

The Influence of Consumer Motivation and Perceptions on Purchase Decisions at The Kentucky Fried Chicken (KFC) Sentani Branch

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Abstract

The rapid growth of the fast-food industry has expanded competition beyond major urban centers into non-metropolitan regions, where consumer characteristics differ significantly from those in large cities. Understanding the psychological factors that drive purchasing decisions, particularly consumer motivation and perception, is essential for businesses such as Kentucky Fried Chicken (KFC) to develop effective and locally relevant marketing strategies. This study aims to examine the influence of consumer motivation and consumer perception on purchasing decisions at the Kentucky Fried Chicken (KFC) Sentani Branch. The study employed a quantitative approach with a causal associative research design. The research sample consisted of 89 respondents determined using the Slovin formula. Data were collected through questionnaires and analyzed using multiple linear regression with Jamovi version 2.7. The results showed that consumer motivation had a significant negative effect on purchasing decisions ($\beta = -0.205$; $p = 0.004$), whereas consumer perception had a positive and significant effect ($\beta = 0.172$; $p = 0.035$). Simultaneously, both variables had a significant effect on purchasing decisions ($p = 0.009$), with a coefficient of determination (R^2) of 0.104. This study provides an empirical contribution to consumer behavior research in the context of non-metropolitan areas and offers insights for developing marketing strategies that align with local consumer characteristics.



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INTRODUCTION

The development of the fast-food industry in Indonesia has increased in line with changes in people's lifestyles, which increasingly prioritize practicality, time efficiency, and convenience in obtaining food (Arbiansyah et al., 2026; Imelia et al., 2024; Nanang et al., 2025; Nurrahmanita & Imaningsih, 2023; Silitonga, 2025). This condition has intensified competition among fast-food companies in retaining and attracting consumers through various marketing strategies. In an increasingly competitive environment, a company's success is not only determined by product quality and brand image but also by its ability to understand consumer behavior in making purchasing decisions. Purchasing decisions result from a series of psychological processes involving need recognition, information search, alternative evaluation, and product selection (Kotler & Keller, 2016). One fast-food company with an extensive network in Indonesia is Kentucky Fried Chicken (KFC), which is managed by PT Fast Food Indonesia Tbk (Amaliah et

al., 2024; Dzikro et al., 2022; Firdaus & Qadri, 2022). The presence of KFC in various regions, including Jayapura Regency through the KFC Sentani Branch, indicates that fast-food consumption is no longer limited to urban areas but has become part of the consumption patterns of communities in various regions.

From a consumer behavior perspective, purchasing decisions are influenced by various factors, including cultural, social, personal, and psychological factors (Boada et al., 2025; Leonov et al., 2023; Minchekar & Mangore, 2022; PAXBAJI-MIOJLIEP & ФЕДОТОВА, 2024). Among these factors, psychological factors play a significant role because they are related to an individual's internal processes in recognizing needs, processing information, and evaluating products before making a purchase (Kotler & Keller, 2016). This study focuses on two main psychological variables, namely consumer motivation and consumer perception. Motivation refers to the internal drive that encourages individuals to fulfill their needs or desires, while perception refers to the consumer's process of selecting, organizing, and interpreting information to form an evaluation of a product (Schiffman & Wisenblit, 2019). Both factors are considered important in shaping consumer purchasing decisions.

The phenomenon observed at the KFC Sentani Branch indicates that consumer purchasing decisions require further attention (Saputra et al., 2022; Thin, 2024). Based on internal company data for the period January–March 2026, the average daily transaction volume reached approximately 120 consumers, with an increase in transactions during weekends. However, the consumer repeat purchase rate during the same period reached only 42%, indicating that approximately 58% of consumers did not make repeat purchases in the following period. This condition suggests that the success of acquiring new consumers has not been fully accompanied by the ability to retain consumers and encourage repeat purchases (Ali & Shabn, 2024; Irshad et al., 2024; Zhao & Wagner, 2024). This phenomenon indicates that consumer purchasing decisions are influenced not only by product characteristics but also by psychological factors that shape consumer evaluations and preferences before purchasing.

