

THE IMPACT OF FOOD QUALITY AND PRICE DISCOUNT TOWARD BRAND IMAGE AND PURCHASE DECISION

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ABSTRACT

In today's globalized world, business rivalry is becoming more intense on both a domestic (national) and international level. Currently, the business sector that continues to experience rapid growth is the fast food industry. With the increasing population in Indonesia, the demand for fast food also continues to increase. One example of a fast food product that is popular in Indonesia is KFC. The Indonesian public's view of KFC as a food that has high standards of quality safety, and health has become very strong. When asked about the best place to enjoy fried chicken in Indonesia, KFC always comes up as one of the first choices in their minds. Products produced by this international company offer the assurance of superior food quality. KFC's food quality is an important factor that influences consumer purchase decisions, and this must be the company's focus on improving the quality of its products to win competition in the fast food industry. This study will examine the extent to which the impact food quality and price discounts on purchase decisions, with the brand image as a mediating variable at KFC in Indonesia. In collecting data, this research applied a questionnaire method involving 219 respondents selected through a purposive sampling technique. In data analysis, Structural Equation Modeling (SEM) was used with the help of the AMOS 24 tool. The results of this research reveal that food quality and price discounts have a significant influence on purchase decisions, which are mediated by brand image.

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1. INTRODUCTION

In today's globalized world, business rivalry is becoming more intense on both a domestic (national) and international level. We know that consumers needs and desires for a product are increasing day by day and are unlimited [1]. Currently, the business sector that continues to experience rapid growth is the fast food industry sector. As the population in Indonesia increases, the demand for fast food also continues to increase [2]. People like instant things because they save time and are easier to serve [3]. Food at fast-food restaurants has become an integral aspect of people's lives today [4]. These fast-food restaurants were originally created as a business model to accommodate busy people, immigrants and day workers who often did not have the opportunity to sit in a restaurant and wait for their food order.

One example of a fast food product that is popular in Indonesia is KFC. The Indonesian public's view of KFC as a food that has high standards of quality safety, and health has become very strong. When asked about the best place to enjoy fried chicken in Indonesia, KFC always comes up as one of the first choices in their minds [5]. The information and findings from these researchers can be used to design more effective regulations, provide encouragement to businesses and create an environment that supports growth in the fast food industry. Based on the website kfcku.com [6] shows that by the end of 2023, the company will operate a total of 739 stores located in 32 of 38 provinces, over 150 cities in Indonesia and employs around 15,492 workers with revenues of more than IDR 3.317 trillion. Kentucky Fried Chicken, which is now better known by its abbreviation KFC, is a fast food restaurant with a strong brand image. A sign of this popularity can be seen from KFC winning the title as the most superior brand in the fast food restaurant sector in Indonesia in 2022, according to analysis results Top Brand Award [7]. The Top Brand Award is a recognition for leading brands, with a survey covering around 8,500 people who gave responses from various big cities in Indonesia [7]. From this research, we can understand more

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deeply the potential and obstacles in the fast food industry, while recognizing opportunities for long-term growth and sustainable development.

The food products presented by this international company provide assurance of the best food quality. Restaurants must be able to compete by maintaining high food quality standards so that they can attract visitors' interest in the menu choices they serve [8]. The success of the restaurant business depends on food quality, which can be seen through the extraordinary taste of the food served [9]. Food quality is related to purchase decisions because when the food quality provided is better, customers will feel the deliciousness of the food, so they will decide to buy it. Findings from research conducted by Sartien et al., (2022) [8]; Hidayat et al., (2023) [10]; Pebriani et al., (2023) [11] states that food quality influences purchase decisions, while findings by Dwiyanti & Saifuddin (2022) [9] proves that food quality has no effect on purchase decisions.

Food quality is used to support various available marketing strategies [8]. The marketing strategy is not only food quality, price discounts, but also the right marketing strategy. On various occasions, companies compete to offer several promotional prices, including price discounts [12]. According to research conducted by Anwar & Andrean (2021) [13] customers usually prefer to choose products that have a more economical price even though the brand is less well-known than brands that are more expensive but well-known. When the price set is in line with the benefits felt by customers, they will decide to purchase the product [14]. Findings from research conducted by Aditi & Young (2019) [15]; Sutrisna et al., (2023) [16]; Haitao (2022) [17] stated that price has a strong impact on the decision to buy, while the findings by Sairun & Sugito (2023) [18]; Hidayat et al., (2023) [10]; Mbete & Tanamal (2020) [19] proves that price has no effect on purchasing decisions.

