

COMPARISON OF FLAVOR, SERVICE QUALITY, AND CUSTOMER SATISFACTION AT FAST-FOOD RESTAURANTS: A CASE STUDY OF J.CHICKEN AND RICHEESE FACTORY AS AN INTERNATIONAL CHAIN AND A LOCAL CHAIN



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Abstract

The fast-food industry in Indonesia has experienced significant growth, leading to increasingly intense competition between local and international restaurant chains. As consumer lifestyles become more dynamic, customers expect not only convenience but also high-quality products and services. In this context, flavor and service quality play important roles in shaping customer satisfaction and influencing dining consumer preferences. Although previous studies have examined these factors individually, research comparing consumer perceptions of local and international fast-food brands remains limited. Therefore, this study aims to compare consumer perceptions of flavor, service quality, and customer satisfaction between J.Chicken, an international fast-food chain, and Richeese Factory, a local Indonesian fast-food chain. This study employed a quantitative comparative research design using primary data collected through questionnaires. Respondents were selected using purposive sampling based on predetermined criteria, resulting in a total sample of 200 customers who had experience purchasing products from either restaurant. The questionnaire measured perceptions of flavor, service quality, and customer satisfaction using a Likert scale. To ensure the accuracy and consistency of the instrument, validity and reliability tests were conducted. Since the data were found to be non-normally distributed, the Mann–Whitney U Test was used to analyze differences between the two groups. The findings are expected to provide insights into consumer evaluations of fast-food restaurants and contribute to the development of effective competitive strategies within the industry.

Keywords: Flavor, Service Quality, Customer Satisfaction, Fast Food Chain

INTRODUCTION

Fast-food restaurants have become an integral part of the modern Indonesian lifestyle. Since the introduction of international brands such as McDonald's and KFC in the 1970s, the industry has experienced substantial growth driven by the expansion of both international and domestic fast-food chains. Alongside technological advancement, urbanization, and changing consumer lifestyles, demand for convenient food and beverage products continues to increase (Mulyani et al., 2020). According to the Badan Pusat Statistik (Statistics Indonesia, BPS), the number of restaurant and catering businesses in Indonesia reached approximately 1.20 million units, representing a 24.75% increase within the food and beverage supply sector in 2023. The largest concentrations of these businesses are located in West Java (23.36%), East Java (16.31%), and Central Java (14.45%). Furthermore, the culinary sector contributes approximately 41% of Indonesia's creative economy Gross Domestic Product (GDP). These developments demonstrate the growing importance of the fast-food industry while simultaneously intensifying competition among market participants. In an increasingly competitive market, restaurants must develop competitive advantages that differentiate them from rivals and enhance customer satisfaction. Among the factors influencing consumer evaluations, flavor and service quality are widely recognized as important determinants of customer satisfaction (Anggraini & Jatmiko, 2025; Pahrurozi & Nurtjahjadi, 2024). Flavor plays a critical role in shaping consumer perceptions, preferences, and purchasing decisions because sensory experiences directly influence product evaluation and behavioral responses (Krishna, 2012). A distinctive and consistent flavor profile can strengthen brand identity and contribute to long-term consumer preference (Zha et al., 2022). Meanwhile, service quality reflects a restaurant's ability to meet customer expectations through reliable and responsive service delivery. The SERVQUAL model identifies five dimensions of service quality, namely tangibles, reliability, responsiveness, assurance, and empathy, which collectively shape customer evaluations of service performance (Deviana et al., 2021). High levels of service quality can enhance customer experiences, strengthen brand image, and encourage positive word-of-mouth communication (Linawati & Ardyan, 2025).

Customer satisfaction is widely regarded as a key indicator of business performance because it reflects consumers' evaluations of whether products and services meet their expectations after consumption (Indrasari, 2019). Higher levels of satisfaction are associated with stronger customer loyalty, positive behavioral intentions, and repurchase decisions (Tong, 2022). Therefore, understanding consumer perceptions of flavor, service quality, and customer satisfaction has become increasingly important for restaurant operators seeking to maintain competitiveness and sustainability in a rapidly growing market.

