



The Effect of Brand Image, Taste, and Service Quality on Consumer Satisfaction at Hisana Fried Chicken Makassar

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	Abstract
<p>Keywords: <i>Brand Image, Taste, Service Quality, Consumer Satisfaction</i></p> <p>Conflict of Interest Statement: The authors declare that there is no conflict of interest regarding the publication of this study. The research was conducted independently and was not influenced by any commercial or financial relationships with Hisana Fried Chicken Makassar.</p> <p>Copyright © 2023 POVREMA. All rights reserved.</p>	<p>Purpose: This study aims to analyze the effect of brand image, taste, and service quality on consumer satisfaction at Hisana Fried Chicken Makassar.</p> <p>Research Design and Methodology: The study employs a quantitative approach. Primary data were collected using questionnaires, and purposive sampling was applied to select 86 respondents. Data were analyzed using descriptive statistics and multiple linear regression analysis with IBM SPSS version 21 for Windows.</p> <p>Findings and Discussion: The results indicate that brand image does not have a positive or significant effect on consumer satisfaction. In contrast, taste and service quality have a positive and significant impact on consumer satisfaction.</p> <p>Implications: These findings suggest that improving taste and service quality should be prioritized to enhance consumer satisfaction, while brand image alone may not significantly influence consumer perceptions.</p>

Introduction

The rapid development of the culinary industry in Indonesia aligns with increasingly dynamic lifestyle patterns in society. Globalization has accelerated cultural exchange in the culinary field, with Western fast-food restaurants spreading to many countries, including Indonesia. Meanwhile, local cuisine has gained wider recognition through tourism and digital media. The emergence of social media, food vloggers, and digital food delivery services has also reshaped the culinary landscape.

The term *culinary* derives from the Latin word *culina*, meaning kitchen. In the modern context, it encompasses all activities related to cooking, serving, and enjoying food. The culinary sector plays a significant role in the economy, particularly in the development of micro, small, and medium enterprises (MSMEs) and tourism. Many entrepreneurs leverage digital technology for promotion and product distribution. Activities such as food festivals, culinary tourism destinations, and culinary events in the media further contribute to the growth of the creative economy. The Indonesian government actively supports the preservation of traditional cuisine as a culturally and economically

valuable heritage, both in domestic and international markets. Culinary culture is not merely about food but also reflects the identity, culture, and lifestyle of a society. Culinary diversity is influenced by geographical factors (archipelagic geography), interaction with foreign nations (India, Arab, China, Europe), and the richness of spices. Dishes such as rendang, soto, nasi goreng, and pempek illustrate the rich culinary heritage of the archipelago.

Culinary development has progressed alongside human civilization. From hunting and gathering, humans transitioned to agriculture, which introduced a wider variety of ingredients and cooking techniques. Each region has culinary characteristics influenced by geography, culture, religion, and other factors. Food can serve as a symbol of national or regional identity, particularly in Indonesia, which boasts a diverse culinary heritage. The culinary industry has become a popular business sector, including fast-food enterprises that provide convenience to urban populations with high mobility.

Hisana Fried Chicken, a local fast-food brand, seeks to meet consumer demand by offering high-quality fried chicken at affordable prices. Hisana Fried Chicken is an Indonesian brand established in 2005 in Bekasi, West Java, by H. Tatang Suharta. Initially, the business began with a simple cart selling affordable fried chicken targeted at lower- to middle-class consumers. The brand name "Hisana" derives from the founder's child, Rosma Hisana Jannah.

With advances in technology, information, and product quality, Hisana has grown rapidly under a franchise model. By 2016, Hisana had approximately 630 outlets across 11 provinces in Indonesia. This growth was supported by a dedicated Research and Development (R&D) team, continuously innovating new menu items and improving product quality.

Hisana is renowned for its crispy fried chicken, marinated with twelve secret spices, resulting in a rich and distinctive flavor that penetrates the meat to the bone. The cooking process is conducted at 170°C to ensure crispiness and optimal taste. In addition to fried chicken, Hisana offers other menu items, such as French fries, chicken skin, and hotang. Operationally, Hisana applies Sharia principles, from halal slaughtering processes to profit-sharing systems with business partners. This approach ensures both product halal compliance and fair, transparent relationships between the company and its franchise partners.

The competitive advantages of Hisana Fried Chicken include affordable pricing, low franchise capital requirements, and simple outlet concepts suitable for the lower- to middle-class market segment. Hisana also implements efficient operational systems, flavors that appeal to local taste preferences, and rapid outlet expansion across multiple regions. These factors make Hisana accessible, cost-effective, and competitive without directly confronting larger brands. However, the brand's success alone does not guarantee consumer loyalty; it must be accompanied by a positive brand image, consistent product quality, and satisfying customer service.

