a = constant (score Y, if $X_1 = X_2 = X_3 = X_4 = X_5 = X_6 = X_7 = X_8 = X_9 = X_{10} = X_{11} = X_{12} = X_{13} = 0$)

RESULTS AND DISCUSSION

Crispy Fried Chicken.

Fried chicken crispy or fried *chicken* is a food that is liked by all groups, including children, teenagers, and adults. Crispy chicken, plus delicious spices, will certainly make consumers like this type of food. The recipe for fried chicken was first written and published by Hannah Glasse, a chef from England in a book written in 1747. Even though the first recipe was published that year, many people believe that fried chicken dishes have been around for thousands of years in China, the Middle East, and Africa (Rohmitriasih, M, 2022)

The crispy chicken fast food restaurant business entered Indonesia starting with the presence of Kentucky Fried Chicken Ltd (KFC) from the United States in October 1979. They opened their first outlet on Jalan Melawai, Jakarta. This business has experienced impressive development. Armed with the success of Outlet I, they expanded their business to other big cities in Indonesia. Followed by other brands such as Texas Friend Chicken Ltd, California Friend Chicken Ltd, Mac Donalds Friend Chicken Ltd, and others. This fast food restaurant introduced the crispy fried chicken menu in Indonesia.

This crispy fried chicken brand from the United States carries the original recipe but was then reformulated to take into account the tastes of Indonesian people. Be an American brand of crispy chicken with an Indonesian taste. This presentation of crispy fried chicken, combined with white rice, is a popular menu for young people or the millennial generation at fast food restaurants spread across big cities throughout Indonesia.

Informant Internal Factors.

One of the secrets of marketing success is that businesses must know several things about their customers or consumers well (Kotler, P. and Keller, Kevin L. 2016). Several internal consumer characteristics simultaneously influence consumers in making decisions to buy a product to fulfil their needs. The factors referred to include; age, education, and number of family dependents.

a.   Based on Consumer Age.

Age describes the maturity level of the informant's mindset. Age is often also linearly related to experience. Based on Table 1, shows that there are 33 informants aged 25-30 years with a percentage of 82.5% which also dominates the table.

Table 1. Informants by Age

No	Age (years)	Number of Informants	Percentage (%)
1	17-24	6	15
2	25-30	33	82.5
3	>31	1	2.5
	Total	40	100

Source: Processed Primary Data, 2022

Information regarding the age of the informant is very important to know because the difference in age of each informant greatly influences their attitudes and perspective in deciding to buy crispy fried chicken. The table above shows that there are 33 informants aged 25-30 years. This research is aimed at informants who are classified as adults and are at a productive age at work, therefore they will show more needs, and they have jobs so they will more often eat ready-to-eat foods such as fried chicken. Meanwhile, 1 informant aged >31 years was categorized as a very mature age who would be more careful and selective in purchasing so that they chose to live a healthier life by consuming lots of fruit and eating nutritious foods such as vegetables and eating less food, fast food fried chicken fried chicken.

b.   Based on Education Level.

Education plays an important role in consumer decisions, where one consumer tends to be different or not the same, this is due to differences in their level of education. Education can shape people to become skilled, knowledgeable, and have a mental attitude with a better personality.

The level of education possessed by consumers will influence their thinking patterns, consumers with higher education tend to think more advanced and are more receptive than consumers with lower education. The level of education will influence the way of

thinking, perspective, and even perception of a need. In this study, the informants had a high school education level, of which there were 15 informants or 37.5%.

Table 2. Informants Based on Education Level

Education	Number of people)	Percentage (%)
SMA	15	37,5
D3	12	30
S1	13	32.5
Total	40	100

Source: Processed Primary Data, 2019

In Table 2, it can be seen that the final education level of the informants was 15 people at the high school level, or 37.5%. Then at the D3 level 12 people or 30% and bachelor's degree level 13 people or 32.5%. At the high school level, it was the most while at the D3 level, it was the least. This means that most of the informants who bought the crispy fried chicken had a high school education.

c.   Based on the Number of Family Dependents

The number of family dependents is the total number of people in one house who are dependent on the head of the household. The number of family dependents can be seen in Table 3.