Several previous studies have demonstrated that psychological factors are associated with purchasing decisions. Agusti found that motivation significantly influences purchasing decisions regarding GrabFood services in Jakarta, while Putra explained that motivation, perception, and other psychological factors play important roles in shaping consumer behavior and determining the effectiveness of marketing strategies (Agusti, 2024; Putra, 2025). These findings indicate that motivation and perception are relevant variables for explaining consumer purchasing behavior. However, most previous studies have been conducted in urban areas with consumer characteristics that differ from those of the Sentani community.

To date, empirical studies examining the influence of consumer motivation and perception on purchasing decisions at fast-food restaurants in Jayapura Regency, particularly at the KFC Sentani Branch, remain limited. Differences in social and cultural characteristics, as well as consumption patterns, suggest that findings from other regions may not be fully generalizable to the local context of Sentani. This situation represents a research gap that requires further investigation. Therefore, this study contributes empirically by examining the influence of consumer motivation and perception on purchasing decisions at a fast-food restaurant located in a non-metropolitan area, namely Jayapura Regency. Unlike previous studies that have generally focused on urban settings, this study considers the social, cultural, and consumption patterns of

the local community, which may influence consumer purchasing behavior.

Therefore, the findings of this study are expected to enrich the literature on consumer behavior in the fast-food industry and provide a foundation for developing more contextual marketing strategies tailored to local consumer characteristics. Understanding how motivation and perception influence purchasing decisions can assist businesses in designing marketing approaches that are more responsive to consumer needs in non-metropolitan areas.

Based on the above description, this study aims to examine the influence of consumer motivation and consumer perception on purchasing decisions at the Kentucky Fried Chicken (KFC) Sentani Branch. The results are expected to contribute to the development of consumer behavior studies, particularly in the fast-food industry within non-metropolitan areas, and provide practical insights for KFC managers in formulating marketing strategies that align with local consumer characteristics.

METHOD

This study employed a quantitative approach with a causal associative research design to examine the influence of consumer motivation and consumer perception on purchasing decisions at the Kentucky Fried Chicken (KFC) Sentani Branch. The study was conducted at the KFC Sentani Branch, Jayapura Regency, Papua Province, from May to June 2026.

The study population consisted of consumers who made purchases at the KFC Sentani Branch during the one-week observation period, with an estimated total population of 840 consumers. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in 89 respondents. The sampling technique used non-probability sampling with accidental sampling and purposive sampling approaches. Respondents were selected based on the research criteria, namely: (1) residing in or currently located in the Sentani area, (2) being at least 15 years old, and (3) having made a purchase at the KFC Sentani Branch.

The research data consisted of primary and secondary data. Primary data were collected through questionnaires distributed directly to consumers at the research location and online through Google Forms. Secondary data were obtained from relevant books, scientific articles, and supporting documents. The research instrument used a five-point Likert scale to measure consumer motivation (X1), consumer perception (X2), and purchasing decisions (Y). The indicators for each variable were adapted from the consumer behavior framework proposed by Kotler and Keller (2016).

Before data analysis, the research instrument was tested for validity and reliability to ensure the consistency and accuracy of the measurement items. The data were then analyzed using Jamovi software version 2.7. The analysis included classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, followed by multiple linear regression analysis to examine the influence of consumer motivation and consumer perception on purchasing decisions. Hypothesis testing was conducted using the t-test to examine the partial effects of independent variables, the F-test to evaluate the simultaneous effect, and the coefficient of determination (R^2) to assess the explanatory power of the regression model.

RESULTS AND DISCUSSION

Research Instrument Testing Results

Table 1. Results of Validity and Reliability Tests of Research Instruments

Variables	Number of Items	Validity Coefficient Range	Cronbach's Alpha	Information
Consumer Motivation	5	0.498–0.792	0.842	Valid and Reliable
Consumer Perception	5	0.584–0.753	0.856	Valid and Reliable
Buying decision	5	0.576–0.792	0.701	Valid and Reliable

Source: primary data processed using Jamovi 2.7 (2026).

