FACTORS INFLUENCING DKI JAKARTA CONSUMERS' PURCHASE DECISIONS AT MCDONALD'S

Nikita Louis Citamani[1], Carunia Mulya Firdausy[2*]

[1]Master of Business Management, Universitas Tarumanagara, Jakarta, Indonesia
Email: Nikitalouis1195@gmail.com
[2]Professor, Faculty of Economics and Business, Universitas Tarumanagara, Jakarta, Indonesia*
Email: caruniaf@pps.untar.ac.id

*Corresponding Author

ABSTRACT

Consumers' decisions to buy fast food produced by McDonald's are believed to be influenced by many factors. However, studies advanced in the literature that examine these factors are not well-documented. The purpose of this study was to determine whether or not brand awareness, brand image and emotional branding influence consumer purchasing decisions on McDonald's products in DKI Jakarta. 100 survey responses were gathered via purposive sampling method. Questionnaire ditributed in Google Form by Social Media platform such as Whatsapp, Telegram and Instagram. Method to analyse the data was by using multiple linear regression method. The Result of this study indicates that Brand Awareness and Emotional Branding partially influence the Purchase Decision. In contrast, Brand Image showing no positive influence. However, Brand Awareness, Brand Image and Emotional Branding have positive influence to Purchase Decision of McDonald's consumers in DKI Jakarta simultaneously. Therefore, McDonald's should improve its Brand Awareness, Brand Image and Emotional Branding so that consumer decisions to buy their products in Indonesia continue to increase.

Keywords: Brand Awareness, Brand Image, Emotional Branding, Fast Food, McDonald's

1. INTRODUCTION

Fast food is becoming more popular and well-accepted in Indonesia. According to a MasterCard poll on consumer spending priorities, 80% of Indonesian customers eat at fast food restaurants, 61% pick food courts, and 22% choose cafés, according to the Sindonews (2016). Fine dining establishments, on the other hand, are preferred by 1% of Indonesian customers. Fast food is cheaper than processed kitchen cuisine, served warm for instant consumption, and is also convenient for traveling (idntimes.com, 2020). McDonald's, one of America's top fast-food corporations, has now opened more than 200 stores in various cities around Indonesia, demonstrating its ability to adapt and develop quickly (Cnbcindonesia.com, 2023). McDonald's demonstrates its presence by being the most popular fast-food restaurant among Gen-Z, according to survey findings from the Top Brand Award for the Gen-Z Index 2022, and by ranking second in the worldwide category in 2022 (Top Brand Award, 2022). The findings of this survey are one of the indicators of brand performance.

The Top Brand survey is an annual independent nationwide study. The poll is done three times a year and involves 12,000 respondents, including 8,000 random samples, 1,800 random retail samples, and 2,200 booster samples of men and women aged 15 to 65. According to the Top Brand study, McDonald's continuously holds the top three spots as the most popular fast-food restaurant in Indonesia. McDonald's effectively entered the Indonesian market by tailoring their goods to local demands (Yoursay.Id, 2023). According to sales data (Msn Indonesia, 2023), McDonald's has witnessed a growth and a fall. According to these statistics, consumer purchase decisions at McDonald's restaurants face competition from other similar fast food restaurants, including both local and international fast food restaurant chains with more local appeal.

Changing menus and marketing techniques to reflect local cultural preferences may be difficult. It is vital for continuing success to ensure that the goods are acceptable to Indonesian customers. Consumer preferences may be influenced by increased understanding of health and wellbeing. Fast food businesses must handle evolving consumer demands for healthier food alternatives as well as transparency in food sources. Furthermore, customers are becoming more conscious of social and environmental problems. McDonald's and other corporations must demonstrate a commitment to sustainable and responsible practices.

Many research on factors that impact purchase decisions have been undertaken. Emotional marketing has an positif and significant effect on purchasing decisions, according to Khuong & Tram (2015) research. Yesicca and Keni's research (2019) on the influence of Brand Image, Price Perception, and Service Quality on purchase decisions similarly showed good findings. According to Nugraha and Firdausy research (2021) variable brand image, product price, and sales promotion factors all have a positive effect on purchasing decisions. In contrast to Keni's research (2019) with the independent variables Brand Awareness and Brand Association, which partially have no positive effect on purchase decisions, but the Perceived quality and Brand Loyalty variables have a positive effect. However, Brand Awareness and Brand Characteristics simultaneously have a positive effect. Then research by Apriany and Gendalasari (2022) which examines purchasing decisions for bottled drinking water products, shows brand awareness does not have a positive effect on consumer purchase decisions.