Based on this background, it is necessary to investigate the extent to which brand image, taste, and service quality influence consumer satisfaction at Hisana Fried Chicken in Makassar. The results of this study are expected to contribute to the development of marketing strategies and the enhancement of Hisana Fried Chicken's competitive position in the fast-food industry. This study is significant due to the intense competition in the fast-food industry, where consumers evaluate not only price but also brand image, product taste, and service quality when making choices. As a growing local brand in Makassar, Hisana Fried Chicken must understand these factors to maintain consumer loyalty and satisfaction. Without such insights, the company risks losing competitiveness to stronger brands. Therefore, this research provides practical contributions to the company while also enriching academic literature on consumer behavior.

The objective of this study is to analyze the influence of brand image, taste, and service quality on consumer satisfaction at Hisana Fried Chicken in Makassar. Specifically, it examines the effect of each variable individually and simultaneously. The findings are expected to identify the dominant factors affecting consumer satisfaction, providing a foundation for marketing strategies and service improvements that enhance the brand's competitiveness.

Literature Review

Theoretical Foundation

Marketing has been defined in various ways by scholars, highlighting its central role in business activities. According to Djalim S. (2003, cited in Abdurrahman et al., 2015), marketing is a comprehensive system in business designed to plan, price, promote, and distribute products to satisfy consumer desires, reach target markets, and achieve organizational goals. Similarly, Kotler (in Malau, 2017) describes marketing as both a science and an art of exploring, creating, and delivering value to meet the needs of target markets while achieving profit. Marketing involves providing excellent services by designing and promoting products that meet consumer needs, including identifying unmet needs and estimating market size and potential profitability. Kotler and Armstrong (2009, cited in Abdurrahman et al., 2015) further define marketing as an organizational function and a set of processes aimed at creating, communicating, and delivering value to customers while building and managing customer relationships to benefit both the organization and its stakeholders. Collectively, these definitions emphasize that marketing is a core business activity focused on creating, delivering, and communicating product or service value to consumers. It involves managing the transfer of ownership, product distribution, and understanding consumer needs and preferences to maintain business sustainability and competitiveness. In managerial terms, marketing encompasses planning, organizing, actuating, and controlling activities to facilitate exchanges that satisfy all parties involved (Kotler, 2008). For companies targeting end consumers, this is categorized as consumer product marketing, where products are offered directly to consumers in the consumer market.

Conceptual Framework

In the context of Hisana Fried Chicken Makassar, consumer satisfaction is understood as the evaluation of experiences after consuming a product or service. This study identifies three key variables influencing consumer satisfaction: brand image, taste, and service quality. Brand image represents consumer perceptions and associations with the Hisana brand, influencing trust and loyalty. Taste is a critical factor in the culinary industry, directly affecting consumption experiences, while service quality encompasses aspects such as friendliness, speed, and order accuracy, which determine how valued consumers feel. These variables are expected to have significant partial and simultaneous effects on consumer satisfaction, ultimately influencing repurchase intentions and brand loyalty.

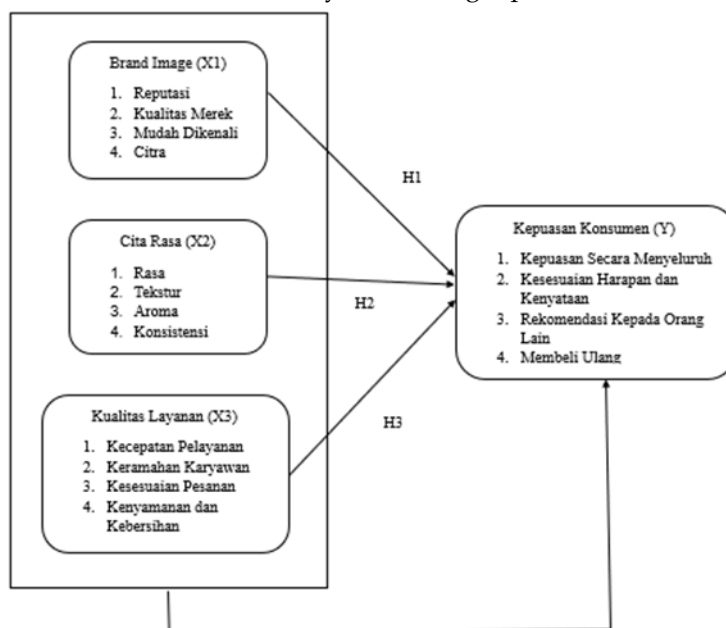


Figure 1. Conceptual framework

Hypotheses

Based on the conceptual framework, this study formulates the following hypotheses: brand image is expected to have a positive effect on consumer satisfaction at Hisana Fried Chicken Makassar (H1), taste is anticipated to positively influence consumer satisfaction (H2), and service quality is predicted to have a positive impact on consumer satisfaction (H3). Furthermore, it is hypothesized that brand image, taste, and service quality simultaneously exert a significant positive effect on consumer satisfaction at Hisana Fried Chicken Makassar (H4).