The results of validity and reliability testing indicate that all statement items in the consumer motivation, consumer perception, and purchasing decision variables have validity coefficients above 0.30 with a significance level of less than 0.05. Furthermore, the Cronbach's Alpha value for each variable is in the range of 0.701–0.856. These results indicate that all research instruments have met the criteria for validity and reliability, making them suitable for use in the next stage of analysis.

Classical Assumption Test Results

Before conducting multiple linear regression analysis, the research model was first tested through classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests. The results of the normality test indicate that the model residuals are generally normally distributed. This is supported by the results of the Kolmogorov-Smirnov test ($p = 0.834$) and Anderson-Darling ($p = 0.208$), both of which show a significance value greater than 0.05. Although the Shapiro-Wilk test yielded a significance value of 0.038 ($p < 0.05$), examination through the Normal QQ Plot showed that most of the residuals follow the diagonal line with only slight deviations in the tails of the distribution. Therefore, the residuals can still be considered to meet the assumption of normality. Furthermore, the results of the multicollinearity test indicate that all independent variables have a Tolerance value of 0.868 (>0.10) and a Variance Inflation Factor (VIF) value of 1.15 (<10). These results indicate that there is no strong relationship between the independent variables, so that the regression model is free from multicollinearity symptoms.

The results of the heteroscedasticity test indicate differences in results between methods. The Breusch–Pagan test yielded a significance value of 0.038 ($p < 0.05$), while the Goldfeld–Quandt and Harrison–McCabe tests each showed significance values of 0.994 and 0.996 ($p > 0.05$), respectively. Considering the overall test results and residual evaluation, the regression model is considered to still meet the basic assumptions and is therefore suitable for use in multiple linear regression analysis.

Hypothesis Testing Results

a. t-test (Partial)

Table 2. Results of the t-Test (Partial)

Variables	Coefficient (B)	t-count	Sig.	Decision
Consumer Motivation	-0.205	-2.95	0.004	Have a significant impact
Consumer Perception	0.172	2.14	0.035	Have a significant impact

Source: Primary data processed using Jamovi version 2.7 (2026).

Based on the results of multiple linear regression analysis, the following regression equation was obtained:

$$Y = 17,830 - 0.205X_1 + 0.172X_2$$

This equation shows that consumer motivation has a negative influence, while consumer perception has a positive influence on purchasing decisions.

Based on the results of the partial test (*t-test*), the consumer motivation variable obtained a significance value of 0.004, lower than the significance level of 0.05. These results indicate that consumer motivation has a significant influence on purchasing decisions at the Kentucky Fried Chicken (KFC) branch, Sentani. The negative regression coefficient (-0.205) indicates that an increase in consumer motivation scores in this model is followed by a decrease in purchasing decision scores. This finding indicates an inverse relationship in the research data, thus requiring further discussion based on the characteristics of the respondents and the research context. Furthermore, the consumer perception variable obtained a significance value of 0.035, which is also smaller than 0.05. These results indicate that consumer perception has a significant effect on purchasing decisions. The regression coefficient of 0.172 indicates that the better the consumer perception of KFC Sentani Branch, the higher the consumer's tendency to make purchasing decisions.

b. F Test (Simultaneous)

Table 3. F-Test Results (Simultaneous)

Model	F-count	Sig.	Decision
Regression	5.02	0.009	Have a significant effect simultaneously

Source: Primary data processed using Jamovi version 2.7 (2026).

The results of the simultaneous test show that the regression model has an F-value of 5.02 with a significance level of 0.009. This significance value is less than 0.05, so it can be concluded that consumer motivation and consumer perception simultaneously have a significant influence on purchasing decisions at the Kentucky Fried Chicken (KFC) Sentani Branch.

Results of the Coefficient of Determination (R²) Test

Table 4. Results of the Determination Coefficient

R	R ²	Adjusted R ²
0.323	0.104	0.0837

Source: Primary data processed using Jamovi version 2.7 (2026).

