Awareness, Associations, Trust, Loyalty, and Brand Equity Kentucky Fried Chicken in East Java Confirmatory Factor Analysis Approach

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Abstract. The purpose of this study was to obtain empirical evidence of indicators forming awareness, association, trust, loyalty and brand equity of Kentucky Fried Chicken in East Java. The population in this study is KFC customers in regencies and cities in East Java and is an infinite population, that is, the size of the population is very large and the number is unknown. so that the sample size is determined by multiplying the number of indicators by 10, then the sample size used is 200 KFC customers. The data analysis used in this research is Confirmatory Factor Analysis. The results showed that brand recognition, brand recall, brand recognition and brand characteristics are important indicators as forming brand awareness and indicators of remembering the dominant brand forming brand awareness. Product benefits, credibility, lifestyle and product class are important indicators as forming brand associations and the dominant lifestyle forming brand associations. Integrity, competence, reliability and attention are important indicators as forming brand trust and dominant competencies forming brand trust. Brand loyalty, brand commitment, positive attitude towards the brand and recommendations are important indicators as forming brand loyalty and positive attitude towards the dominant brand forming brand loyalty. Perceived quality, perceived value, image and pride are important indicators as forming brand equity and dominant image forming brand equity.

Keywords: Awareness · Association · Brand · Trust · Loyalty · Brand Equity

1 Introduction

Fast food restaurants are one of the industries with the highest growth rates worldwide, particularly in urban areas, as a result of increasingly flexible modern lifestyles. Future fast-food outlets will compete more fiercely for customers' attention due to changes in consumer behavior and the community's growing acceptance of these establishments [1]. The results of the Top Brand Award Gen-Z Index survey for 2021 and 2022 in the Fast food Restaurant category, KFC ranked number two under MC Donald's. The results

of the Top Brand Phase 2 Index in 2021 and 2022, KFC ranks first in 2021, while in 2022, KFC ranks second under MC Donald's.

Kotlier And Klein (2012) Brand equity, which affects a brand's superiority over competing brands, can be created through revealing brands that have worth. Four components brand awareness (brand awareness), brand associations (brand associations), perceived quality (perceived quality), and brand loyalty are what make up brand equity, according to [2]. (brand loyalty). According to [3–5], perceived quality, perceived value, image, and pride all contribute to brand equity.

Customers who are very brand aware will have strong brand equity. According to Kotler and Keller (2012), brand awareness is the capacity of consumers to recognize brands under various circumstances, as demonstrated by brand recognition or recall successesv [6]. Brand awareness demonstrates a potential customer's capacity to identify and keep in mind that a certain brand belongs to a particular brand category. Brand awareness is assessed using markers of brand identification, brand recall, brand recognition, and brand features, according to [2, 7, 8].

Because of the function of brand associations, brand equity increases. According to [7], brand associations are tied to the thoughts that consumers have about a brand, both good and bad, therefore the stronger a brand's link with a product, the more strongly consumers will remember it. According to Chen (2001), associations can take many different shapes and represent the properties of the product. Product advantages, credibility, lifestyle, and product class are some of the brand association markers revealed by [2, 7, 9].

Customer trust in the brand is a customer's willingness to face the risks associated with the purchased brand. Customers expect that the purchased brand will provide positive and profitable results for customers [10]. In these conditions, it can increase brand equity because trust in the brand refers to the customer's knowledge and experience of the brand [11]. Luarn and Lin (2003), Gurchiev and Korchia (2002), and Delgado et al. (2005) revealed that brand trust could be measured using indicators of integrity, competence, reliability, and attention [11–13].

Brand loyalty, according to Mowen & Minor (2002), is the degree to which a customer has a favorable attitude toward a brand, is committed to a specific brand, and plans to buy it in the future. This behavior raises brand equity. Tong and Hawley (2009), Bilgin Y. (2018), Mowen and Minor (2002), and Brand commitment, brand advocacy, good brand perception, and brand loyalty recommendations are among the characteristics that can be used to gauge brand loyalty [8, 14]. Based on the background, this study re-examines the confirmatory factors of awareness, association, trust, brand loyalty, and brand equity of KFC as Fast food.