Although flavor, service quality, and customer satisfaction have been extensively examined within the food-service industry, previous studies have primarily focused on individual brands or specific determinants such as price, promotion, and brand image. For example, studies on Richeese Factory have investigated product differentiation, price perception, promotional activities, and customer loyalty within a single-brand context (Kumesan et al., 2021; Pahrurozi & Nurtjahjadi, 2024). However, comparative studies examining consumer perceptions of flavor, service quality, and customer satisfaction between localized domestic fast-food chains and internationally standardized fast-food chains remain limited, particularly in Indonesia. Consequently, there is insufficient empirical

evidence regarding whether consumers perceive meaningful differences in these key variables across distinct fast-food business models. This issue is particularly relevant when comparing J.Chicken operating as an international brand, emphasizes standardized operational procedures, product consistency, and service delivery across different markets, reflecting the broader internationalization strategies commonly adopted by global fast-food chains (Asmita et al., 2023). In contrast, Richeese Factory adopts a localization strategy by tailoring menu offerings to Indonesian consumer preferences through distinctive flavor innovations and targeted marketing approaches. These contrasting business models provide an appropriate context for examining how consumers evaluate flavor, service quality, and customer satisfaction within the Indonesian fast-food industry.

Therefore, this study aims to compare consumer perceptions of flavor, service quality, and customer satisfaction between J.Chicken and Richeese Factory among consumers who have experienced both brands. By examining these variables simultaneously, the study seeks to provide a more comprehensive understanding of how local and international fast-food business models are perceived by consumers. The findings are expected to contribute to the literature on consumer behavior and service management while offering practical insights for restaurant operators seeking to enhance customer satisfaction and strengthen their competitive position in Indonesia's increasingly dynamic fast-food market.

REVIEW OF LITERATURE

Flavor

Flavor is one of the most important attributes influencing consumer evaluations of food products. It represents a multidimensional sensory experience formed through the interaction of flavor, aroma, texture, appearance, and temperature (Asmawati, 2023). In the food-service industry, flavor plays a significant role in shaping consumer preferences because sensory experiences directly influence product acceptance and purchasing behavior. According to Krishna (2012), sensory stimuli affect consumers' perceptions, judgments, and behavioral responses toward products and brands. Similarly, Zha et al. (2022) argue that sensory brand experiences contribute to stronger consumer engagement and more favorable brand evaluations. Empirical evidence supports the importance of flavor in influencing consumer outcomes. Asmawati (2023) found that product flavor significantly affected purchasing decisions among consumers, indicating that favorable flavor perceptions increase the likelihood of product selection. Furthermore, Anggraini and Jatmiko (2025) reported that flavor was one of the factors contributing to customer satisfaction in fast-food restaurants and cafés in Jember, East Java. These findings suggest that consumers are more likely to evaluate restaurants positively when food products meet their sensory expectations. Therefore, flavor remains a critical factor in assessing restaurant performance and consumer satisfaction. In this study, the flavor variable is measured using four indicators: appealing appearance, appetizing aroma, delicious flavor, and appropriate texture (Maimunah, 2020).

Service Quality

Service quality refers to a company's ability to meet or exceed customer expectations through service delivery, employee interactions, and supporting facilities (Kayumalue et al., 2020). Within the restaurant industry, service quality plays a crucial role in shaping customers' overall dining experiences because consumers evaluate not only the products they

consume but also the quality of interactions and services they receive. High-quality service contributes to positive consumer perceptions, trust, and satisfaction. The SERVQUAL model is one of the most widely adopted frameworks for measuring service quality and consists of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy (Deviana et al., 2021). Tangibles refer to the physical appearance of facilities and personnel, reliability concerns the ability to deliver promised services consistently, responsiveness reflects prompt assistance to customers, assurance relates to employee competence and credibility, and empathy represents personalized attention provided to customers. Several empirical studies have demonstrated the importance of service quality in influencing customer outcomes. Pahrurozi and Nurtjahjadi (2024) found that service quality significantly affected customer loyalty through customer satisfaction at the Richeese Factory in Cimahi. Similarly, Linawati and Ardyan (2025) reported that service quality positively influenced customer loyalty and encouraged positive word-of-mouth behavior. These findings indicate that customers who perceive service quality positively are more likely to experience higher satisfaction and develop favorable behavioral intentions toward a restaurant. Therefore, service quality is considered a critical variable in evaluating consumer perceptions within the fast-food industry.