Research Design and Methodology

Research Type and Approach

This study employs a quantitative approach with an associative design, aiming to examine the influence between two or more variables. Data were collected using a survey method through questionnaires distributed to respondents.

Research Location and Duration

The study was conducted at Hisana Fried Chicken, located on Jalan Goa Ria, Sudiang, Makassar. This fast-food outlet was selected for practical reasons, including proximity to the researcher's residence, which reduces transportation costs and facilitates access. Data collection occurred over approximately one month, from May to June 2025.

Data Collection Techniques

Data were collected through two methods: (1) Questionnaires, the primary tool, consisting of closed-ended questions using a Likert scale to measure perceptions of brand image, taste, service quality, and consumer satisfaction; and (2) Literature Review, involving the study of relevant journals, books, and scientific articles.

Population and Sample

The population included all consumers of Hisana Fried Chicken who had purchased and consumed the products within the past month in Makassar. The sample consisted of 86 respondents selected using purposive sampling, based on the criteria of being at least 17 years old and having purchased Hisana Fried Chicken at least once in the past three months.

Research Instrument

The research instrument in this study was a Likert-scale questionnaire ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), designed to measure four main variables. Brand image was assessed through reputation, brand quality, recognizability, and brand perception. Taste was measured by flavor, texture, aroma, and consistency. Service quality included speed, friendliness, accuracy of orders, and comfort and cleanliness. Consumer satisfaction was evaluated based on overall satisfaction, expectation fulfillment, recommendation to others, and repurchase intention.

Data Analysis Techniques

Data were analyzed using descriptive statistics to summarize respondent characteristics and response distributions. Classical assumption tests were conducted, including normality (Kolmogorov-Smirnov), multicollinearity ($VIF < 10$), and heteroscedasticity (scatterplot pattern). Multiple linear regression analysis was employed to assess both partial and simultaneous effects of independent variables on consumer satisfaction, using the regression model:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where Y represents consumer satisfaction, X_1 is brand image, X_2 is taste, X_3 is service quality, a is the constant, b_1 - b_3 are regression coefficients, and e is the error term.

Operational Definitions

Each variable was defined operationally according to its respective indicators and aligned with the measurement scales described in the questionnaire. This ensures that the variables can be accurately measured and analyzed in relation to consumer satisfaction.

Findings and Discussion

Findings

Classical Assumption Tests

Normality Test

The normality test was conducted to determine whether the data were normally distributed, a key assumption for multiple linear regression. Graphical analysis using histograms showed a bell-shaped curve, indicating that the data were symmetrically distributed around the mean. This finding was further confirmed by the Normal Probability Plot (P-P Plot), where data points closely followed the diagonal line, suggesting normality. The Kolmogorov-Smirnov test produced an Asymptotic Significance value of 0.103, exceeding the 0.05 significance level. Consequently, the null hypothesis was accepted, indicating that the data were normally distributed and suitable for regression analysis.

Multicollinearity Test

Multicollinearity testing aimed to assess whether high linear correlations existed among independent variables. The Variance Inflation Factor (VIF) values for brand image (X1), taste (X2), and service quality (X3) were 4.084, 3.898, and 4.470, respectively, all below the threshold of 10. These results indicate no multicollinearity, confirming that each independent variable contributes uniquely to the regression model.

Multiple Linear Regression Analysis

Multiple linear regression was performed to evaluate the influence of brand image (X1), taste (X2), and service quality (X3) on customer satisfaction (Y) at Hisana Fried Chicken in Makassar. The resulting regression equation was:

$$Y = 1.457 + 0.158X_1 + 0.492X_2 + 0.254X_3$$

The constant of 1.457 suggests that in the absence of the independent variables, customer satisfaction would still be 1.457. The coefficients indicate that taste (X2) has the strongest contribution to satisfaction, followed by service quality (X3), while brand image (X1) has the least individual effect.