The coefficient of determination (R²) value of 0.104 indicates that the variables of consumer motivation and consumer perception together are able to explain 10.4% of the variation in purchasing decisions. Meanwhile, 89.6% of the variation in purchasing decisions is influenced by other factors not included in the research model. The Adjusted R² value of 0.0837 indicates that after adjusting for the number of independent variables and sample size, the model's ability to explain the variation in purchasing decisions is 8.37%.

The Influence of Consumer Motivation on Purchasing Decisions at Kentucky Fried Chicken (KFC) Sentani Branch

The results of the regression analysis show that consumer motivation has a significant effect on purchasing decisions at Kentucky Fried Chicken (KFC) Sentani Branch with a regression coefficient of -0.205 and a significance value of 0.004 ($p < 0.05$). However, the results of the descriptive analysis show that consumer motivation has an average score of 16.0 out of a maximum score of 20, which indicates that the respondents' motivation level is relatively high. These findings indicate that high consumer motivation is not always followed by an increase in purchasing decisions at Kentucky Fried Chicken (KFC) Sentani Branch. In other words, high motivation is not necessarily reflected in consumer decisions to make purchases.

From a consumer behavior perspective, motivation is an internal drive that drives individuals to fulfill their needs or desires. However, according to Kotler and Keller, this drive does not directly result in a purchasing decision because consumers still go through the stages of information search, evaluation of various alternatives, and assessment of the benefits offered by each choice (Kotler & Keller, 2016). Therefore, high motivation only indicates a desire to fulfill a need, while the decision to make a purchase is still influenced by the consumer's evaluation process of available alternatives.

The findings of this study indicate that the negative relationship between motivation and purchasing decisions indicates that consumer motivation in consuming fast food is not always directed at purchasing at KFC Sentani Branch. This condition indicates that although respondents have a high motivation to buy fast food, their final decisions are still influenced by various other considerations not analyzed in this study. This interpretation is also supported by the coefficient of determination (R^2) value of 0.104, indicating that the research model is only able to explain 10.4% of the variation in purchasing decisions. This indicates that there are still other factors outside the research model that also influence consumer purchasing decisions.

The results of this study differ from Agusti's findings, which showed that motivation positively influenced purchasing decisions on GrabFood services in Jakarta (Agusti, 2024). These differences indicate that the influence of motivation on purchasing decisions is contextual and can be influenced by consumer characteristics, research locations, and different market conditions. Therefore, the results of this study demonstrate that consumer motivation is not always the driving factor in increasing purchasing decisions, but needs to be understood alongside other factors that influence consumer behavior in determining purchasing choices.

The implications of this research indicate that increasing purchasing decisions at the KFC Sentani Branch cannot be achieved solely by building consumer motivation. Management needs to consider other factors that can strengthen consumer confidence in choosing KFC, so that consumer motivation can be realized in the form of purchasing decisions.

The Influence of Consumer Perception on Purchasing Decisions at Kentucky Fried Chicken (KFC) Sentani Branch

The results of the regression analysis show that consumer perception has a positive and significant effect on purchasing decisions at Kentucky Fried Chicken (KFC) Sentani Branch with a regression coefficient of 0.172 and a significance value of 0.035 ($p < 0.05$). In addition, the results of the descriptive analysis show that consumer perception has an average value (mean) of 16.1 out of a maximum score of 20, which indicates that respondents tend to have a good

perception of KFC Sentani Branch. These findings indicate that the more positive consumer perception, the higher the consumer's tendency to make purchasing decisions.

The findings of this study align with the consumer behavior theory proposed by Kotler and Keller, which states that perception is an individual's process of selecting, organizing, and interpreting information to form an assessment of a product or service (Kotler & Keller, 2016). A positive perception will increase consumer confidence in the benefits obtained, thus encouraging the formation of purchasing decisions. Thus, a good perception is one of the important factors influencing consumers in determining purchasing choices at the KFC Sentani Branch.