Customer Satisfaction

Customer satisfaction refers to a consumer's emotional response resulting from the comparison between expectations and actual performance experienced after consumption (Indrasari, 2019). Satisfaction occurs when products or services meet or exceed customer expectations, while dissatisfaction arises when performance falls below expected standards. Within the restaurant industry, customer satisfaction is considered a key indicator of business success because it influences repeat patronage, customer loyalty, and positive recommendations. Empirical research has consistently demonstrated the importance of customer satisfaction in shaping consumer behavior. Tong (2022) found that customer satisfaction significantly influenced repurchase intentions, indicating that satisfied consumers are more likely to revisit and continue purchasing products from the same brand. Furthermore, Pahrurozi and Nurtjahjadi (2024) reported that customer satisfaction served as a mediating factor between service quality and customer loyalty, highlighting its strategic role in maintaining long-term customer relationships. Similarly, Anggraini and Jatmiko (2025) found that customer satisfaction was influenced by both flavor and service quality within the food-service industry. These findings suggest that customer satisfaction is not only an outcome of positive consumer experiences but also a determinant of future behavioral intentions. Consequently, customer satisfaction provides an important framework for evaluating the effectiveness of restaurant operations and consumer perceptions. In this study, customer satisfaction is measured using three indicators: expectation fulfillment, repurchase intention, and willingness to recommend the product to others (Indrasari, 2019). Previous studies have consistently shown that flavor and service quality significantly influence customer satisfaction in the food-service industry (Asmawati, 2023). Customer satisfaction, in turn, affects consumers' behavioral intentions, including repurchase intentions and loyalty (Tong, 2022). However, existing research has primarily focused on individual restaurant brands, resulting in limited comparative evidence regarding consumer perceptions of flavor, service quality, and customer satisfaction between localized domestic and internationally

standardized fast-food chains. Therefore, this study compares these variables between J.Chicken, an international chain, and Richeese Factory, a local chain.

Research Model

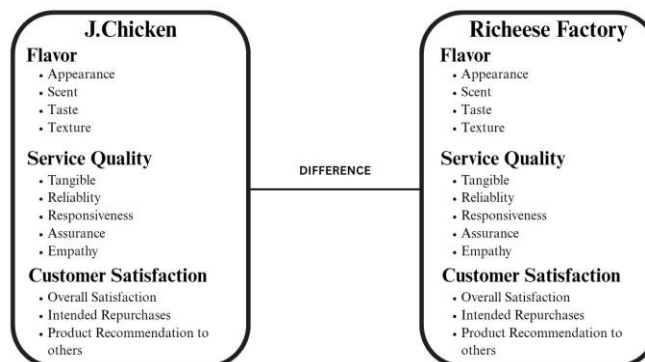


Figure 1.
Research Model

Source: Compiled Data (2025)

Figure 1 presents the research model used to compare consumer perceptions of flavor, service quality, and customer satisfaction between J.Chicken and Richeese Factory.

Research Hypotheses

The following hypotheses are proposed:

H1: There is a significant difference in flavor perceptions between customers of J.Chicken and Richeese Factory.

H2: There is a significant difference in perceived service quality between customers of J.Chicken and Richeese Factory.

H3: There is a significant difference in customer satisfaction levels between customers of J.Chicken and Richeese Factory.