According to Waluya et al., [20] shows that the main element that influences the decision to buy is brand image. Brand image has an important role as an intermediary factor in influencing the relationship between food quality and price discounts on consumer purchase decisions. Brand image has a big influence on restaurant development. The way a restaurant's image is formed can change for the better or worse, depending on how consumers evaluate the product after consuming it [21]. Stronger brand image in mind of customers, the stronger the customer's confidence in making purchase decisions for the products they buy. Brand image is an intermediary that indirectly influences purchase decisions because building and creating a positive and strong brand image (both in terms of product quality safety, and comfort provided to consumers) can lead to more profitable purchase decisions [22].

From discussion above, this research needs to be carried out because there are significant and insignificant differences between the food quality and price discount variables on purchase decisions and brand image becomes an intermediary that indirectly influences purchase decisions. Therefore, the purpose of this research is also to measure the extent of the impact or understand the impact of food quality and price discounts on purchase decisions at KFC in Indonesia, with brand image as a mediating variable.

Literature Review

Food Quality

Food quality is the attribute of a food quality that customers find acceptable [23]. From this research, it can be explained that food quality is KFC respondents' assessment of the quality characteristics of food or drinks at KFC that are acceptable to consumers. In this research, there are indicators that refer to the research [23] that is:

1. Quality in terms of taste, quality in terms of taste refers to the level of goodness or excellence of the taste of a food or drink. This includes the extent to which the food or drink is palatable, delicious, or appetizing.
2. Quantity or portion, refers to how much food or drink is served or consumed in one meal or drink.
3. Distinctive taste refers to the special and unique properties in the taste of a food or drink that separate it from others.
4. Hygiene or cleanliness refers to the cleanliness and sanitation guidelines used when food is processed, stored, and served.
5. Packaging quality includes aspects such as storage, protection, and the way the product is displayed.

Price Discount

Price discount is a discount given to the customer of the normal price of the product indicated on the product label or packaging [24]. Meanwhile Prasetyo et al., [25] explains that discounts are a form of

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appreciation given by sellers to buyers as compensation for special activities that have been carried out. Price discount is the respondent's assessment of the discounts provided to customers from the standard KFC menu price. In this research, there are indicators that refer to the research Chao & Liao [26] that is:

1. Offering an attractive price, which means that the company's discount price for customers can help them save own costs.
2. Providing benefits for consumers means that when consumers buy products that are sold at discounted prices, consumers will get many benefits both in purchasing at affordable prices and so on.
3. Provide value to consumers, meaning that consumers will feel the value and impression of the products offered and the value provided by the company.

Brand Image

According to Sutiyono & Hadibrata [27] Brand image is a form of brand identity for products offered to customers and differentiates these products from competitors' products. Brand image refers to how a customer views a brand as a representation of the associations they have made with that brand in their minds [28]. Brand image is the respondent's assessment of KFC's identity, which differentiates it from other international franchise companies. In this research, there are indicators according to Hernikasari et al., [29] that is:

1. Corporate Image, meaning the perception formed and felt by individuals towards a company, which includes a general view of the company's identity, values, reputation, goals and quality.
2. Product or consumer image, this is similar to company image, but focuses more on people's perceptions and views of individual products, not the entire company.
3. User Image, meaning the perception held by users or consumers regarding certain products, services, or brands.

Purchase Decision

Purchase decisions are decisions taken by consumers in purchasing a product after considering various information [30]. It can be explained that the purchase decision is the KFC respondent's assessment of their decision when buying food/drinks at KFC after considering various information. In this research, there are indicators according to Kotler & Keller [31] that is:

1. Confidence when deciding to buy, is a consumer's attitude towards a product or brand before they make a purchase decision.
2. Careful consideration, analysis and evaluation processes are carried out carefully and carefully before making a decision.
3. Choice priority, is the order assigned to the various options or choices available when making a decision.