Furthermore, Yulianti (2020) researched on the impact of Brand Image, Green Marketing Strategy, and Emotional Desire on McDonald's consumer purchase decisions in Denpasar, Jakarta, Bandung, Surabaya, and Medan. The findings of this study demonstrate that all three factors have a positive influence, however the Emotional Desire variable has no significant effect. As a result, the purpose of this study is to fill a research gap by completing and updating prior research on the effects of the variables Brand Awareness, Brand Image, and Emotional Branding on McDonald's consumer purchase decisions in DKI Jakarta. This study aims to provide knowledge to improved comprehension of the effects of brand awareness, brand image, and emotional branding on customer behavior. Therefore, this study is likely to benefit firms in optimizing marketing techniques to increase customer purchase decisions on all the products they produce. So the objectives of this study are 1) To determine the influence of brand awareness on consumer purchase decision at McDonald's in DKI Jakarta. 2) To determine the influence of brand image on consumer purchase decision at McDonald's in DKI Jakarta 3) To determine the influence of emotional branding on consumer purchase decision at McDonald's in DKI Jakarta.

The primary concept employed in this study is that of consumer behavior as articulated by Kotler and Keller (2012). This concept discusses how marketing and other stimuli affect customers to process information about goods or services based on each consumer's psychology and attributes. Furthermore, the purchasing decision process includes problem identification, information search, alternative evaluation, purchase decisions, and post-purchase behavior. Consumers will make purchase decisions following the purchasing decision process. This purchasing decision is formed through the steps of product selection, brand selection, dealer selection, purchase amount, and payment timing. According to Figure 1, the Brand awareness variable is in the purchase decision process component, which suggests that customer knowledge of the product or brand provides a stimulant for them to seek information in order to make purchasing decisions. Consumer purchase decisions for items with that brand grow when a person's brand awareness rises since it is the first to be remembered. Brands that succeed in raising community knowledge

of their goods can improve market share, lay the groundwork for future growth, assist in the introduction of new products or services to the market, and boost consumer loyalty.
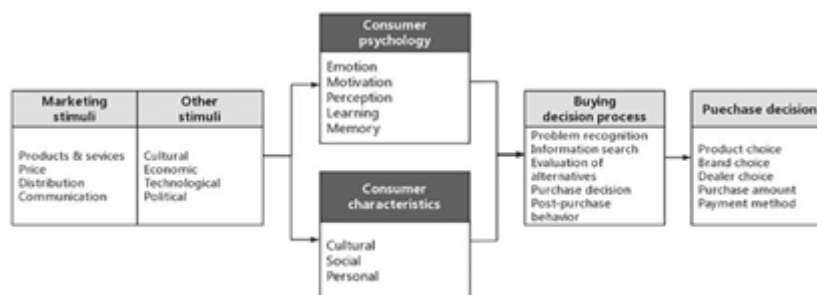
Figure 1. Consumer Behavior Model
Image Source: Kotler dan Keller (2012)

Meanwhile, the Brand Image and Emotional Branding variables are in the consumer psychology component, where after receiving marketing stimulation and stimulus (brand awareness), the emotional approach and positive image displayed by the product form consumer perceptions, resulting in an assessment that leads to a purchase decision. A strong brand image in the minds of customers will always be a support that impacts consumer decisions. Companies that can build emotional intimacy with their clients can acquire their customers' trust and loyalty to continue subscribing to their products. This is referred to as emotional branding (Schiffman & Kanuk, 2010). The following are the specifics of the definition and connection between each variable studied.