Table 3. Informants Based on Number of Dependents

No	The number of dependents	Number of people)	Percentage (%)
1	2	13	32,5
2	3	23	57,5
3	4	4	10
	Total	40	100

Source: Processed Primary Data, 2022

Table 3 shows that the number of family members supported by the informant is predominantly 3 people (57.5%), which means that the number of members the informant must support is not too many. The large number of individual family members can influence the number of purchases of medium-class crispy chicken. Especially if all family members like medium-class crispy chicken. So the number of needs is directly proportional to the number of family members.

Reasons for Consumers to Buy Medium-Class Crispy Chicken.

Furthermore, consumers in fulfilling their needs follow their daily behaviours or routines. They do this to meet their needs and they always want to get it efficiently. This behaviour can be described qualitatively based on its intensity, including: low, medium and high. Consumer behaviour is influenced by various factors. To see what the reasons are for consumers to buy medium-class crispy chicken compared to other fast food, we can identify the factors that influence consumer behaviour in buying crispy fried chicken. It turns out there are several factors that influence consumer behaviour in buying this product. Each factor is identified to what extent a factor influences consumer behaviour regarding decision-making to buy crispy fried chicken by observing parameters as in Table 4.

Table 4. Average Score for Factors that Influence Consumer Behaviour

Number	Parameter	Maximum Value	To the track	Achievement (%)
1	Need	5	4,35	87 [2]
2	Habit	5	4,28	85,5 [4]
3	Family	5	3,08	61,5
4	Other People	5	2,20	44
5	Price	5	4,38	87,5 [1]
6	Quality	5	3,73	74,5
7	Promotion	5	3,08	61,5
8	Convenience	5	4,35	87 [3]
9	Purchasing Power	5	4,20	84 [5]
10	The number of dependents	5	2,78	55,5
	Amount	50	3,64	72,8

Source: Processed Primary Data, 2022

Based on the results of data processing on consumer purchasing behaviour parameters for crispy fried chicken, we can see that the parameters of price, daily needs, ease of obtaining, habits, and income are the main reasons why medium-class crispy fried chicken is purchased by informants (consumers). We can see this from the high percentage of answers, namely above 80 percent.

For the price parameter, the average score obtained was 4.38 with an achievement percentage of 87.5% of the maximum score of 5. Based on information from informants (consumers), they bought medium-class crispy fried chicken because the price was cheaper than other types of fast food. crispy fried chicken.

It should be noted that the middle class is generally a group of people who have permanent jobs with full working hours (Soekanto, 2010). so it is a fairly busy group of people. Due to the lack of available time, they fulfil their needs by getting them more easily (practical). For the daily needs parameter, the average score obtained was 4.35 with an achievement percentage of 87% of the maximum score of 5. Based on information from informants, they bought medium-class crispy fried chicken because it had become a necessity in their busy daily lives. For example, for eating in the morning, afternoon or evening.

From Table 4 it can be seen that for the easy-to-obtain parameter, the score obtained was 4.35 with an achievement percentage of 87% of the maximum score of 5. Based on information from informants, they bought processed crispy chicken because it was easy to obtain. Apart from being close to the informant's residence, according to them, there are also many branches in several places spread across Makassar City.

From Table 4 it can be seen that for the habit parameters, the average score obtained was 4.28 with an achievement percentage of 85.5% of the maximum score of 5. Based on information from informants, they bought medium crispy fried chicken, because it had become a habit. Their appetite is very familiar with this food. If they want to eat, then one type of food that comes to mind is medium-crispy fried chicken.

The next highest parameter is according to purchasing power, the score obtained is 4.20 with an achievement percentage of 84% of the maximum score of 5. Based on information from informants, they buy processed fried chicken because it suits their purchasing power. The results of this research are in line with the statement by Kotler, P. and Keller, K L (2016) that the products purchased by consumers must be priced according to the budget provided by the consumer's household. This is the reason why medium-class consumers buy medium-class crispy fried chicken.

