

***The Factors Of Muslim Communities In Choosing McDonald's Fast Food In
The Jabodetabek Area During The Boycott Movement Of Products Affiliated
With Israel***

By Muhammad Adham Syarif

Abstract

Indonesia, as the largest country in Southeast Asia, holds significant potential in the business and halal industry, particularly in franchising, supported by a Muslim population of 236 million. One successful franchise in Indonesia is McDonald's, with numerous outlets nationwide, including among the top 10 bestselling fast-food restaurants in 2021. While global McDonald's revenue saw a notable increase from the first to the third quarter of 2023, it declined in the fourth quarter, possibly due to the worldwide boycott of Israeli-affiliated products, including in Indonesia. This research aims to examine the purchasing decisions of Muslim communities in Jabodetabek regarding McDonald's, considering halal awareness, product quality, lifestyle, and religiosity as independent variables during the boycott of Israeli-affiliated products. The study population comprises Muslim consumers who have consumed McDonald's products in Jabodetabek on the periods of October 2023 – May 2024. Purposive sampling is used for sampling, and data analysis is conducted using Partial Least Square (PLS) with SmartPLS software. The results of this research is halal awareness and religiosity did not have a significant effect on purchasing decisions, in the other hand product quality and lifestyle had a significant effect on purchasing decisions. The implications of this study are that McDonald's needs to focus on maintaining and enhancing product quality and understanding that consumer lifestyle plays a significant role in purchasing decisions, especially in the context of a boycott.

Keywords: *purchasing decisions, halal awareness, product quality, lifestyle, religiosity*

Faktor-Faktor Masyarakat Muslim Dalam Memilih Makanan Cepat Saji McDonald's Di Jabodetabek Saat Gerakan Boikot Produk Berafiliasi Israel

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Abstrak

Indonesia, sebagai negara terbesar di Asia Tenggara, memiliki potensi besar dalam bisnis dan industri halal, terutama bisnis waralaba dan didukung oleh populasi muslim yang mencapai 236 juta jiwa. Salah satu waralaba yang sukses di Indonesia adalah *McDonald's* yang memiliki banyak gerai di seluruh negeri, termasuk di 10 besar restoran cepat saji terlaris pada 2021. Pendapatan global *McDonald's* mengalami kenaikan signifikan dari kuartal I hingga kuartal III 2023, namun mengalami penurunan di kuartal IV, diduga karena boikot produk berafiliasi Israel yang terjadi di dunia, termasuk di Indonesia. Penelitian ini bertujuan untuk meneliti keputusan pembelian masyarakat muslim di Jabodetabek terhadap *McDonald's* dengan memperhatikan kesadaran halal, kualitas produk, gaya hidup, dan religiositas sebagai variabel bebas saat terjadinya gerakan boikot produk berafiliasi Israel. Populasi penelitian ini adalah konsumen muslim yang pernah membeli produk *McDonald's* di Jabodetabek selama periode Oktober 2023–Mei 2024. Metode pengambilan sampel menggunakan purposive sampling, dan analisis data dilakukan dengan *Partial Least Square* (PLS) menggunakan software SmartPLS. Penelitian ini membawakan hasil yaitu kesadaran halal dan religiositas tidak berpengaruh signifikan terhadap keputusan pembelian, sedangkan kualitas produk dan gaya hidup berpengaruh signifikan terhadap keputusan pembelian. Implikasi dari penelitian ini adalah *McDonald's* perlu fokus pada menjaga dan meningkatkan kualitas produk serta memahami bahwa gaya hidup konsumen berperan penting dalam keputusan pembelian, terutama dalam konteks boikot.

Kata kunci: keputusan pembelian, kesadaran halal, kualitas produk, gaya hidup, religiositas