2 Methods

This study uses a quantitative research approach (*quantitative approach*) to test confirmatory awareness, association, trust, brand loyalty, and brand equity of KFC as Fast food.The population of this research is KFC customers in regencies and cities in East Java, namely Banyuwangi Regency, Jember Regency, Probolinggo City, Pasuruan City, Mojokerto City, Sidoarjo Regency, Surabaya City, Malang City, Kediri City and Madiun

Table 1. Operational Matrix of Research Variables

Variable	Indicator	Source
Brand awareness	Brand Introduction	Aaker (1997) Sasmita and Suki (2015) Bilgin (2018)
	Remember the brand	
	Brand recognition	
	Brand characteristics	
Brand association	Product benefits	Aaker (1997) Keller (2003) Sasmita and Suki (2015)
	Credibility	
	Lifestyle	
	Product class	
Brand trust	Integrity	Luarn and Lin (2003) Gurchiev and Korchia (2002) Delgado et al. (2005)
	Competence	
	Reliability	
	Attention	
Brand loyalty	Brand loyalty	Mowen and Minor (2002), Tong and Hawley (2009) Bilgin Y. (2018)
	Commitment to the brand	
	Positive attitude towards the brand	
	Recommendation	
Brand equity	Quality perception	Gil, et al. (2007) Loureiro, et al. (2014) Hou and Wonglorsaichon (2014)
	Value perception	
	Image	
	Pride	

City. The reason for choosing the Regency and City in East Java is because, in these districts and cities, there are KFC outlets with a total sample of 200 respondents. The source of data used in this study is primary data obtained by distributing questionnaires to KFC customers to find out the opinions of selected respondents regarding awareness, association, trust, and loyalty. And brand equity with operating variables is as follows (Table 1).

A Likert scale approach was used to measure the research variable. Confirmatory factor analysis (CFA), which is referred to as a measurement model from the standpoint of structural equation modeling, was utilized to analyze the data provided in the study (SEM).

Table 2. Validity and Reliability Test Results Item

Variable	Items	Correlation		Coefficient	
		count	Results	Alpha	Results
Brand awareness	X1.1	0.839	Valid	0.830	Reliable
	X1.2	0.821	Valid		
	X1.3	0.798	Valid		
	X1.4	0.808	Valid		
Brand association	X2.1	0.823	Valid	0.878	Reliable
	X2.2	0.875	Valid		
	X2.3	0.881	Valid		
	X2.4	0.890	Valid		
Brand trust	Y1.1	0.828	Valid	0.895	Reliable
	Y1.2	0.900	Valid		
	Y1.3	0.891	Valid		
	Y1.4	0.901	Valid		
Brand Loyalty	Y2.1	0.836	Valid	0.867	Reliable
	Y2.2	0.867	Valid		
	Y2.3	0.807	Valid		
	Y2.4	0.911	Valid		
Brand equity	Y3.1	0.884	Valid	0.888	Reliable
	Y3.2	0.867	Valid		
	Y3.3	0.843	Valid		
	Y3.4	0.879	Valid		

3   Results and Discussions

3.1   Result

3.1.1   Instrument Testing

The results of the testing of the items' validity and reliability show that every question item has been deemed valid and reliable because it satisfies the criteria for validity testing, which is a Pearson's product-moment correlation coefficient (r) of 0.3 and a Cronbach's alpha value greater than or equal to 0.6. The following Table 2 lists the test results.

3.1.2   Confirmatory Factor Analysis Results

The results of the measurement of indicators that can form the k. variable brand awareness, brand association, brand trust, brand loyalty, and brand quality with Confirmatory Factor Analysis are explained as follows:

Table 3. Factors Loading (λ) Measuring Variables of Brand Awareness, Brand Association, Brand Trust, Brand Loyalty, and Brand Equity

Indicators and Variables	brand awareness	Brand Association	brand trust	brand loyalty	Brand Equity
Brand Introduction	0.753				
Remember the brand	0.768				
Brand recognition	0.750				
Brand characteristics	0.754				
Product benefits		0.544			
Credibility		0.832			
Lifestyle		0.889			
Product class		0.455			
Integrity			0.813		
Competence			0.816		
Reliability			0.701		
Attention			0.735		
Brand loyalty				0.755	
Brand commitment				0.759	
Positive attitude towards the brand				0.763	
Recommendation				0.386	
Quality perception					0.774
Value perception					0.748
Image					0.790
Pride					0.756

According to Table 3, the variables for brand awareness, brand association, brand trust, brand loyalty, and brand quality all have indicators that have factor loading values (FL) with significance levels (p) 0.05 and CR values that display numbers larger than 2.0. As a result, it follows that each of these factors is crucial for developing brand recognition, association, trust, loyalty, and quality. Furthermore, the indicator recalls the dominant brand, producing brand awareness, when seen from the loading factor value of each indication. These findings can be explained by the fact that customers will grasp the KFC brand if they are able to recognize it well, as evidenced by the fact that KFC is the first fast food company that comes to mind when they think about consumers. Brand associations were being formed by the dominant lifestyle. Customers will associate the KFC brand with an urban lifestyle, as demonstrated by the fact that KFC serves quick food that is appropriate for urban populations, which is how these results can be explained.