Food Quality and Brand Image

A brand image that is known has a superior level of quality and is increasingly superior to brands that are less popular because brands that are popular generally have many users who can be used as consideration by new customers who want to buy them. It is not surprising that restaurants with good food quality have strong demand from customers [32]. Customers evaluate various factors to evaluate food quality, such as food sensation, nutritional content, and various proposed menus as important points. Apart from these points, the quality of freshness, aroma, presentation, and serving size are also recognized as the main indicators of food quality [33]. From this opinion, good food quality will help build a positive and strong brand image for the Company. This finding has also been proven by previous research conducted by (Solunoglu, 2020) [32] confirming that a significant interaction between perceptions of food quality served to customers in restaurants and brand image has been identified. Based on the previous explanation, it can be interpreted that the higher the quality of the food, the more positive the brand image that is formed in customers thoughts.

Price Discount and Brand Image

According to Budiharseno [12] Price discounts can help consumers who have been loyal to the brand and switch to the product by getting a discounted price. This product has a high price, but because it has built a positive brand image, this product remains the desired choice for consumers. This means that if prices become more relative to the quality and capabilities of consumers, the consumer brand image will increase and will be increasingly sought after by all consumers [34]. According to Hermiyenti & Wardi [14] customers tend to choose brands they like at the right price. It can be concluded that price

has the ability to influence consumers' views regarding brand exclusivity so the brand strategy implemented by the company must seriously consider the price factor.

Food Quality and Purchase Decision

According to Sartien et al., [8] indicates that there is a positive relationship between food quality and purchase decisions because when respondents were asked for their opinion regarding the influence of food quality on their purchasing decisions, most of them responded that the uniqueness of food quality was a driving force in their purchase decisions. According to Dwiyanti & Saifuddin [9] Food quality is the key to the success of the restaurant business, it can be assessed by food quality in the form of dishes that taste good. This proves that food quality is also a consideration before consumers decide to make a purchase. At the same time, food quality has a significant impact in consumers' purchase decisions, so it can be seen that as food quality increases, purchasing decisions also increase [11]. It can be concluded that consumers tend to choose food that is considered to have high quality and meets their expectations, thereby increasing the possibility of a purchase decision.

Price Discounts and Purchase Decisions

According to Insani & Madiawati [35] One aspect that consumers must pay attention to when purchasing is an understanding of price. It is widely known that price is one of the main elements that buyers consider when they make a purchasing decision [36]. It is believed that by offering a price break, customers will be more inclined to purchase the company's goods [18]. The more competitive the price offered, the more purchasing decisions are made; this shows a favourable relationship between the price and the purchase decision [37]. Therefore, it can be said that price discounts are discounts set by sellers to consumers because consumers have made purchases in sufficient quantities so price discounts are a form of appreciation from the company [18].

Brand Image and Purchase Decision

A good brand image will increase purchase decisions, because the stronger the impression the company forms in the minds of consumers, the greater the trust consumers give to the product and the possibility of buying the product [38]. Companies must pay serious attention to managing their brand image to improve brand image and influence purchase decisions, so that the quality in the brand becomes the main point in determining the decision to buy a product [39]. According to Narayana & Rahanatha [38] explains that the stronger the view that consumers form about a brand image, the more likely they are to purchase the product. Increasing the brand image that is formed in consumer perception, the greater the possibility of a decision to buy the product [21].

Food Quality in Purchase Decisions mediated by Brand Image

Food quality is the most important component of the overall restaurant experience and is an important requirement to meet the expectations and needs of restaurant customers, so that maintaining superior food quality is the primary component of maintaining a restaurant's brand image [40]. The quality of food is related to the purchase decision through the brand image, because if the quality of the food is good, then it will result in benefits for both sides. So it's not surprising that restaurants that serve high-quality food receive high demand from customers [32]. The brand image of a product will benefit consumers, because it will influence the way consumers judge other competing brands [41]. This study is in line with a study by Sartien et al., (2022) [8], which states that purchasing decisions are influenced by two factors, namely food quality and brand image.