Conceptual Definition of Variable

Table 1. Operationalization Variable

Variables	Concept Definitions	Variable Operational Definitions	Indicator
Purchase Decision (Y)	Brata (2017) ,It is commonly held that a purchasing decision is influenced by various factors, including financial considerations, technology, politics, culture, product features, price, location, and promotion.	Purchase Decision of consumers at McDonald's in DKI Jakarta.	1. Product Stablization 2. Habituality in product buying 3. Recommendation
Brand Awareness (X1)	Ramadayanti (2019) Brand awareness refers to the extent to which consumers can recognize or recall a brand within a specific product category.	To what extent is McDonald's and its goods known to DKI Jakarta's consumer base and prospective customers.	1. Recall 3. Purchase 2. Recognition 4. Consumption
Brand Image (X2)	Apriany & Gendalasari (2022), Customers form an impression of a brand when they recognize the name of a certain product. The interactions and experiences customers have with the brand shape their view of it.	Consumers' perceptions are reflected in their initial thoughts and feelings upon encountering McDonald's as a brand or its product in DKI Jakarta.	1. Corporate Image 2. Product Image 3. User Image
Emotional Branding (X3)	Yulianti (2020), states that a manufacturer's marketing plan must take customer emotions into account if they want their brand to succeed and endure in the marketplace.	The media and methodology used by McDonald's in Indonesia to create proximity and emotional connection with consumers and potential customers.	1. Money 4. Experience 2. Product 5. Energy 3. Equity (Trust)

Purchase decision and brand awareness

The amount of customer and potential consumer awareness of a firm and its products is referred to as brand awareness. According to Saputro (2016), brand awareness is the capacity of customers to identify a brand under varied settings, recognize, and recall a certain brand. Ansari (2019) agreed that brand awareness occurs when potential customers can recognize brands and have the correct association with various sorts of items. Eventually, good brand awareness implies that the brand is well-known and easily identifiable. Brand awarness is critical for distinguishing a product from its rivals in the same category. Brand awareness may assist consumers in learning about a product's brand and making purchase decisions. A recurring approach, according to Keller, as reported by Radder and Huang (2008:79), may improve awareness of the brand and make buyers feel familiar with the company. Widely known items can boost market share and quality ratings. Furthermore, advertisements with a great appeal might increase awareness of the brand. Brand awareness is important, as Ambolau et. al. (2015) argue. The stronger a product's brand recognition, the easier it is for consumers to recognize it, which boosts their purchase decisions.

H1: There is a positive influence between brand awareness and customer purchase decisions at McDonald's in DKI Jakarta.

Purchase decision and brand image

In general, brand image may be described as customers' perspective or opinion of a product or service, as reflected in what they think and feel the first time they see or hear the brand. Dewi and Edyanto (2020) defines brand image as the way customers think, feel, and act toward brands. A brand image is a set of ideas, beliefs, values, interests, and traits that distinguish one brand from another. Building a favorable brand image is critical; it is crucial to determine the company's mission and identity in order to create a unique Seliing point. A brand is defined as the perception that people form when they recall a certain product brand. This perception is established as a result of consumer interactions and experiences with the brand. Based on the preceding definition, it is possible to deduce that brand image is a favorable or negative view and customer confidence in the products and services utilized. Having a positive social image of items and producers who promote products or services is plainly advantageous. As a result, business people innovate in the development of their brand image. A good brand image may be determined by how firmly the brand stays in the mind and can stimulate word of mouth due to customer trust. Brand image must also be capable of representing all product attributes that have the potential to affect customers (Djatmiko & Pradana,2016). A brand comprises customer promises such as giving perks, privileges, and services. The higher and better the brand image in customers' thoughts, the greater consumer loyalty, which will encourage profit increase for the firm.

H2: There is a positive influence between brand image and customer purchase decisions at McDonald's in DKI Jakarta.

Purchase decision and emotional branding

Building emotional brand connections with customers is a marketing approach that many businesses employ. How can a brand become a choice when customers have several options for comparable brands? when consumers enjoy an exceptional experience that exceeds their expectations, emotional attachments are formed. Emotional marketing is a crucial factor in communicating with consumers so that emotional relationships with consumers become more stable (Nareswari, 2019). The marketing technique adopted is to focus on satisfying consumers' material and emotional needs, so that the brand is viewed as memorable by consumers and a

strong and enduring relationship is built. Furthermore, the emotive approach is supposed to help buyers distinguish one brand from another. Attracting customers using emotional branding marketing methods has shown to be beneficial when compared to low costs. Emotional marketing methods involve appealing to consumers' emotions and linking them with products, brands, or services. Personalized marketing may also develop strong relationships to connect with consumers, but it must first pay attention and define the market group.

According to Gobe (2005), emotional branding is the construction of brands with the goal of developing interconnected emotional ties with customers via the use of new ways. Emotional branding, according to experts, is a medium and methodology for a product or brand to consistently relate to customers via creative and unique ways that promote emotional attachment. According to Khuong & Tram (2015), emotional branding impacts customer purchase decisions.

