

The Role of Customer Satisfaction in Mediating the Influence of Country of Origin and Familiarity on Customer Loyalty in Fastfood Restaurants from the United States

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Abstract : *Fast food restaurants from the United States are fast food restaurants that have spread throughout major cities in Indonesia. This condition causes intense competition in the business world. Customer Loyalty is the most important component for the company's sales so that the sales strategy must be implemented appropriately through the Country Of Origin and Familiarity components mediated by Customer Satisfaction on Fastfood Restaurant products from the United States. However, some things do not show the success and strength of customer loyalty. Fastfood restaurants from the United States try to measure customer satisfaction as an intervention. Determining this strategy can increase customer loyalty. Fast food restaurant products from the United States will be higher than fast food products from other countries circulating in the market. The power of customer satisfaction is currently expected to be used by Fastfood Restaurants from the United States as a tool to win the fast food market competition in Indonesia.*

Keywords: *Brand Personality, Brand Credibility, Brand Love, Brand Loyalty*

Date of Submission: 22-05-2022

Date of Acceptance: 05-06-2022

I. Introduction

The food and beverage business is still recorded to have high growth in various parts of the world. This industry has excellent potential and prospects and can develop well. This industrial field can last forever because basically everyone needs food and drink as their basic needs. As we know at this time the business phenomenon that occurs is the number of fast food restaurants that are widely circulated in the market, such as McDonald's, KFC, Pizza Hut, Starbucks, Wendy's, Burger King and so on. Fast food has a delicious and nice taste. In its presentation it is very fast and practical. Food at fast food restaurants is not just to relieve hunger but also as a means of communication and entertainment for adults to children.

Fast food restaurants from the United States are fast food restaurants that have spread throughout major cities in Indonesia. Fast food restaurants from the United States that are well known in Indonesia, namely KFC, MC Donald's, Burger King, and CFC, this fast food restaurant serves main dishes, namely burgers, fried chicken, soft drinks, french fries and customized local dishes depend on where the restaurant is located. Currently, the number of fast food restaurants from the United States in Indonesia has reached around 2,572 outlets. Sidoarjo Regency is one of the areas that is now growing rapidly in East Java, the development of Sidoarjo Regency is one of them shown by restaurant tax revenues which increase every year. Many companies that are in the food and beverage sector, especially fast food, have sprung up, including in Sidoarjo Regency. With the rise of fast food restaurants from the United States, there is fierce competition between fast food restaurants, especially in Sidoarjo Regency, this makes fast food restaurants from the United States vying to attract the attention of consumers by offering different services and products.

The empirical phenomenon in this study, namely the development of fast food restaurants from the United States experienced a decline in 2020 due to the Covid 19 pandemic. However, despite the decline, fast food restaurants from the United States became one of the favorite fast food restaurants because of their country of origin (COO) from developed countries, namely United States so as to provide a prestige value to its consumers.

II. Literature Review

Kotler and Keller (2016: 260) reveal that the perception of country origin is a mentality and belief that is triggered by a country. Governments in these countries want to strengthen their country's image by assisting domestic companies that export to attract foreign companies and investors. Companies want to use positive home country perceptions to sell their products and services. Based on the above definition, the author argues that Country of Origin is a characteristic that is inherent in a country and makes it an assessment of decisions by consumers where a decision will foster customer loyalty. Therefore, the country of origin is also considered to have an important role in influencing customer loyalty. The concept of the country of origin of the product has developed, giving rise to new terms.