Price Discount on Purchase Decision mediated by Brand Image

One aspect when determining a purchase decision is the choice of brand or brands to pay attention to. Of course, consumers will think about price compatibility issues and the image embedded in the product as well as the benefits offered by the product [42]. This is demonstrated by the influence of affordable prices and a good brand image, so that consumer purchase decisions will certainly be much better. According to Maghribi & Juniwati [43] which states that brand image is an assumption that exists in consumers view that is formed when people see or hear about a brand that arises from experience and can add value to a product or company. According to Hermiyenti & Wardi [14] states that in purchase decisions, price is a direct effect for consumers to decide whether to make a purchase or not. According to Pranoto et al., [44] stated that brand image mediates the effect of price on purchase decisions. Therefore, if a product has a good brand image, the price presented is in line with its benefits and quality, so customers will decide to choose a product with the right price and has a good product image.

Conceptual framework

Based on the description above, the research framework can be built as follows:

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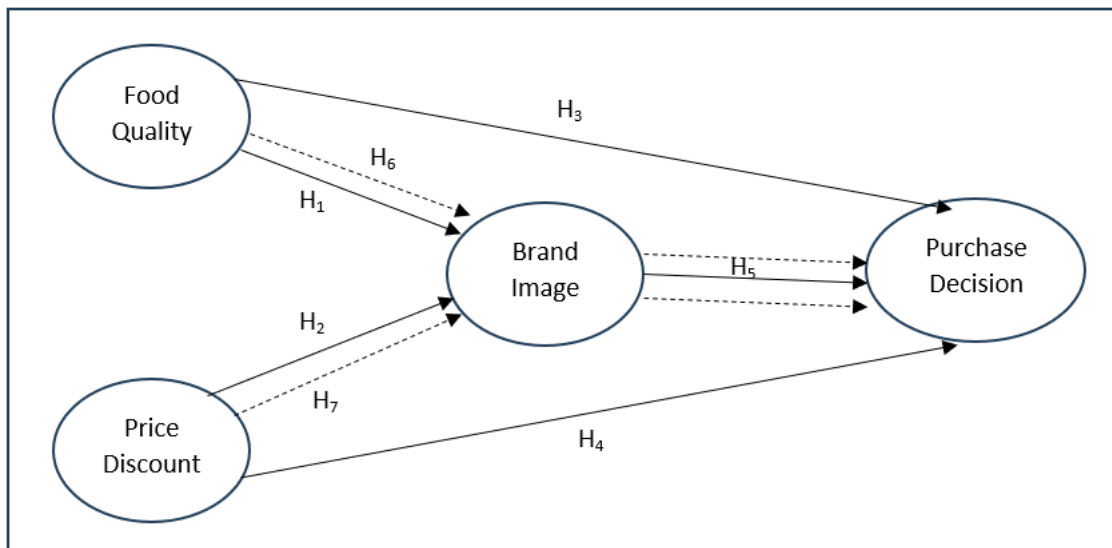


Figure 1. Research Framework

Research Hypothesis

Based on the problem formulation and conceptual framework above, the research hypothesis proposed by the researcher is as follows:

- H1: Food Quality has a significant effect on Brand Image
- H2: Price Discount has a significant effect on Brand Image
- H3: Food Quality has a significant effect on Purchase Decision
- H4: Price Discount has a significant effect on Purchase Decision
- H5: Brand Image has a significant effect on Purchase Decision
- H6: Food Quality has a positive and significant effect on Purchase Decisions which is mediated by Brand Image
- H7: Price Discount has a positive and significant effect on Purchase Decisions which is mediated by Brand Image

2. METHOD

In this research used quantitative methods. This research is also causal research. Respondents who meet the predetermined criteria will be given a questionnaire using a 5-point Likert scale, starting from "disagree" to "strongly agree". Food quality is measured based on several dimensions, namely quality in terms of taste, quantity or portion, distinctive taste, hygiene or cleanliness, and the quality of packaging developed by Wiwoho [45] and has been modified by the author. Meanwhile, price discounts are measured based on 3 dimensions, namely offering an attractive price, providing benefits for consumers, and providing value to consumers as proposed by Chao & Liao (2016) [46]. Meanwhile, to measure brand image using 3 indicators proposed by Hernikasari et al., (2022) [47] namely maker image/corporate image, product or consumer image/product image, and user image. Next, purchase decisions are measured based on 3 indicators proposed by Kotler & Keller (2021) [31] namely confidence when deciding to buy, careful consideration, and priority choices.