Consumer Characteristics Based on Determining Factors of Consumer Behaviour

Consumer behaviour is the behaviour demonstrated by consumers in searching for, purchasing, using, evaluating, and stopping the consumption of products, services, and ideas including the decision processes that precede and follow these actions. Consumer behaviour in this study was observed based on purchasing frequency from consumer decisions in purchasing processed chicken (fried chicken) from the Hisana crispy and BFC Duo brand which was calculated in one period, namely a month.

The factors that determine consumer behaviour in consuming processed crispy chicken, the effects of which are certainly different based on the parameters you want to know. This research provides an overview of the effects of these factors on consumer behaviour by comparing them to consumer characteristics, namely age and education level, using data based on 11 independent variables, namely total income (X_1), needs (X_2), habits (X_3), and family encouragement. (X_4), encouragement from other people (X_5), price (X_6), quality (X_7), promotion (X_8), convenience (X_9), income (X_{10}) and number of dependents (X_{11}). To determine the influence of these variables, principal component analysis (PCA) was carried out with the help of XLSTAT.

The characteristics of the informants are explained based on the variables that determine consumer decisions using principal component analysis or principal *Component Analysis* (PCA). PCA analysis is a type of multivariate analysis that applies a data reduction system that aims to find parameters (characters) that characterize a group of observations which can easily be seen from their ordination in the principal component (axis) plot. This analysis uses multiple regression analysis of all parameters and observations in calculating the main components so that it can identify the main characteristics (characteristics) of each conservation group which are aggregated based on the similarity of their characteristics. In this study, the data analysed were observation data on 11 parameters (characters) from 40 samples (informants), namely 2 ages and 3 educations with 2 repetitions (Appendix). In this data, the letter codes U and P indicate the informant's characteristics based on age and education, while the last digit behind him indicates the test.

The results of PCA analysis (Appendix) on all consumer decision variables (income, needs, habits, family encouragement, encouragement from other people, price, quality, promotion, convenience, income opinion, and number of dependents) and 40 informants show that the majority (68.073%) the explained variance on the first three main axes respectively F1 (33.342%), F2 (20.825%) and F3 (13.906%) with the characteristic root value sequentially on the three main axes is 3.668; 2,291 and 1,529. Based on these results, in the 3 main axes (F1, F2, and F3) with characteristic root values > 1, the percentage of explained variance reaches 68.073%, which means that with a loss of information of around 31.927%, the characteristics of the 40 observation units can be reduced in such a way that a characteristic is obtained. group observations in 3 principal component axes.

The quality, promotion, and need variables are quite strong and contribute greatly to the formation of axis 1, while the convenience and encouragement of other people contribute greatly to the formation of axis 2. The variables quality, promotion, and need are positively correlated with axis 1. Meanwhile, convenience is positively correlated with axis 2 and encouragement of people. others are correlated with axis 2.
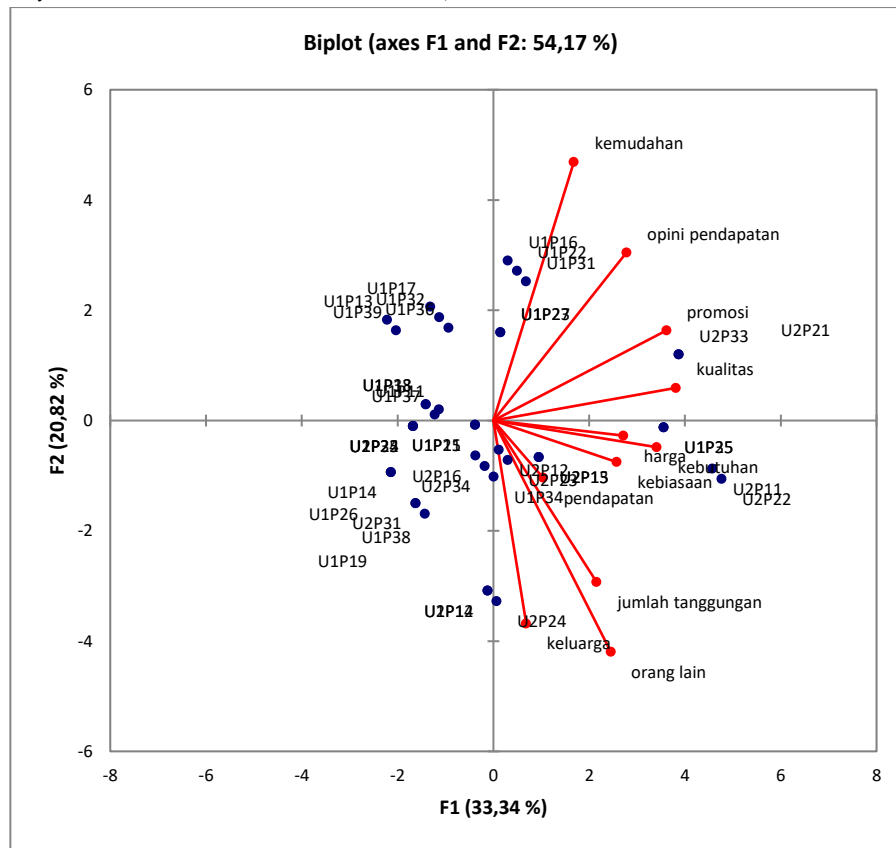
Figure 4. Plot observations (Age and Education) and variables (Consumer Behavior) on major components 1 and 2