RESEARCH METHOD

Research Population and Sample

The population of this study consists of customers of J.Chicken and customers of Richeese Factory in Surabaya who made purchases during the 2025–2026 period. Because the exact population size was unknown, a non-probability sampling method was employed. The sample was selected using purposive sampling to ensure that respondents possessed characteristics relevant to the research objectives. The criteria established for this study were: (1) respondents aged between 17 and 35 years, (2) respondents from various occupational backgrounds, and (3) respondents who had consumed products from either J.Chicken or Richeese Factory at least once within one month prior to data collection. These criteria were established to ensure that respondents had recent and sufficient experience with the restaurants being evaluated, enabling them to provide informed assessments regarding flavor, service quality, and customer satisfaction.

Techniques for Determining Sample Size

The sample size was determined using the Lemeshow formula, which is commonly applied in quantitative research when the population size is unknown (Lemeshow & Hosmer,

1997; BINUS University, 2024). This method calculates the minimum number of respondents required to obtain statistically reliable results based on the selected confidence level, estimated population proportion, and margin of error. Because the exact population size in this study was unknown, the Lemeshow formula was used to determine the minimum sample size. The formula is presented as follows:

$$n = \frac{Z^2 \times P(1-P)}{d^2}$$

1. n = Minimum sample count.
2. Z = Z score at a certain confidence level. Confidence level of 95% was used with a value of $Z = 1.96$.
3. P = Maximum estimate (binomial proportion). Since the proportion of the population is unknown, a value of 0.5 (maximum proportion) is used.
4. d = Margin of Error or tolerated error rate. In this study, it was set at 10% (0.10).

The calculation for the minimum sample size is:

The Lemeshow calculation indicated a minimum sample size of 96.04 respondents, which was rounded up to 97 respondents per restaurant. To enhance the reliability of the findings, the final sample exceeded the minimum requirement, comprising 100 respondents from each restaurant. Therefore, a total of 200 respondents participated in this study.

Data Collection Techniques

Primary data were collected through the distribution of structured questionnaires to respondents. The questionnaire consisted of statements related to the research variables, namely flavor, service quality, and customer satisfaction. Respondents were asked to evaluate each statement based on their experiences at either J.Chicken or Richeese Factory. A closed-ended questionnaire format was employed, allowing respondents to select predefined response options. This method was chosen because it facilitates efficient data collection and supports quantitative data analysis.

Data Analysis Techniques

Data analysis began with a validity test using Pearson Product-Moment Correlation in SPSS 26. Questionnaire items were declared valid when the calculated r -value exceeded the r -table value of 0.1388 at the 5% significance level ($n = 200$, $df = 198$). After validity testing, the Mann-Whitney U test was used to examine differences between the two restaurant groups. This non-parametric test was selected because the normality test results indicated that the data were not normally distributed ($p < 0.05$). Statistical significance was determined based on a Sig. value of less than 0.05, indicating a significant difference between the two groups.

Data Quality Analysis

Instrumentation Testing

The research instrument consisted of a structured questionnaire measuring flavor through appearance, aroma, flavor, and texture; service quality through the SERVQUAL dimensions; and customer satisfaction through overall satisfaction, repurchase intention, and recommendation intention. All items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Validity Test

Validity testing was performed using Pearson Product-Moment Correlation in SPSS Version 26. With a sample size of 200 respondents ($df = 198$), questionnaire items were considered valid when the calculated r-value exceeded the critical r-table value at the 5% significance level.

$r_1 > 0.1388$ Then the questionnaire item is Valid

$r_1 < 0.1388$ Then the questionnaire item is Not Valid

Table 1.
Validity Test Calculation Results

Variable	Item	Rcalculation	Table	Decision
Flavor	1	0.815	0.1388	Valid
	2	0.835	0.1388	Valid
	3	0.868	0.1388	Valid
	4	0.820	0.1388	Valid
Quality of Service	1	0.676	0.1388	Valid
	2	0.876	0.1388	Valid
	3	0.795	0.1388	Valid
	4	0.859	0.1388	Valid
Customer Satisfaction	1	0.804	0.1388	Valid
	2	0.881	0.1388	Valid
	3	0.875	0.1388	Valid
	4	0.891	0.1388	Valid
	5	0.847	0.1388	Valid

Table 1 indicates that all measurement items for the flavor, service quality, and customer satisfaction variables are valid. The calculated r-values ranged from 0.676 to 0.891, exceeding the critical r-table value of 0.1388. Therefore, all questionnaire items met the validity criteria and were retained for further analysis.