The population in this research is all KFC consumers in Indonesia. In this research, there were 219 respondents who were collected and researched as a sample. The sampling technique uses purposive sampling technique. The samples that are the subjects of this research are: 1) respondents aged at least 17 years, who live in Indonesia, 2) respondents who visited and enjoyed the KFC menu at least 2 times in the last 1 month, 3) Respondents are KFC consumers who have ever purchased by getting a discount, 4) the respondent acts as a purchasing decision maker. Sample locations were obtained through an online questionnaire in Indonesia.

In this research, Structural Equation Modeling (SEM) was used with the AMOS 24 statistical tool to analyze and evaluate the measurement model and structural model of the research construct being built. Evaluation of model fit will be carried out using goodness of fit index parameters such as chi square

(x2), CMIN/DF, Root Mean Square Error of Approximation (RMSEA), Root Mean Square Residual (RMR), Goodness of Fit Index (GFI), Tucker Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), Normed Fit Index (NFI). Construct validity will be evaluated by considering the standardized loading factor (SLF) value which must be ≥ 0.50 (Hair et al, 2014: 618), while construct reliability will be evaluated based on the Construct Reliability (CR) and Average Variance Extracted (AVE) values. Next, SEM analysis will be carried out on the structural model to test the research hypothesis that has been built, using the calculated t-value for each coefficient. A hypothesis can be said to have a causal relationship if the t-count value \geq t-table (1.96) with a significance level α (usually $\alpha = 0.05$).

3. RESULT AND DISCUSSION

Results

Respondent Characteristics

The analysis of respondent profiles in this survey is based on the following demographics:

Table 1. Characteristics of Respondents

Categories	Items	f	%
Domicile	Kalimantan	82	37.5
	Java	51	23.3
	Papua	1	0.5
	Sulawesi	12	5.5
	Sumatra	19	8.6
	Bali	46	21.0
	Nusa Tenggara	2	0.9
	Maluku	2	0.9
	Other	4	1.8
	Total	219	100
Age	17 to < 21 years	46	21.0
	21-30 years old	135	61.7
	31-40 years old	17	7.8
	41-50 years old	15	6.8
	>50 years	6	2.7
	Total	219	100
Gender	Man	82	37.5
	Woman	137	62.5
	Total	219	100
Education	Elementary school	1	0.5
	Middle/Junior High School	4	1.8
	high school/high school	117	53.4
	D1/D2/D3/D4	29	13.2
	Bachelor degree)	64	29.3
	Postgraduate (S2/S3)	4	1.8
	Total	219	100
Work	Student	7	3,2
	College student	69	31.5
	Businessman	13	5.9
	Private sector employee	50	22.8
	Civil servants	17	7.7
	POLRI/TNI	20	9.2
	BUMN	5	2,3
	Other	38	17.4
	Total	219	100
Income/month (For those who are already working)	< IDR 2 million	27	12.3
	IDR 2-4 million	43	19.6
	> IDR 4-6 million	35	16.0
	> IDR 6-8 million	8	3.7
	> IDR 8-10 million	1	0.5

Categories	Items	f	%
Pocket money/month (For those who haven't worked)	> IDR 10 million	7	3,2
	Not yet working	98	44.7
	Total	219	100
	< IDR 1 million	39	17.8
	IDR 1-1.5 million	35	16.0
	> IDR 1.5-2 million	15	6,8
	> IDR 2-2.5 million	3	1.4
	> IDR 2.5 million	6	2.7
	Already Working	121	55.3
	Total	219	100

Based on the table above, it can be seen that the majority of respondents' domiciles were from the island of Kalimantan, 37.5%, with ages 21-30 years 61.7%. Women dominate respondents as much as 62.5%. In terms of educational background, respondents are generally high school/high school graduates and graduates (S1), while the average job is dominated by college students at 31.5%, and the average income for those already working is IDR 2-4 million 19, 6% and the average pocket money for all respondents is < IDR 1 million 17.8%.