H3: There is a positive influence between emotional branding and customer purchase decisions at McDonald's in DKI Jakarta.

Research framework

Based on the description of the relationship between the variables above, this research framework can be summarized as follows.
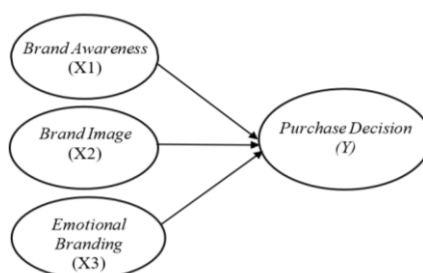
Figure 2. Research Framework

2. RESEARCH METHOD

The influence of brand awareness, brand image, and emotional branding on customer purchase decisions at McDonald's fast food outlets in DKI Jakarta is investigated in this study using quantitative research methods. The study used primary data and ran from June 2023 to October 2023. Using social media platforms like Instagram, Telegram, and WhatsApp, a Google Form questionnaire is disseminated as part of the data collecting process. Because the precise population of McDonald's customers is unknown, a subjective sample technique known as non-probability sampling was employed. Using the purposive sampling approach, the researcher chose samples that may yield the required information based on their familiarity with the sample. McDonald's customers between the ages of 15 and 44 who live in the DKI Jakarta province, use social media regularly, and have bought and consumed McDonald's products meet the selection criteria. The recommendation of Hair (2010) & Azen and Walker (2011), which indicates that ideally there should be a minimum of 10 observations for each independent variable utilized, is followed for determining the number of samples. Since the sample size is considered more representative and exceeds the minimum sample limit, it is rounded up to 100 from a total of 95 respondens. Two methods are used by the data analysis approach. Initially, used descriptive techniques associated with the attributes of the survey responses acquired from consumers of McDonald's in DKI Jakarta. Second, applying statistical techniques for multiple linear regression. But first, the data's validity and reliability were examined before the two analyses were performed. Next, conduct out the estimate of the multiple linear regression model and the

regression assumption test. This multiple linear regression analysis approach was chosen in accordance with a number of other research, including those carried out by Djatmiko & Pradana (2016) and Geaffary & Firdausy (2021). The results of this study can be used to enrich the findings of other studies by employing this analytical approach. Data will be processed using SPSS version 25.

3. RESULT AND DISCUSSION

Based on the results of this study with the number of respondents as many as 100 people in the DKI Jakarta area who have bought and consumed McDonald's products, it was found that this research instrument is valid and reliable. The results of the validity test on the variables Brand Awareness, Brand Image and Emotinal Branding showed a calculation result of 0.688 greater than the r_{table} of 0.361 so that it can be concluded that each of these variables is valid. The results of the Reliability Test also show that this research instrument is reliable. This is shown from the results of the Reliability Statistic test in the Cronbach's Alpha column, where 15 items from all variables have a Cronbach's Alpha value of 0.840 greater than 0.70. From the results of this validity and reliability test, regression assumption tests were then carried out. The value of Kolmogorov-Smirnov Asymp. Sig. (2-tailed) is 0.200. Then it can be concluded that the residual data is normally distributed because it is above 0.05. The normality test results are as follows (table 2).

Table 2. Kolmogorov-Smirnov Test
Source: Processed questionnaire data with SPSS 25, 2023

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.93928434
Most Extreme Differences	Absolute	.054
	Positive	.054
	Negative	-.049
Test Statistic		.054
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Descriptive analysis
In this study, descriptive analysis includes respondent characteristics such as age and gender, as well as descriptive analysis of research variables. In terms of gender, there are 49 male respondents with a percentage of 49%, while the remaining 51 female respondents have a percentage of 51%. In terms of age, respondents aged 25-34 years dominated with 56 respondents (56%), followed by respondents aged 15-24 years with 24 respondents (24%). Finally, respondents aged 35-44 years included up to 20 respondents, with a percentage of 20%. Data on the frequency distribution of the Brand Awareness variable from 100 respondents yielded an average rating of 3.07 (excellent) on the brand awareness variable. As a result, respondents have a high sense of brand awareness, or brands have a high degree of customer awareness. In this scenario, McDonald's was successful in raising community knowledge of numerous varieties of its items and getting attention.