Reliability Test

Reliability testing was conducted using Cronbach's Alpha to assess the internal consistency of the questionnaire. An instrument was considered reliable if the Cronbach's Alpha value exceeded 0.70. The reliability test results for each research variable are presented below.

Table 2.
Reliability Test Results

Variable	Cronbach Alpha	Verdict
Flavor	0.854	Reliable
Quality of Service	0.817	Reliable
Customer Satisfaction	0.910	Reliable

Table 2 indicates that all variables are reliable, with Cronbach's Alpha values ranging from 0.817 to 0.910, exceeding the recommended threshold of 0.70. Therefore, all measurement items were retained for further analysis.

Normality Test

Normality testing was conducted using the Kolmogorov–Smirnov test to determine the appropriate statistical analysis method. Data were considered normally distributed when the significance value (Sig.) > 0.05 and non-normally distributed when the significance value (Sig.) < 0.05 .

Table 3.
Normality Test Results

Variable	Restaurant	Statistic	df	Sig.
Flavor	J.Chicken	0.093	100	0.034
	Richeese Factory	0.176	100	0.000
Quality of Service	J.Chicken	0.109	100	0.005
	Richeese Factory	0.139	100	0.000
Customer Satisfaction	J.Chicken	0.103	100	0.011
	Richeese Factory	0.202	100	0.000

Table 3 shows that all variables in both restaurant groups have significance values (Sig.) < 0.05 , indicating that the data are not normally distributed. Therefore, the Mann–Whitney U test was employed for hypothesis testing.

Homogeneity Test

Homogeneity testing was conducted using Levene’s Test to assess the equality of variances between groups. Variances were considered homogeneous when the significance value (Sig.) > 0.05 and non-homogeneous when the significance value (Sig.) < 0.05 .

Table 4.
Homogeneity Test Results

Variable	Levene's Statistic	Df1	Df2	Sig.
Flavor	12.390	1	198	0.000
Quality of Service	23.040	1	198	0.000
Customer Satisfaction	16.817	1	198	0.000

Table 4 indicates that all variables have Sig. < 0.05 , suggesting non-homogeneous variances. Therefore, the Mann–Whitney U test was used for hypothesis testing.

Mann-Whitney U Test

The Mann-Whitney U Test is used to determine whether there is a difference in the means of two unpaired samples. It is a nonparametric statistical test that does not require any prerequisites. The following are the hypotheses and the basis for decision-making in The hypotheses were defined as follows:

1. (H0) indicates no significant difference; (H1) indicates a significant difference between J.Chicken and Richeese Factory
2. (H0) rejected when $p < 0.05$ and accepted when $p \geq 0.05$.

Table 5.
Results of the Mann-Whitney U Test (Variable)

Results of the Mann-Whitney U flavor Test				
Restaurant	Value (Mean ± SD)	Confidence Interval 95%		P - Value
		Lower Limit	Upper Limit	
J.Chicken	15.430 ± 3.055	14.823	16.036	0.169
Richeese Factory	15.910 ± 2.238	15.465	16.354	
Results of the Mann-Whitney U Test on Service Quality				
Restaurant	Value (Mean ± SD)	Confidence Interval 95%		P - Value
		Lower Limit	Upper Limit	
J.Chicken	15.420 ± 3.473	14.730	16.109	0.785
Richeese Factory	15.440 ± 2.230	14.997	15.882	
Results of the Mann-Whitney U Test of Customer Satisfaction				
Restaurant	Value (Mean ± SD)	Confidence Interval 95%		P - Value
		Lower Limit	Upper Limit	
J.Chicken	18.890 ± 4.730	17.951	19.828	0.355
Richeese Factory	19.740 ± 3.227	19.099	20.380	

Table 5 indicates that flavor perceptions did not differ significantly between J.Chicken (15.430 $\pm$ 3.055) and Richeese Factory (15.910 $\pm$ 2.238), as indicated by a Mann–Whitney U test p-value of 0.169 ($p > 0.05$). Similarly, no significant difference was found in service quality ($p = 0.963$). Customer satisfaction scores were 18.890 $\pm$ 4.730 for J.Chicken and 19.844 $\pm$ 3.250 for Richeese Factory, with the Mann–Whitney U test yielding a p-value of 0.266 ($p > 0.05$).