Competence is the primary factor in brand trust. Customers will have confidence in the KFC brand if KFC exemplifies the value of competence demonstrated by being able to process the menus served, according to the results. Brand loyalty is formed by favorable attitudes toward the dominating brand. These findings can be explained by the fact that people will remain loyal to the KFC brand if the company can foster a good attitude toward the brand, which is demonstrated by positive word-of-mouth advertising and brand equity that is dominated by an appealing image. These findings can be explained by the fact that KFC will have a high brand equity if it can deliver a favorable image, as evidenced by the KFC brand image, which is consistent with.

3.2 Discussions

Four indicators name brand identification, brand recall, brand recognition, and brand characteristics as well as the opinions of [2, 7, 8] are used in this study to quantify brand awareness. The findings of the factor loading analysis study demonstrate that KFC is dominant in influencing the brand awareness variable, which is an indicator of recalling the brand on the fast food brand item that first comes to mind. This means that customers will be able to and always recall the name KFC as a fast food brand, which is the most important factor in determining brand recognition, the more frequently they eat KFC as a fast food brand and the higher their degree of interest in KFC items. This understanding is in line with Kotler and Keller's (2016) assertion that brand awareness is the ability of consumers to recognize brands under various circumstances, as demonstrated by brand recognition or recall success [6]. Brand awareness demonstrates a potential customer's capacity to identify and keep in mind that a certain brand belongs to a particular brand category. The degree of brand awareness a brand has attained determines its position in overall brand equity (Sasmita and Suki, 2015).

Four indicators product benefits, credibility, lifestyle, and product class that are based on the opinions of [2, 7, 9] are used in this study to quantify brand association. According to the analysis of factor loading values' findings, the most important lifestyle indicator in creating brand associations with KFC products is quick food that fits the lifestyle of metropolitan areas.

This idea is in line with Minor and Mowen's (2002) assertion that a person's daily routine, as indicated by their activities, interests, and attitudes, constitutes their lifestyle. Their acts, assertions, and thoughts all reflect the evolution of consumer lifestyles. Increased consumer activity will alter their consumption habits, making them more interested in choosing quick, easy, and rapid food.

Four indicators integrity, competence, reliability, and attention that were based on the opinions of [11–13] were used in this study to quantify brand trust. The indicator-competence with KFC goods having the ability to process the served menus is the most important indication in developing brand trust, according to the results of the factor loading value study. This indicates that KFC's capacity for processing the menu has a distinctly fried chicken flavor.

This idea is consistent with [11] Delgado and Munuera's (2001) assertion that brand trust is a brand's capacity to be trusted (brand reliability), which is based on customer belief that a product can deliver the value promised, and brand intention (brand intention), which is based on customer belief that the brand can prioritize the interests of customers.

As per Mowen and Minor (2002), [14] Tong and Hawley (2009), and Bilgin Y. (2018), four indicators brand commitment, brand commitment, favorable attitude toward the brand, and recommendation are used in this study to quantify brand loyalty. According to the examination of factor loading value, even if KFC is more expensive than other fast food chains, brand loyalty is more strongly influenced by the commitment indicator with the product. This understanding is in line with Durianto's viewpoint (2013). Customers who are loyal to a brand do so because they like the product, find it convenient to use, and a host of other factors that competing companies don't offer.

Kotler and Keller (2016) defined customer-based brand equity as the variation in how brand knowledge affects consumer reactions to the brand [6]. If consumers respond more positively to particular products, a brand is considered to have positive customer-based brand equity. On the other side, if a customer reacts negatively to a brand's marketing initiatives in the same circumstance, it can be said that the brand has negative customer-based brand equity.

In this study, brand equity was assessed using four indicators perceived quality, perceived value, image, and pride that were based on the opinions of [3–5]. According to the results of the factor loading value study, KFC has a brand image that is consistent with its product quality, which is the most important component in building brand equity. This means that if the quality of the items given by KFC to customers, including crispy fried chicken and crispy fried chicken, KFC will have equity as a fast food brand. The belief that KFC's chicken flavor, sauces, and numerous meal items are safe to consume.

According to Kotler and Keller (2016), a brand can have positive brand equity if consumers react more positively to particular items, while a brand can have negative brand equity if consumers react unfavorably to brand marketing initiatives in the same circumstance [6].

4   Conclusion

Based on the results of factor analysis, the indicator of remembering the brand on the fast food brand item that first comes to mind is that KFC is dominant in shaping the brand awareness variable. The lifestyle indicator with KFC items is ready-to-eat food that is in accordance with the lifestyle of urban communities, which is the most critical indicator in forming brand associations. Indicatorcompetencewith KFC items having the ability to process the menu that is served as the most crucial indicator in developing brand trust and an indicator of commitment to the item even though the price is higher will still choose KFC over other fast food.

Practically, mKFC management in East Java needs to use content marketing so that customers always remember the name of a fast food brand. KFC management in East Java needs to make a decision to become sponsors of various activities that make the brand have the same image as these activities, need to maintain brand reliability/reliability, maintain a good reputation for the brand and innovate on products develop products by adding new variants.

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