Measurement Models

The related results presented are as follows:

Table 2. Measurement Model Results

Variable	Items	SLF	AVE	CR		
<i>Food Quality</i>	KFC has a quality taste that suits my taste.	0.872	0.760	0.983		
	KFC is able to maintain the quality of its food at all times.	0.883				
<i>Price Discount</i>	I can freely order food at KFC because there are many variations on the menu and it is always available.	0.852				
	The food portions at KFC are according to my wishes.	0.787				
	The portions of food at KFC are in accordance with the price and quality.	0.829				
	In my opinion, the food at KFC has a unique spice content.	0.900				
	KFC food has a distinctive taste, which I feel is different from other similar foods.	0.915				
	In my opinion, all the food and drink menus at KFC meet the hygiene/cleanliness aspect.	0.883				
	I think KFC packaging is quite practical, easy to carry.	0.902				
	KFC packaging makes it easy for me to consume it.	0.892				
	The price discount set by KFC caught my attention.	0.875				
	When there is a sales promotion at KFC such as a Price Discount, I prefer to buy more.	0.893				
<i>Brand Image</i>	The Price Discount that the KFC Company gives to consumers can save my expenses.	0.890				
	I can still feel the benefits of the quality of the food and drinks offered by KFC, even when price discounts occur.	0.903				
	KFC is known as a reliable international franchise company in the fast food industry.	0.903	0.702	0.963		
	KFC menu variations are known to have distinctive and delicious flavors.	0.853				
	When they hear the fried chicken menu, many people associate it with KFC.	0.797				
	KFC consumers are known as people who like practicality.	0.858				
	KFC consumers are known as people in the high income segment.	0.774				
<i>Purchase Decision</i>	I feel confident when making decisions to buy food/drinks at KFC	0.936			0.861	0.978
	My decision to buy food/drinks at KFC has been through	0.935				

Variable	Items	SLF	AVE	CR
	careful consideration			
	Buying food/drinks at KFC is my priority choice.	0.894		
	My decision to buy food & drinks at KFC was the right choice.	0.947		

Table 2. is the outcome of evaluating the general model's validity and dependability. In the complete model, every indicator variable's standardized loading factor (SLF) value is more than 0.50. This indicates that every indicator has been deemed legitimate and is thought to be capable of measuring the construct of the entire model that is being constructed. Consistent results are presented by the reliability test. Every instrument was deemed trustworthy and possessed the capacity to measure the entire model's constructions with consistency. This is demonstrated by the construct reliability (CR) value, which came in at ≥ 0.70 , and the avariance extracted (AVE) value of all indicator instruments, which came in at ≥ 0.50 .

Table 3. Goodness of Fit Index

Goodness of Fit Index	Cut Off Value	Results	Fit
χ^2	Expected to be low	657,928	
Df		225	
χ^2 - Significance Probability	≥ 0.05	0,000	
CMIN/DF	≤ 3.00	2,924	Good Fit
RMSEA	≤ 0.08	0.094	Not Fit
RMR	< 0.05	0.159	Not Fit
NFI	≥ 0.90	0.899	Not Fit
IFI	≥ 0.90	0.931	Good Fit
TLI	≥ 0.90	0.922	Good Fit
CFI	≥ 0.90	0.931	Good Fit

In table 3, the model conformance test shows that the model suitability requirements are accepted, and conformity can be stated. Four measurements show good suitability. If there are 3-4 measurements with a good level of suitability or above the cut-off value then the research model configuration can be declared adequate and accepted.

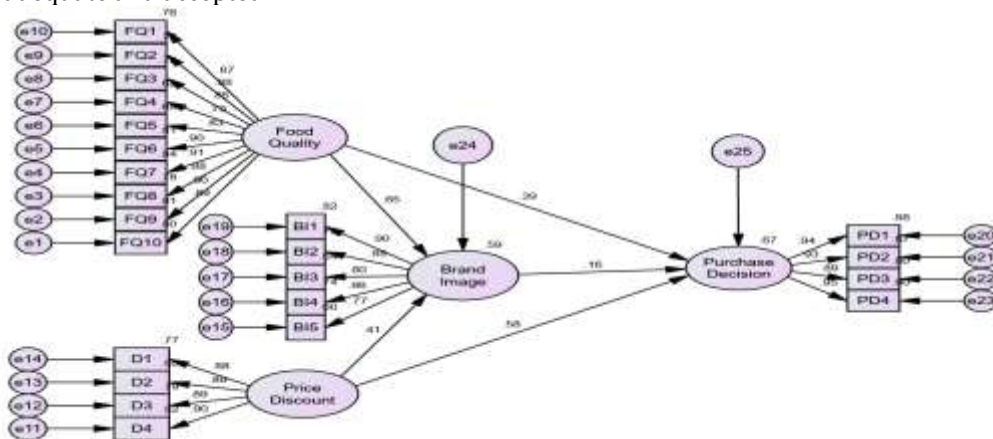


Figure 2. Full Model Testing

Hypothesis Testing

The results of the causal relationship test between variables in the structure of this research are as follows:

Table 4. Hypothesis Testing

Hypotheses	Path	Estimate	S.E	CR	P	Conclusion
H1	Brand Image <--- Food Quality	0.634	0.071	8,894	0,000	Significant
H2	Brand Image <--- Price Discount	0.333	0.056	5,914	0,000	Significant
H3	Purchase Decision <--- Food Quality	0.422	0.081	5,222	0,000	Significant
H4	Purchase Decision <--- Price Discount	0.520	0.061	8,494	0,000	Significant
H5	Purchase Decision <--- Brand Image	0.173	0.082	2,108	0.035	Significant

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Table 4 displays the results of AMOS processing. The p value of the food quality variable on brand image is 0.000, indicating a value of less than 0.05 ($\alpha = 0.05$), it can be seen that the first hypothesis has a positive and significant effect. The p value of the price discount variable on brand image is 0.000 for the second hypothesis, indicating that price discounts significantly influence brand image. The p value for the food quality variable in purchase decisions which supports the third hypothesis is 0.000. This shows how purchase decisions are influenced positively and significantly by food quality. The p value of the price discount variable in the purchase decision, which represents the fourth hypothesis, is 0.000. that price discounts positively and significantly influence purchase decisions. The fifth hypothesis, which shows that brand image has a positive and significant influence on purchase decisions with a p value of 0.035. The indirect impact of the mediating variables is presented in table 5. which contains the results of the sobel test.

Table 5. Sobel Test – Significance of Mediation

	Sobel Test Statistics	Two-Tailed Probability	Description
Food Quality --> Brand Image --> Purchase Decision	2,053	0.040	Significant
Price Discount --> Brand Image --> Purchase Decision	1,988	0.046	Significant

Based on the Sobel test results shown in table 4.5. The sobel test statistic value obtained was 2.053 and the p-value was 0.040. These results show that the Sobel test statistic value is greater than the t-table value of 1.96. Likewise, the p-value obtained shows a value smaller than 0.05 ($\alpha = 0.05$). These results show that there is a significant indirect influence between food quality on purchase decisions through brand image. Suitable results were also obtained at the price discount where the sobel test statistic value was greater than 1.96, namely 1.988 and the p-value was smaller than 0.05 ($\alpha = 0.05$), namely 0.046. So, there is a significant indirect influence between price discounts on purchase decisions through brand image.

4. CONCLUSION

This research aims to examine and analyze food quality and price discounts which influence consumer purchase decisions in purchasing KFC food products and explore the mediating role of brand image. Structural equation modeling showed that all hypotheses were supported. Through the results of this research, it can be concluded that in the fast food industry sector today, food quality is one of the factors that business people need to pay attention to. The success of the restaurant business depends on food quality, which can be seen through the extraordinary taste of the food served [9]. Customers evaluate many factors to assess food quality such as food sensation, nutritional content and various proposed menus as important points. This research also tested the role of brand image as a mediating variable in the influence of food quality on purchasing decisions and the results of the test were accepted. Thus, the quality of the brand causes the main point in determining the decision to buy the product [39]. Not only food quality, a businessman also needs to pay attention to the influence of the price discount strategy on purchase decisions. This research concludes that there are positive and significant results, which means that price discounts in KFC's marketing strategy will be able to increase product purchase decisions for this brand. Brand image is also successful in mediating this variable, as it is known that the presence of price discounts in the business world really attracts consumer attention, which can make consumers aware of the presence of a good KFC brand image. Researchers hope that this research will contribute by increasing understanding, providing information, and expanding knowledge for all parties involved. KFC in Indonesia should continue to focus attention on other marketing strategies, apart from just providing price discounts and always maintaining the food quality that is unique to the KFC company. This is important to achieve success in increasing consumer purchase decisions and also to strengthen KFC's brand image. In this way, KFC can ensure that its brand remains strong in the minds of consumers in Indonesia and is not easily replaced by other competing brands.

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