RESULTS AND DISCUSSION

Research Objectives

This study compares consumer perceptions of flavor, service quality, and customer satisfaction between J.Chicken and Richeese Factory. Given the limited comparative research between local and international fast-food chains, this study aims to identify whether significant differences exist between the two restaurants. Data were collected through Likert-scale questionnaires administered to customers, with the sample size determined using the Lemeshow formula.

Respondent Characteristics

The characteristics of the respondents in this study are presented in the form of descriptive data that have been obtained in the research. The data of the research results were obtained directly from the respondents—through a research questionnaire that had been prepared prior. Each respondent has a different response in answering the instrument hence, the classification of respondents are gender, age, and occupation.

Gender

Table 6.
Results of Respondent Characteristics by Gender

Gender	J.Chicken		Richeese Factory		Total	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Men	34	34	36	36	70	35
Women	66	66	64	64	130	65
Total	100	100	100	100	200	100

Source: Questionnaire (2026)

Table 6 demonstrates that the demographic analysis reveals a consistent female predominance across both restaurants, with female respondents accounting for 66% at J.Chicken and 64% at Richeese Factory. Table 6 shows that female respondents constituted the majority of the sample, accounting for 65% of all respondents. This indicates that consumer evaluations in this study were predominantly represented by female customers.

Age

Table 7.
Results of Age Respondent Characteristics

Age	J.Chicken		Richeese Factory		Total	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
<17 Years	10	10	2	1.9	12	6
17–22 Years	35	35	39	37.9	74	37
23–29 Years	20	20	24	23.3	44	22
30–35 Years	18	18	22	22	40	20
>35 Years	17	17	13	13	30	15
Total	100	100	100	100	200	100

Source: Questionnaire (2026)

Table 7 results show the majority of respondents in both restaurants were between the age range of 17-22 years. Overall, the 17–22 year old age group dominated with a total of 74 respondents (37%). Table 7 indicates that respondents aged 17–22 years constituted the largest group (37%), suggesting that fast-food consumption is particularly common among late adolescents and young adults.

Occupation

Table 8.
Characteristics of Respondents by Occupation

Jobs	Restaurant J.Chicken		Restaurant Richeese Factory		Total	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Business Owner	1	1	0	0	1	0.5
Catering	0	0	1	1	1	0.5
Content Creator	4	4	0	0	4	2

Culinary Director	0	0	1	1	1	0.5
CEO candidate	0	0	1	1	1	0.5
Entrepreneur	0	0	1	1	1	0.5
IRT	2	2	3	3	5	2.5
Employees	40	40	43	43	83	41.5
Student	40	40	40	40	80	39.4
Services	0	0	1	1	1	0.5
Tutor	0	0	1	1	1	0.5
Self-employed	13	13	8	8	21	10.5
Total	100	100	100	100	200	100

Source: Questionnaire (2026)

Table 8 shows that respondents are dominated by two main occupational groups, employees and students. The employee group dominates with a total of 83 respondents (41.5%), consisting of 40 people (40%) at J.Chicken and 46 people (44.7%) at Richeese Factory. Furthermore, the student group ranked second with a total of 80 respondents (39.4%), 40 people each in both restaurants.

Visit Frequency

The recorded data shows both chains are visited by 200 respondents at least once within the past month; the frequency of visits indicates very intense competition between the two brands. The majority of respondents chose Richeese Factory, with a percentage of 50.5%, while J. Chicken was visited by 49.5% of respondents.