The distribution of observations and variables in the plot of axes 1 and 2 (F1. The aggregate in the opposite direction on axis 1 shows the aggregate of several young informants (1) in high school education (1), D3 (2), S1 (3), namely in U1P14, U1P19, U1P26, U1P38, and older age informants (2) in education S1 (3) namely U2P31, characterized by low promotional value and quality. And age (2) in high school (1) and D3 (2) education, namely U2P11 and U2P22, is characterized by high need values on axis 1. Meanwhile, observations and variables in the plots of axes 1 and 2 (F1 XF2) show that the informants are young (1) in SMA (1), D3 (2), S1 (3) education, namely U1P16, U1P22, U1P23, and U1P31 which are aggregated on positive axis 2, characterized by a high ease value. The aggregate in the opposite direction on the negative 2 axis shows that older age informants (2) with high school (1), and D3 (2) education, namely U2P24, U2P22, U2P21, are characterized by high encouragement from other people.

Table 5. Comparison of Informant Characteristics Represented on the F1 and F2 Axis Variables

No		Education 1		Education 2		Education 3
1	Age 1	- Convenience	-	Convenience	-	Convenience
2	Age 2	- others	Encouragement of	-	Promotion,	-	Promotion
			-	quality,	-	Quality
			-	need,		
			-	encouragement		

| from others |

Source: Processed Primary Data, 2022

Based on Figure 4, it can be seen that there is a change in the distribution of consumer behaviour in the characteristics of informants based on age and education level. The distribution pattern shows that on axis 1, older people with moderate education are characterized by high promotion, quality, and need values, which means that age and education at this level pay attention to promotion, quality, and need as determining variables for consumer behaviour. Then, on the positive 2nd axis, young people at all levels of education are characterized by high convenience values, which means that at this age and education level, convenience is taken into account as a determining variable for consumer behaviour. And on axis 2 it is negative, with older age and low to moderate education characterized by a high value on the encouragement variable from other people, which means that the level of age and education takes more into account the encouragement of other people as a determinant of consumer behaviour. An overall comparison of the variables characterized can be seen in Table 5.

CONCLUSION

The conclusions drawn after conducting research are:

1.   The reason consumers buy medium-class Crispy fried chicken from physical factors is that the quality variable factor is quite adequate in terms of freshness, taste, and appearance, and is part of their daily needs.

2.   The reason why consumers buy medium-class Crispy fried chicken from a technical factor is that it is easy to get, that is, it can be obtained at a place that is easy to pass from residence to destination.

3.   The reasons consumers buy medium-class crispy fried chicken from a social aspect are competitive prices, customs, and affordable budget allocations according to family income. 5 variables determine consumer behaviour based on age and education, namely, promotion, needs, and encouragement from other people.

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