The results of this study also align with Putra's, who explained that consumer perception is a psychological factor that plays a crucial role in shaping consumer behavior and determining purchasing decisions (Putra, 2025). These similar findings indicate that a positive perception of a product or service will increase consumer confidence in making a purchase. Therefore, these research findings further reinforce the view that perception is a crucial determinant in the purchasing decision-making process.

The implications of this research indicate that efforts to improve purchasing decisions need to be directed at building positive consumer perceptions. Therefore, the management of KFC Sentani Branch needs to maintain product quality, improve service quality, maintain store cleanliness, and strengthen brand image so that positive consumer perceptions are maintained and are able to encourage increased purchasing decisions.

The Influence of Consumer Motivation and Consumer Perception on Purchasing Decisions at Kentucky Fried Chicken (KFC) Sentani Branch

The results of the simultaneous test indicate that consumer motivation and consumer perception simultaneously have a significant influence on purchasing decisions at the Kentucky Fried Chicken (KFC) Sentani Branch. This is indicated by an F-value of 5.02 with a significance level of 0.009 ($p < 0.05$). These findings indicate that both psychological variables simultaneously contribute to explaining consumer purchasing decisions.

Theoretically, these findings support the concept of consumer behavior proposed by Kotler and Keller, who state that purchasing decisions are the result of the interaction of various psychological factors, including motivation and perception (Kotler & Keller, 2016). Motivation drives the need to make a purchase, while perception plays a role in the process of selecting, organizing, and interpreting information, thus helping consumers evaluate available alternatives. Thus, purchasing decisions are not formed by a single factor, but rather the result of the interaction of various psychological processes that influence each other.

The results of this study are also in line with Putra's study, which explains that motivation and perception are psychological factors that play a role in shaping consumer behavior and influencing purchasing decisions (Putra, 2025). The similarity of these findings indicates that both variables contribute to the purchasing decision-making process, although the extent of their influence can vary depending on consumer characteristics and the research context.

Although the research model is statistically significant, the coefficient of determination (R^2) value of 0.104 indicates that consumer motivation and consumer perception together are only able to explain 10.4% of the variation in purchasing decisions. Thus, approximately 89.6% of the variation in purchasing decisions is influenced by other factors outside the research model.

According to Kotler and Keller, purchasing decisions are influenced by various factors, including cultural, social, personal, and psychological factors (Kotler & Keller, 2016). Therefore, the results of this study indicate that there are still other variables that have the potential to influence consumer purchasing decisions at KFC Sentani Branch and have not been analyzed in this study.

The implications of this research indicate that KFC Sentani Branch's marketing strategy is not sufficient to focus solely on increasing motivation and building positive consumer perceptions. Management also needs to identify and manage other factors that have the potential to influence purchasing decisions so that the implemented marketing strategy is more comprehensive, adaptive to local consumer characteristics, and able to increase competitiveness amidst the competition in the fast food restaurant industry.

CONCLUSION

This study showed that consumer motivation and consumer perception were psychological factors influencing purchasing decisions at the Kentucky Fried Chicken (KFC) Sentani Branch. Partially, consumer motivation had a significant negative effect on purchasing decisions, while consumer perception had a positive and significant effect. These findings indicated that higher consumer motivation did not necessarily lead to increased purchasing decisions, whereas positive consumer perceptions could encourage consumers to make purchases.

Simultaneously, consumer motivation and consumer perception significantly influenced purchasing decisions. However, the coefficient of determination (R^2) of 0.104 indicated that these two variables explained only a small proportion of the variation in purchasing decisions, suggesting that other factors outside the research model also contributed to consumer purchasing behavior.

This study provided an empirical contribution by strengthening the understanding of the role of psychological factors in purchasing decisions within the context of non-metropolitan areas, particularly Jayapura Regency. From a practical perspective, the findings indicated that the management of the KFC Sentani Branch needed to maintain and improve positive consumer perceptions through product quality, service quality, and brand image while also considering other factors that could potentially influence purchasing decisions. Future research was recommended to develop a more comprehensive model by incorporating additional relevant variables to better explain consumer purchasing behavior.

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