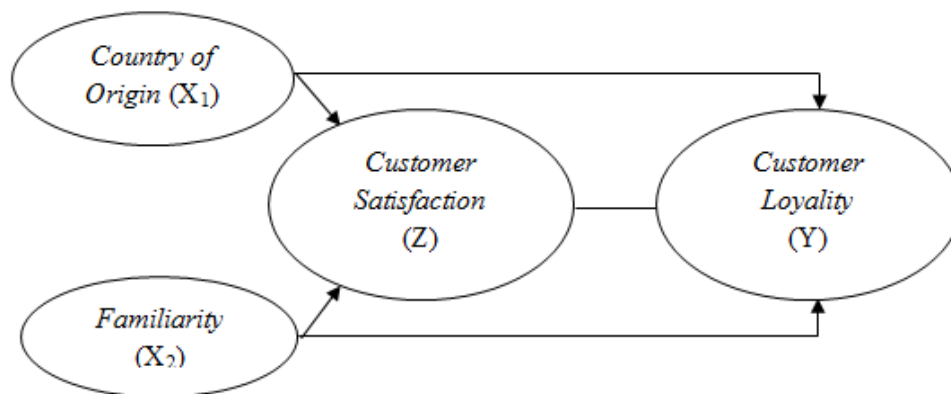
Familiarity reflects the capability of consumers to recognize brands and everything related to product categories based on their experiences, either directly or indirectly. Sudaryanto (2015) mentions that brands play an important role in the brand portfolio and have flexibility access to organizations as product associations. If the company can maximize the role of the brand, the product will become familiar among consumers. Brand familiarity is described by Rosenbloom (2012) as a level of a consumer's direct or indirect experience with a brand. Consumers who are more familiar with a brand have their own accuracy and intelligence of a state schema of a brand in their memory than consumers who are not familiar with a brand.

Kotler (2016: 251) defines satisfaction as a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the performance (or results) of a product and his expectations. Tjiptono (2015: 51) states that consumer satisfaction is an after-purchase evaluation where the chosen alternative is at least equal to or exceeds consumer expectations. Meanwhile, dissatisfaction arises when the results do not meet expectations. Every company was founded to achieve the goals desired by all society. The purpose of all activities of the company is customer satisfaction. Satisfaction is an important factor for the survival of the company itself. When consumers are satisfied, they will continue to make repeated purchases

Customer loyalty is a continuation of consumer satisfaction, when consumers are always satisfied with what the company provides, the consumer will feel a sense of loyalty. According to Tjiptono (2015: 110) consumer loyalty is a customer's commitment to a brand, store or supplier based on a very positive nature in long-term purchases. Customer loyalty is a continuation of consumer satisfaction, when consumers are always satisfied with what the company provides, the consumer will feel a sense of loyalty.

III. Conceptual Model

The conceptual framework of this study aims to determine the relationship between the independent variable Country of Origin and Familiarity, the intervening variable Customer Satisfaction, and the dependent variable Customer Loyalty. So, based on the background description above which explains the influence of Country of Origin and Familiarity on Customer Loyalty through Customer Satisfaction, the conceptual framework of this research can be described as follows:



Figurer 1. Conseptual Framework

HYPOTHESIS

The Influence of Country of Origin (COO) on Customer Satisfaction Kotler and Keller (2016: 260) reveal that the perception of country origin is a mentality and belief that is triggered by a country. Governments in these countries want to strengthen their country's image by assisting domestic companies that export to attract foreign companies and investors. Companies want to use positive home country perceptions to sell their products and services. Based on previous research conducted by Sapic et al. (2017), Ko et al. (2019), Wilson et al. (2018), Nainggolana et al. (2020), Monica et al. (2019), Apsari et al. (2016), Andriani et al. (2015), and

Miranda et al. (2021) show that Country of Origin (COO) has an effect on Customer Satisfaction. Based on the description of the theory and the results of previous research, the research hypothesis is as follows:

H1: Country of Origin (COO) has an influenced on Customer Satisfaction

The Effect of Familiarity on Customer Satisfaction

Familiarity reflects the capability of consumers to recognize brands and everything related to product categories based on their experiences, either directly or indirectly. Sudaryanto (2015) mentions that brands play an important role in the brand portfolio and have flexibility access to organizations as product associations. If the company can maximize the role of the brand, the product will become familiar among consumers. Based on previous research conducted by Sapic et al. (2017), Ko et al. (2019), Wilson et al. (2018), Nainggolan et al. (2020), Monica et al. (2019), Apsari et al. (2016), Andriani et al. (2015), and Miranda et al. (2021) show that Familiarity has an effect on Customer Satisfaction. Based on the description of the theory and the results of previous research, the research hypothesis is as follows:

H2: Familiarity influenced Customer Satisfaction

The Influence of Country of Origin (COO) on Customer Loyalty

According to Yasin, Noor and Osman (2012: 3), the image of the country of origin has the power to generate trust in the minds of consumers and trust product attributes and influence the evaluation of certain products and brands. Consumer perceptions and beliefs about the image of the country of origin play an important role in shaping customer loyalty. Based on previous research conducted by Sapic et al. (2017), Ko et al. (2019), Wilson et al. (2018), Nainggolan et al. (2020), Monica et al. (2019), Apsari et al. (2016), Andriani et al. (2015), and Miranda et al. (2021) show that Country of Origin (COO) has an effect on Customer Loyalty. Based on the description of the theory and the results of previous research, the research hypothesis is as follows:

H3: Country of Origin (COO) influenced Customer Loyalty.

The Effect of Familiarity on Customer Loyalty

Jimenez and Martin (2010) stated that consumers are usually reluctant or will not buy foreign-made products or brands that are not familiar and are considered to have low quality. In this study, the meaning of familiarity is the consumer's familiarity with a particular product brand, because basically consumers will buy the product if the product brand is familiar. Based on previous research conducted by Sapic et al. (2017), Ko et al. (2019), Wilson et al. (2018), Nainggolan et al. (2020), Monica et al. (2019), Apsari et al. (2016), Andriani et al. (2015), and Miranda et al. (2021) show that Familiarity has an effect on Customer Loyalty. Based on the description of the theory and the results of previous research, the research hypothesis is as follows:

H4: Familiarity influenced Customer Loyalty

The Influence of Customer Satisfaction on Customer Loyalty Tjiptono (2008: 51) stated that consumer satisfaction is an after-purchase evaluation where the chosen alternative is at least equal to or exceeds consumer expectations. Meanwhile, dissatisfaction arises when the results do not meet expectations. Irawan (2003:3) defines customer satisfaction as the result of consumer assessments that the product or service has provided a level of enjoyment where this fulfillment can be more or less. The purpose of a customer satisfaction strategy is to make it easier for consumers to switch to competitors. Based on previous research conducted by Sapic et al. (2017), Ko et al. (2019), Wilson et al. (2018), Nainggolan et al. (2020), Monica et al. (2019), Apsari et al. (2016), Andriani et al. (2015), and Miranda et al. (2021) shows that Customer Satisfaction has an effect on Customer Loyalty. Based on the description of the theory and the results of previous research, the research hypothesis is as follows:

H5: Customer Satisfaction influenced Customer Loyalty

IV. Conclusion

The tight competition in the fast food industry in Indonesia makes companies have to be more competitive in presenting products that meet consumer expectations. One of the changes that occur in the era of increasingly fierce competition is a decrease in customer loyalty. The superiority of the Country of Origin had such a huge impact on change. The development of familiarity also affects the customer loyalty of fast food restaurants from the United States in Sidoarjo Regency, this shows that the concept of Customer Satisfaction has become a necessity to show the work of the company or organization entity. Strategic planning and complex utilization within the company are needed as a solution to face the uncertain changes that occur in the era of increasingly fierce competition.

In the era of increasingly fierce competition, fast food restaurants from the United States need the concept of an effective and efficient product sales strategy. With increasingly fierce competition, the concept of product sales strategy becomes the main subject in overcoming threats and opportunities. For this reason, further

research is needed to determine the role of Country of Origin and Familiarity in increasing customer loyalty through Customer Satisfaction.

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