For the Brand Image variable, it can be explained that on average, out of 100 respondents, the brand image variable received a rating of 2.98 (excellent). As a result, respondents had a favorable assessment of brand image. This shows that McDonald's image is positive. A positive image of McDonald's products in the neighborhood is likely to influence purchase decisions. In

terms of evaluating the Emotional Branding variable, it was discovered that the emotional marketing variable had an average rating of 3.16 (excellent) from 100 respondents. This indicates that respondents have strong feelings about the emotional branding implemented by McDonald's. This emotional branding strategy has helped to increase people's enthusiasm for purchasing McDonald's products. In terms of respondents' scores for the Purchase Decision variable, it was discovered that on average, out of 100 respondents, the Purchase Decision variable received a rating of 2.96 (excellent). As a result, respondents had a positive opinion of Purchase Decision. This suggests that McDonald's has a high degree of customer purchase decisions after being impacted by marketing stimulation.

Multiple linear regression test

The regression equation constructed in this study is as follows, based on the findings of multiple linear regression analysis (Table 3).

$$Y = 1{,}373 + 0{,}342\ X1 - 0{,}115\ X2 + 0{,}281\ X3$$

Y   : Purchase Decision;   X1   : Brand Awareness;
X2   : Brand Image;   X3   : Emotional Branding

Table 3. Multiple linear regression test
Source: Processed questionnaire data with SPSS 25, 2023

Coefficients^a

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.373	.947		1.449	.151
	Brand Awareness	.342	.082	.416	4.159	.000
	Brand Image	-.115	.113	-.120	-1.020	.310
	Emotional Branding	.281	.070	.425	4.032	.000

a. Dependent Variable: Purchase Decision

From the test results above, it can be concluded that:

a. A constant value (Y) of 1.373 means that if the Brand Awareness (X1), Brand Image (X2) and Emotional Branding (Y) variables are 0 (zero), then the Purchase Decision variable will be at 1.373.

b. The value of the regression coefficient X1 of 0.342 shows that the Brand Awareness variable has a positive influence on purchase decisions. Which means that every increase of 1 unit of brand awareness variable will affect the purchase decision by 0.342 assuming that other variables are not studied in this study.

c. The value of the X2 refression coefficient of (0.115) indicates that the Brand Image variable has a negative influence on purchase decisions. Which means that every decrease of 1 unit of brand image variable will affect the purchase decision by (0.115) assuming that other variables are not studied in this study.

d. The value of the X3 regression coefficient of 0.281 shows that the Emotional Branding variable has a positive influence on purchase decisions. Which means that every increase of 1 unit of Emotional Branding variable will affect the purchase decision by 0.281 assuming that other variables are not studied in this study.

Hypothesis test (t test)

For the results of the t test, it can be seen that Brand Awareness affects Purchase decisions. This is indicated from the Sig.value of $0.000 < 0.05$ and t_{count} $4.159 > t_{table}$ 1.985. Therefore, it can be concluded that the Brand Awareness variable has a positive and significant effect on the Purchase Decision of McDonald's consumers in DKI Jakarta. So this study proves the first hypothesis which states that "There is a positive influence between brand awareness and

customer purchase decisions at McDonald's in DKI Jakarta" **accepted**. While the t-test value for the influence of Brand Image on Purchase decision obtained the value of Sig. the influence of X2 on Y is $0.310 > 0.05$ and t_{count} (1.020) $< t_{table}$ 1.985. This result shows that the Brand Image variable does not have a positive influence on the Purchase Decision of McDonald's consumers in DKI Jakarta. So this study proves the second hypothesis stating that "There is a positive influence between Brand Image and customer purchase decisions at McDonald's in DKI Jakarta" **rejected**. For the t test related to the influence of Emotional Branding on Purchase decisions, a Sig. value of $0.000 < 0.05$ and t_{count} 4.032 $> t_{table}$ 1.985 were obtained. Therefore, it can be concluded that the Emotional Branding variable has a positive and significant effect on the Purchase Decision of McDonald's consumers in DKI Jakarta. This study proves the third hypothesis which states that "There is a positive influence between Emotional Branding and customer purchase decisions at McDonald's in DKI Jakarta" **accepted**.

F Anova test

F test results to determine whether all independent variables included in the model have an overall influence silmutaneously on the dependent variable. Sig-value $0.000 < 0.05$ and F_{count} 21.824 $> F_{table}$ 2.70, so that it can be stated that there is a positive and significant influence of Brand Awareness, Brand Image and Emotional Branding variables simultaneously on consumer Purchase Decision (Table 5).

