

## Behavioral analysis in the development of Chicken To Go Padang

Afreliya Sagitri<sup>1</sup>, Atifah Sakinah<sup>2</sup>, Latansa Sarla Atova<sup>3</sup>, Stafini Beliya<sup>4</sup>, Vivi Nila Sari<sup>5</sup>  
Universitas Putra Indonesia "YPTK" Padang

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### ABSTRACT

The development of Chickhen to Go Padang is a process that involves various aspects, including behaviors that affect its success. This study aims to analyze behaviors related to the development of Chickhen to Go Padang, including consumer behavior, business behavior, and its impact on business growth. This study reviews consumer behavior in the context of the development of Chickhen to Go Padang. Research on consumer behavior can provide insight into factors that influence customer purchasing decisions, such as taste, price, location, and previous customer experience, business owners must understand market trends, innovate menus, and carry out effective marketing strategies to attract customers and maintain market share. Business behavior analysis also includes aspects of leadership, decision making, and resource management to achieve sustainable growth. This study also illustrates the impact of behavior in the development of Chickhen to Go Padang. By understanding the behavior of consumers and business actors, it can be known the factors that affect business success. Increased customer satisfaction, loyalty, and positive reputation will have an impact on business growth and potential expansion into a wider market. In conclusion, this study emphasizes the importance of analyzing behavior in the development of Chickhen to Go Padang. Understanding the behavior of consumers and business actors helps in making the right decisions to increase competitiveness and business success. Behavioral analysis also gains insights into market trends, consumer preferences, and business development opportunities that can strengthen Chickhen to Go Padang's position in the fast food industry.

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### Corresponding Author:

Afreliya Sagitri

Universitas Ibn Khaldun

Email: [afreliyasagitry34@gmail.com](mailto:afreliyasagitry34@gmail.com)

### INTRODUCTION

Chicken to Go Padang is a business concept that carries the idea of selling fried chicken with a distinctive taste of Padang quickly and practically. In recent years, the fast food industry has experienced rapid growth in many countries. Today's consumers are looking for food that is fast served, quality, and suits their tastes. Typical Padang foods, such as rendang and fried chicken, have also gained great popularity in Indonesia and even abroad. One of the advantages of Chicken to Go Padang is the unique taste of Padang and different from other fast food restaurants. Padang fried chicken usually has a savory, spicy, and slightly sweet taste. This can be an attraction for consumers who want to try something different and love Padang cuisine.

In addition, another factor that supports the development of Chicken to Go Padang is the large market appeal. Fried chicken is one of the popular foods in Indonesia and is much liked by people from various walks

of life. By combining the popularity of fried chicken and the unique taste of Padang, Chicken to Go Padang has the potential to become an attractive choice for consumers. However, as is the case with any other food business, there are some challenges that need to be overcome in the development of Chicken to Go Padang. Competition in the fast food industry is fierce, with many established brands and restaurants. Therefore, an effective marketing strategy and a clear competitive advantage will be the key to success.

In addition, quality and hygiene aspects are also very important in the food business. Ensuring that the raw materials used are fresh and of high quality and adhere to high hygiene standards are steps that should not be neglected. In the analysis of the development of Chicken to Go Padang, it is also necessary to consider the strategic location. Choosing a strategic place, such as an area with a lot of human traffic or close to offices and shopping centers, can increase the visibility and accessibility of a business. Overall, the development of Chicken to Go Padang promises attractive business opportunities. By combining the popularity of fried chicken and the distinctive taste of Padang, as well as the right marketing and management strategies, this business has the potential to succeed. However, it is important to conduct a comprehensive market analysis and careful business planning before embarking on this venture.

Selected learning One of the faculties at UPI is the Faculty of Economics and Business, which has 1 study program, namely management. There are many courses related to applicable law in Indonesia in the form of theory and practice. An example is that there is a course to namely Organizational Behavior and must during the internship period take place independently, with the assistance of the organizer. The place or agency that gives me the opportunity to do PBL is Chicken to go. Chicken to go is claimed to be the fastest growing MSME business in Indonesia. Not only sales, the number of outlets also soared because the owner decided to carry out a super aggressive expansion strategy in expanding outlets. The strategy and innovation carried out by the owner and his team have proven successful in making chicken to go top of mind for chicken lovers.

"Our mission is oriented to customer satisfaction and develop competent human resources in their fields, and increase market share, create jobs."