Description of Research Variables:

Variable 1: Flavor

Table 9.
Mean and Standard Deviation Results of Flavor

No	Statement	J.Chicken		Richeese Factory	
		Mean	Standard Deviation	Mean	Standard Deviation
1	Aroma	3,74	0,93	4,00	0,75
2	Appearance	3,88	0,92	3,91	0,67
3	Flavor	3,82	0,80	4,00	0,73
4	Texture	4,00	0,89	3,97	0,68

Source: Questionnaire (2026)

Table 9 shows the flavor variable shows both restaurants received positive consumer responses, whereas Richeese Factory demonstrates a superior competitive advantage in dominating the positive scale of 4 across all sensory dimensions than J.chicken with a more diverse response. Although both restaurants received positive flavor evaluations, Richeese Factory demonstrated a greater proportion of favorable responses across all flavor indicators than J.Chicken, indicating a slightly more positive customer perception of its flavor attributes.

Variable 2: Service Quality

Table 10.
Average Score Result of Service Quality

No	Statement	J.Chicken		Richeese Factory	
		Mean	Standard Deviation	Mean	Standard Deviation
1	Interpersonal Responsiveness	3,67	1,24	3,79	0,77
2	Proactive Responsiveness	3,81	1,07	3,79	0,74
3	Service Competence	3,84	1,16	4,03	0,65
4	Restaurant Ambience	4,13	0,90	3,82	0,75
5	Product Knowledge	3,91	0,96	4,08	0,70

Source: Questionnaire (2026)

Table 10 the service quality data reveals distinct service strengths for each brand as both restaurants received positive service quality evaluations. Richeese Factory recorded higher mean scores for service competence and product knowledge, whereas J.Chicken scored higher on restaurant ambience and responsiveness. Consequently, Richeese Factory excels in professional consistency, while J.Chicken leads in facility appeal and speed of service.

Variable 3: Customer Satisfaction

Table 11.
Average Result Score of Customer Satisfaction

No	Statement	J.Chicken		Richeese Factory	
		Mean	Standard Deviation	Mean	Standard Deviation
1	Product Quality	3,98	0,86	4,00	0,69
2	Qualities meets Expectation	3,76	0,96	4,00	0,68
3	Level of Satisfaction	3,80	0,97	4,02	0,67
4	Willingness to Recommend	3,82	1,02	4,06	0,64
5	Intention to Repeat Visits	3,69	1,08	4,08	0,71

Source: Questionnaire (2026)

Table 11 shows the customer satisfaction scores were slightly higher for Richeese Factory, indicating better performance in meeting customer expectations and encouraging revisit intentions. Although J.Chicken received comparatively lower ratings on several satisfaction indicators, the Mann–Whitney U test showed that the difference was not statistically significant ($p > 0.05$), suggesting similar overall satisfaction levels between the two restaurants.

Discussion

Table 11 indicates no significant differences in consumer perceptions of flavor, service quality, and customer satisfaction between J.Chicken and Richeese Factory ($p > 0.05$); therefore, (H_0) was accepted and (H_1 , H_2 , H_3) were rejected. The findings suggest that customers perceive comparable levels of product quality and service performance between the two restaurants. Although Richeese Factory demonstrated slightly higher descriptive scores across several indicators, these differences were not statistically

significant. Overall, the results indicate a high degree of competitive parity between the two brands within the Surabaya fast-food market.

CONCLUSION

This study found no significant differences in consumer perceptions of flavor, service quality, and customer satisfaction between J.Chicken and Richeese Factory. The Mann–Whitney U test produced p-values of 0.169, 0.785, and 0.355 respectively, all exceeding the 0.05 significance level. Although Richeese Factory recorded slightly higher descriptive scores across several indicators, these differences were not statistically significant. Therefore, customers generally perceive both restaurants as providing comparable levels of product quality, service performance, and overall satisfaction. The findings suggest a high degree of competitive parity between the two brands within the Surabaya fast-food market. Future research may examine the influence of membership programs, customer loyalty initiatives, and digital engagement on consumer preferences in the fast-food industry.

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