Table 5. F Anova test
Source: Processed questionnaire data with SPSS 25, 2023

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.567	3	19.856	21.824	.000^b
	Residual	87.343	96	.910		
	Total	146.910	99			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Emotional Branding, Brand Awareness, Brand Image

Coefficient determination test (R2)

Furthermore, the test results The coefficient of determination shown from the adjusted R square value obtained a coefficient value of 0.387 or 38.7% (Table 6). That is, the purchase decision variable can be explained by the variance of the independent variables brand awareness, brand image, and emotional branding by 38.7 percent. While the remaining 61.3% was influenced by other variables that were not studied in this study.

Table 6. Model Summary test (R2)
Source: Processed questionnaire data with SPSS 25, 2023

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.637^a	.405	.387	.954

a. Predictors: (Constant), Emotional Branding, Brand Awareness, Brand Image

According to the findings of this study, Brand Awareness and Emotional Branding have a partially positive and significant influence on purchase decisions. This finding is similar with prior study by Ramadayanti (2019), which found that brand awareness influences purchase decisions in a positive and significant approach. The findings of study that reveal the beneficial influence of Brand Awareness on customer purchasing decisions are also corroborated by research conducted in Brunei by Muslichah et. al. (2019) on the purchasing decisions of Muslim

populations on halal-certified products. In Addition, the findings of this study are comparable with the findings of Lubis & Hidayat (2017), who found that brand image has no influence on purchase decisions even when simultaneously brand image and price have a positive and significant influence on purchasing decisions. Furthermore, in contrast Yulianti (2020) research discovered that Brand Image positively influences McDonald's consumer buying decisions in 5 major Indonesian cities. This is due to the fact that the current scenario differs from that of 2020. In the aftermath of the epidemic, McDonald's consumer decision-making is heavily influenced by brand image. Furthermore, the effect of Emotional Branding on Purchase Decision is consistent with the findings of Khuong & Tram (2015) research for positive and significant outcomes.

4. CONCLUSION AND RECOMMENDATIONS

It can be inferred as follows based on the outcomes of the tests and analysis mentioned above. First, there is a significant and positive partial effect of both brand awareness and emotional branding on McDonald's product purchase decisions. Second, consumers' decisions to buy McDonald's products in DKI Jakarta are not influenced positively by brand image. Despite the positive perception that McDonald's goods enjoy in the community, they do not help to improve customer decisions when it comes to purchases in DKI Jakarta. Third, when brought together, the three factors—Brand Awareness, Brand Image, and Emotional Branding—have a positive and significant influence on McDonald's purchase decisions in Jakarta. All three of these variables function as a marketing stimulant to raise and persuade consumers' decisions about what to buy. In addition to enhancing product quality, firms must choose the best marketing plan, raise awareness, cultivate a favorable brand image, and implement an emotional appeal that evokes interest in customers.

The study's findings indicated the following. As a fast food restaurant, McDonald's must first enhance its brand image in order to influence consumers to buy its products. Secondly, the outcomes of this investigation can be pursued by the use of a more extensive PLS-SEM technique. Ultimately, it has been suggested that determining probability sampling techniques yields study findings that are broadly applicable.

REFERENCE

Ambolau, M. et. al. (2015). The Influence of Brand Awareness and Brand Image on Purchase Decision. Jurnal Administrasi Bisnis (JAB), 2(2).

Apriany, A. & Gendalasari G. (2022). Pengaruh Kesadaran Merek Dan Citra Merek Terhadap Keputusan Pembelian Produk AMDK SUMMIT. *Jurnal Ilmiah Manajemen Kesatuan,* 10(1), https://doi.org/10.37641/jimkes.v10i1.1278

Ansari, S. (2019). Impact of Brand Awareness and Social Media Content Marketing on Consumer Purchase Decision. Journal of Public Value and Administrative Insight , 2663-9181, https://doi.org/10.31580/jpvai.v2i2.896.

Brata, B. (2017). *The Influence of Quality Products, Price, Promotion and Location to Product Purchase Decision on Nitchi at PT. Jaya Swarasa Agung in Central jakarta.* Saudi Journal of Business and Management Studies, ISSN 2415-6671, 10.21276/sjbms.