## **METHOD**

Supervisory analysis methods that can be applied in the Chicken to Go business:

1. Visual Inspection: Involves direct inspection of production areas, kitchens, raw material storage, and food processing processes.
2. Internal Audit: Conduct internal audits to evaluate compliance with standard operating procedures, hygiene standards, and food safety guidelines.
3. Sampling and Laboratory Testing: Taking food samples for laboratory testing to check food safety, hygiene, or quality analysis.
4. Sales Data: Analyze sales data, including order quantity, order recurrence, customer satisfaction rate, and customer feedback.
5. Employee Observation: Observe employee performance, including adherence to operational procedures, service quality, and cooking skills.
6. Complaint Analysis and Customer Feedback: Analyze customer complaints or feedback received through various communication channels, such as complaint forms, online reviews, or customer reports.
7. Hygiene Evaluation: Conduct regular evaluations of the cleanliness of kitchens, appliances, and storage areas.
8. Employee Training: Conduct regular training to employees on hygiene, food safety, and relevant operational procedures.
9. Use of Quality Management System: Implement a quality management system, such as HACCP (Hazard Analysis and Critical Control Points), to identify hazards and control food-related risks.
10. The application of this surveillance analysis method will help ensure that Chicken to Go maintains high standards of quality, hygiene and food safety..

## **RESULTS AND DISCUSSION**

Results and discussion of Behavioral Analysis in the Development of Chicken To Go It is a fried chicken restaurant that has been operating for several years. Despite having loyal customers, the business faced several issues that hindered its growth. One of the most glaring problems is low operational efficiency and profits that do not reach expected targets. The "Chicken to Go" management team wanted to identify the cause of the problem and find solutions to improve the efficiency and profitability of their business.

Identify the problem:

The "Chicken to Go" management team conducted an analysis and identified the main problems, namely low operational efficiency and profit that did not reach the target.

**Research:**

The team conducted research on the fast food industry and analysis of the local market to understand existing consumer trends and competition. They also learn best practices in restaurant operations and financial management.

**Guiding Questions:**

formulate some guiding questions to assist them in finding solutions.

- a. What are the factors that led to the low operational efficiency of "Chicken to Go"?
- b. How to improve the efficiency of the cooking process and customer service?
- c. Are there any marketing strategies that can be used to increase sales?
- d. How to manage finances and inventory more efficiently?
- e. What marketing targets are used to increase sales targets for chicken to go?

**Additional research:**

Conduct customer surveys and interviews with staff to get input on the disadvantages and advantages of the restaurant. They also conducted case studies at other successful fried chicken restaurants to learn best practices.

**Data analysis:**

Analyze the data that has been collected to identify the causes of low operational efficiency and profits that do not reach targets. They also see improvement opportunities and marketing opportunities that can be explored.

**Discussion and Solutions:**

- a. Low operational efficiency is due to:
  - 1) Inefficiency in the process of cooking and serving fried chicken.
  - 2) Lack of use of technology and automation in restaurant operations.
  - 3) Imperfections in inventory management and financial management.
- b. Solutions to improve operational efficiency and profitability:
  - a) Adopt technology and automation such as automatic frying machine, integrated POS (Point of Sale), and restaurant management software.
  - b) Conduct employee training to improve the speed and quality of customer service.
  - c) Optimize the cooking and serving process of fried chicken to reduce customer waiting time.
  - d) Implement more efficient inventory management to reduce waste and costs.
- c. Marketing strategies to increase sales:
  1. Using social media and online marketing to increase "Chicken to Go" visibility.
  2. Hold promotions, discounts, or combo packages to attract new customers and increase sales.
  3. Partner with food delivery apps to increase business accessibility and reach.
- d. More efficient financial and inventory management:
  1. Use restaurant management software that can monitor inventory and expenses.
  2. Conduct regular cost analysis to identify potential areas of savings.
  3. Improve inventory ordering and delivery cycles to avoid excess or understock.

**Implementation:**

The management of "Chicken to Go" implements the proposed solution and conducts regular monitoring to ensure its effectiveness. They also involve staff in change and provide necessary training.

**Evaluation and Reflection:**

After implementation, the team evaluates the results achieved. They analyze changes in operational efficiency, profits, and customer satisfaction. If needed, further adjustments can be made to continuously improve the business.

Here are some documentation of discussions and the results of our research on MSMEs "Chiken To Go Padang"



## CONCLUSION

Based on the report above, it is concluded that behavioral analysis in the development of "chicken to go" padang needs to innovate further so that it is more widely known by the wider community, in terms of this taste the taste is very very attractive and delicious to eat and consume, and encourage employees to be more enthusiastic in working, and market products well, and provide comfortable service for consumers as well as re-evaluate financial problems and learn various good marketing procedures in order to achieve sales targets at Chicken to Go Padang.

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