Hypothesis Testing

Partial Testing (t-test)

The t-test examined the individual effects of the independent variables. The results showed that taste and service quality significantly influenced customer satisfaction, whereas brand image did not, as indicated by the comparison between t-count and t-table values at the 5% significance level.

Simultaneous Test (F-test)

The F-test assessed the joint effect of brand image, taste, and service quality on customer satisfaction. The results demonstrated that F-count exceeded F-table and the significance level was less than 0.05, indicating that these three variables together have a significant effect on customer satisfaction. Coefficient of Determination (R²)

The R² value obtained was 0.809, meaning that 80.9% of the variation in customer satisfaction could be explained by brand image, taste, and service quality, while the remaining 19.1% was attributed to other factors outside the model, such as pricing, location, and accessibility.

Discussion

This study aimed to examine the influence of brand image, taste, and service quality on customer satisfaction at Hisana Fried Chicken in Makassar. A total of 86 respondents participated in the study, providing responses to evaluate the significance of the independent variables. Data were analyzed using appropriate research methods, and the findings are discussed as follows.

The Effect of Taste on Customer Satisfaction

The results of the t-test indicate that brand image does not significantly affect customer satisfaction at Hisana Fried Chicken. The t-count was smaller than the t-table, leading to the conclusion that brand image has no significant impact on consumer satisfaction. This suggests that consumers' perceptions of Hisana's brand—including reputation, popularity, and associated values—are not strong enough to influence their satisfaction levels. Although brand image is generally considered an important

component of marketing strategy, the findings show that it does not significantly enhance customer satisfaction in this context. This result is consistent with previous research by Syah et al. (2024), which also found that brand image does not significantly affect consumer satisfaction.

The Effect of Taste on Customer Satisfaction

The analysis revealed that taste has a significant positive effect on customer satisfaction. The t-count exceeded the t-table, indicating a meaningful influence of taste on consumers' satisfaction. Taste serves as a dominant factor in shaping consumers' perceptions of satisfaction, as customers tend to evaluate their dining experience based on the direct enjoyment of the food's flavor. This finding aligns with prior research by Muzdalifah (2019), which reported that taste and price positively influence consumer satisfaction.

The Effect of Service Quality on Customer Satisfaction Improvement

Service quality was also found to have a significant positive effect on customer satisfaction. The analysis indicated that aspects such as service speed, staff friendliness, ability to provide information, cleanliness, and order accuracy contribute to enhancing the overall consumer experience. High-quality service ensures that customers feel valued and satisfied when purchasing products at Hisana Fried Chicken. These results are supported by studies conducted by Reskiani et al. (2023) and Saputri & Muhammad (2023), which demonstrated that excellent service quality positively influences consumer satisfaction.

Simultaneous Effect of Brand Image, Taste, and Service Quality

The fourth hypothesis tested whether brand image, taste, and service quality simultaneously influence customer satisfaction. The results indicated that collectively, these variables significantly affect consumer satisfaction, as evidenced by the high coefficient of determination (R^2). Even though brand image alone does not significantly influence satisfaction, when combined with taste and service quality, it contributes to overall consumer satisfaction. This finding suggests that direct experiences – particularly regarding product quality (taste) and service interactions – play a more decisive role in determining customer satisfaction than brand perception alone. The result is consistent with previous studies by Syah et al. (2024) and Rohiman & Siti Sarah (2025), which concluded that taste and service quality have positive impacts on satisfaction, while brand image does not contribute significantly.

In summary, the findings emphasize that tangible product and service experiences are the primary drivers of customer satisfaction at Hisana Fried Chicken, whereas brand image alone is insufficient to influence satisfaction levels. Consumers are more affected by the quality of the food and the service they receive, highlighting the importance of focusing on these aspects in marketing and operational strategies.

Conclusion

Based on the results of this study, several conclusions can be drawn regarding the factors influencing customer satisfaction at Hisana Fried Chicken in Makassar. First, brand image does not have a significant positive effect on customer satisfaction. Consumers perceive that the brand's communication consistency and visual branding still need improvement to enhance satisfaction. Second, the taste of Hisana Fried Chicken products has a significant positive effect on customer satisfaction. Customers are generally satisfied with the flavor of the fried chicken, although minor complaints regarding taste inconsistencies at some outlets were reported. Third, service quality exerts a highly significant influence on customer satisfaction. Friendly, prompt, and courteous service was identified as a key factor in enhancing consumer comfort and overall experience. Finally, taste and service quality, when considered simultaneously, have a significant positive effect on customer satisfaction. This indicates that consumer satisfaction is largely shaped by a combination of positive experiences related to product taste and service quality, rather than by brand image alone.

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