CNBC Indonesia. (2023). *McD Punya 200 Gerai di RI, Terbanyak di Negara Mana?* https://www.cnbcindonesia.com/research/20230502100413-128-433633/mcd-punya-200-gerai-di-ri-terbanyak-di-negara-mana

Dewi, L., & Edyanto, N. (2020). The Effect of Brand Ambassador, Brand Image and Brand Awareness on Purchase Decision of Pantene Shampoo in Surabaya Indonesia. *SHS Web of Conferences,* 76, 01023.

Djatmiko, T., & Pradana, R. (2016). Brand Image and Product Price; Its Impact for Samsung Smartphone Purchasing Decision. *Elsevier Ltd. Procedia – Social and Behavioral Sciences,* https://doi: 10.1016/j.sbspro.2016.05.009

Firdausy, C., & Idawati, R. (2017). Effects of Service Quality, Price and Promotion on Consumers Purchase Decision of Traveloka Online Arline Tickets in Jakarta, Indonesia. *International Journal of Management Science and Business Administrator*, 10.18775/ijmsba.1849-5664-5419.2014.32.1004

Gobe, M. (2005), *Emotional Branding.* Jakarta, Erlangga.

IDN Times. (2020). *Tak Selalu Buruk, Ini 5 Manfaat Nyata Fast Food yang Perlu Kamu Tahu.* https://www.idntimes.com/food/diet/eka-amira/manfaat-nyata-fast-food-c1c2

Keller in Radder & Huang. (2008). *Strategic Brand Management : Building, Measuring and Managing Brand Equity.* Third Edition. New Jersey : Pearson Prentice Hall, Inc.

Khuong, M., & Tram, V. (2015). The Effects of Emotional Marketing on Consumer Product Perception, Brand Awareness and Purchase Decision — A Study in Ho Chi Minh City, Vietnam. *Journal of Economics, Business and Management*, 3(5), DOI: 10.7763/JOEBM.2015.V3.240

Lubis, D.,& Hidayat, R. (2017). Pengaruh Citra Merek dan Harga terhadap Keputusan Pembelian pada sekolah Tinggi Ilmu Manajemen Sukma Medan. *Jurnal Ilmu Manajemen*. 5(1) , 15-24, 2355-14878.

MSN Indonesia. (2023). *Ekonomi dan detail saham McDonald's.* https://www.msn.com/id-id/ekonomi/detailsaham/financials/nys-mcd/fi-a1xdec

Nareswari, A. (2019). Pengaruh Emotional Marketing terhadap Purchase Intention melalui Brand Awareness dan Brand Trust sebagai variabel Intervening (Studi Kasus pada Produk Kecantikan Wardah Beauty. *Jurnal Studi Ekonomi dan Bisnis Islam,* 1(2), 133-148.

Nugraha, G., & Firdausy, C. (2021). Pengaruh Brand Image, Product Price dan Sales Promotion terhadap Purchase Decision konsumen produk ABC Multivitamin di Toko Watson Indonesia pada Masa Pandemi Covid-19. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 6(4), 439-444.

Ramadayanti, F. (2019). Peran Brand Awareness Terhadap Keputusan Pembelian Produk. *Jurnal Studi Manajemen dan Bisnis*, 6(2), 78-83s, 2460-3775.

Saputro, M. (2019). Analisis Efektivitas Iklan dan Brand Awareness Program Pascasarjana IIB Darmqjaya di Bandar Lampung. *Jurnal Manajemen*, 13(2), 2477-300X

Schiffman, Leon,G &Kanuk, L. (2008). *Perilaku Konsumen.* Jakarta Indeks.

Sindonews. (2016). *Restoran Cepat Saji, masih Tampat Favorit Makan Orang Indonesia.* https://lifestyle.sindonews.com/berita/1081019/166/restoran-cepat-saji-masih-tempat-favorit-makan-orang-indonesia

Top Brand Award. (2022). *Top Brand award untuk Gen-z index 2022*. https://www.topbrand-award.com/top-brand-index/

Yousay.id. (2023). *Glokalisasi MCD di Indonesia: Memadukan Budaya Global dan Lokal*. https://yoursay.suara.com/kolom/2023/04/17/122648/glokalisasi-mcd-di-indonesia-memadukan-budaya-global-dan-lokal

Yulianti, N. (2020). Pengaruh Brand Image, Green Marketing Strategy dan Emotional Desire terhadap Keputusan Pembelian Produk McDonald's. *Jurnal Ilmiah Manajemen dan Bisnis*, 5(1), 2528-2077.