

***The Influence of Brand Image, Brand Trust, and Promotion on
Purchase Decisions for McDonald's Indonesia
(A Case Study of the Boycott Issue)***

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Abstract

This study, entitled The Influence of Brand Image, Brand Trust, and Promotion on Purchase Decisions for McDonald's (A Case Study of the Boycott Issue), aims to examine the effects of brand image, brand trust, and promotion on consumers' purchase decisions regarding McDonald's. The research employs a quantitative approach with respondents who reside in DKI Jakarta Province and have purchased McDonald's during the boycott period, totaling 189 respondents selected using a non-probability purposive sampling technique. Data were collected through an online questionnaire using a 5-point Likert scale. Hypotheses were tested using the PLS-SEM method with SmartPLS 4.0 as the analytical tool. The results show that brand image and brand trust has a positive and significant effect on purchase decisions, and promotion has a positive but not significant effect on purchase decisions for McDonald's. These findings indicate that, amid the boycott issue, McDonald's consumers' purchase decisions are more strongly influenced by brand image and brand trust than by the promotional programs offered.

Keywords: *Brand Image, Brand Trust, Promotion, Purchase Decision, McDonald*

Pengaruh Citra Merek, Kepercayaan Merek, dan Promosi terhadap Keputusan Pembelian McDonald Indonesia (Studi Kasus Pada Isu Boikot)

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Abstrak

Penelitian ini berjudul Pengaruh Citra Merek, Kepercayaan Merek, dan Promosi terhadap Keputusan Pembelian McDonald's (Studi Kasus Pada Isu Boikot), yang bertujuan untuk mengetahui pengaruh citra merek, kepercayaan merek, dan promosi terhadap keputusan pembelian McDonald's. Penelitian ini menggunakan pendekatan kuantitatif dengan sampel masyarakat yang berdomisili di Provinsi DKI Jakarta dan pernah membeli McDonald's selama periode isu boikot, dengan jumlah responden sebanyak 189 orang yang ditentukan melalui teknik non probability purposive sampling. Pengumpulan data dilakukan menggunakan kuesioner skala Likert 1–5 yang disebarakan secara online. Pengujian hipotesis dalam penelitian ini menggunakan metode PLS-SEM dengan alat analisis SmartPLS 4.0. Hasil penelitian menunjukkan bahwa citra merek dan kepercayaan merek berpengaruh positif dan signifikan terhadap keputusan pembelian, dan promosi tidak berpengaruh dan tidak signifikan terhadap keputusan pembelian McDonald's. Temuan ini menunjukkan bahwa keputusan pembelian konsumen McDonald's di tengah isu boikot lebih banyak dipengaruhi oleh citra merek dan kepercayaan merek.

Kata kunci: Citra Merek, Kepercayaan Merek, Promosi, Keputusan Pembelian, McDonald's.