

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

The Influence of Brand Image and Brand Trust on Purchase Decisions of McDonald's in Surabaya, Indonesia

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ABSTRACT

This research examined the influence of brand image and trust on purchasing decisions at McDonald's in Surabaya. The research method used is quantitative, with data collection techniques through questionnaires from 112 respondents in East Surabaya. The sampling technique used in this research is non-probability sampling in the form of quota random sampling. Data were processed using Smart Partial Least Squares (SmartPLS) software. The test results show a significant influence of brand image on purchasing decisions, while brand trust has an insignificant effect.

Keywords: Brand Image, Brand Trust, Purchasing Decision.

I. Introduction

In the era of globalization, advancements in knowledge and technology have significantly influenced the business world, pushing companies to innovate to remain relevant. The fast-food industry is one of the sectors that continues to grow and adapt to the evolving needs of consumers. According to Anisa and Suryani (2024), 67% of consumers consider fast-food restaurants popular dining places, with 61% making them a primary choice. McDonald's is one of the prominent brands that consistently attracts consumer attention in Indonesia. The Top Brand Index data from 2021 to 2024 highlights McDonald's as a brand with an excellent reputation, earning the Top Brand award based on the official Top Brand Index survey. This strong reputation has made McDonald's a top choice for many consumers. However, in recent years, McDonald's has faced challenges in the form of boycott movements triggered by the Palestine-Israel conflict. These boycotts emerged following allegations that McDonald's supported Israel, such as providing free meals to Israeli troops (Aurellia Calista et al., 2024). In response to this issue, McDonald's has sought to sustain its business by maintaining consumer purchase decisions. According to Kotler (2016), a purchase decision is the process of selecting and buying goods or services based on information about the product when a need or want arises, which also serves as a reference for future purchases.

One of the factors influencing purchase decisions is brand image. Brand image is vital in attracting consumers and shaping their purchase behavior. It refers to the perceptions, beliefs, and impressions formed in the minds of consumers based on their experiences, interactions, and information received. Brand image

reflects how consumers view a product or company's quality, reputation, and value, ultimately affecting their purchase decisions. It includes product characteristics, packaging, and features that distinguish a brand from its competitors (Hisan et al., 2024). In addition to brand image, brand trust is another critical element in sustaining business.

Brand trust is essential in influencing consumer purchase decisions and must go hand in hand with brand image to establish long-term purchasing behavior (Angelina & Supriyono, 2024). In recent years, brand trust has become increasingly important, especially in the fast-food industry, which often faces scrutiny regarding health, sustainability, and business ethics (Pamungkas, 2024). Previous studies, such as Ayu Made Citta Dhirtya and Ketut Warmika (2022), have shown that brands with higher levels of trust tend to enjoy better customer retention. Surabaya was selected as the research location because it is one of Indonesia's largest metropolitan cities and consumes a lot of fast food. As the economic and business hub of East Java, Surabaya has a diverse population with various social and economic backgrounds, offering a broader perspective on McDonald's consumer behavior. Based on the phenomena described above, this study aims to explain the influence of brand image and trust on purchase decisions. Therefore, this research aims to provide insights into how brand image and trust influence consumer behavior and help companies maintain their market position. The object of this study is McDonald's, one of Indonesia's most popular fast-food restaurants. Therefore, this study is titled "The Influence of Brand Image and Brand Trust on Purchase Decisions of McDonald's".

II. Literature Review and Hypothesis Development

2.1. Brand Image

According to Kotler & Keller in Nuryanti et al. (2023), brand image refers to the perceptions and beliefs held by consumers, reflected in the associations embedded in their memory. These associations are the first things that come to mind when consumers hear the brand's slogan, creating a strong and memorable impression. Kotler & Keller in Mishael (2021) suggest that brand image can be measured through several aspects such as Strength, Uniqueness, and Favorability.

2.2. Brand Trust

Brand trust is a fundamental element in marketing, reflecting the extent to which consumers believe a brand is reliable and can meet their expectations. This concept is closely linked to perceptions of quality, integrity, and goodwill associated with a brand (Suhan et al., 2022). When a company successfully builds trust, consumers are more likely to make purchasing decisions in favor of the brand (Cardoso et al., 2022). Indicators of brand trust, as outlined by Chaudhuri and Holbrook in Viedy et al. (2022), include: Reliability, Trustworthiness, Honesty, Safety

2.3. Purchase Decision

Purchase decision is a crucial part of the consumer decision-making, determining whether a product or service will be bought. It encompasses the considerations individuals or groups make before final purchasing decisions. According to Nabella (2021), a purchase decision is a construct that enables consumers to filter and evaluate information before making a choice. Kotler (2016), as cited in Mardiana et al. (2021), identifies several indicators: Commitment to a product, Habitual purchasing behavior, Willingness to recommend to others, and Relationships Between Variables.

2.4. The Influence of Brand Image on Purchase Decision

Brand image is the perception, impression, and associations formed in consumers' minds based on their experiences and interactions with a brand. According to Kotler in Dam & Dam (2021), brand image reflects the beliefs embedded in consumer memory, which affect purchasing decisions. A positive brand image strengthens marketing effectiveness and enhances product appeal in the eyes of consumers (Hidayat & Yusuf, 2024). Previous studies have shown that the stronger and more favorable the brand image in consumers' minds, the higher the likelihood of purchase (Rosa Amanda et al., 2022). Additionally, Hastoko & Wati (2022) emphasize that the strength and quality of brand associations play an important role in brand recall and influence purchasing behavior.

2.5. The Influence of Brand Trust on Purchase Decision

Brand trust is the belief that a brand is reliable, honest, and consistently delivers on its promises. This trust is built through positive experiences and customer satisfaction (Rosa Amanda et al., 2022). The higher the satisfaction, the stronger the belief in the brand's quality and credibility. Brand trust plays a critical role in purchase decisions, as consumers prefer brands they trust. Research by Viedy et al. (2022) found that brand trust positively and significantly influences purchase decisions, encouraging repeat purchases and customer loyalty.

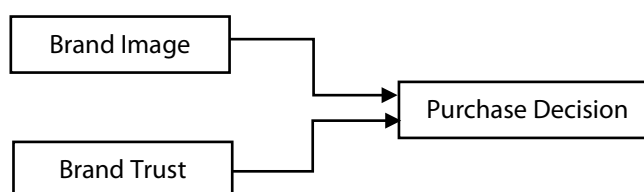


Figure 1. Research Framework

Based on the problem formulation and conceptual framework described above, the hypotheses in this study are as follows:

- H1: Brand image has a positive and significant effect on purchase decisions.
- H2: Brand trust has a positive and significant effect on purchase decisions.

III. Research Method

This research applies a quantitative approach using survey methods, where data is collected through a structured questionnaire distributed to 112 McDonald's consumers in Surabaya. The questionnaire was designed based on selected theories and includes 14 items divided into three main variables: Brand Image, Brand Trust, and Purchase Decision. Brand Image is measured using seven items that encompass the dimensions of strength, uniqueness, and likability; Brand Trust is assessed with four items reflecting reliability, credibility, honesty, and safety; and Purchase Decision is measured with three items related to product trust, buying habits, and willingness to recommend. Each statement is evaluated using a five-point Likert scale ranging from strongly disagree (1) to agree (5) strongly. Respondents rated according to their perceptions and experiences. The sample size of 112 respondents was determined based on the Hair et al. formula. The sample formula was taken from multiplying the total number of indicators by 8 (14 indicators $\times$ 8). The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0 to test the variables' validity, reliability, and hypothesized relationships.

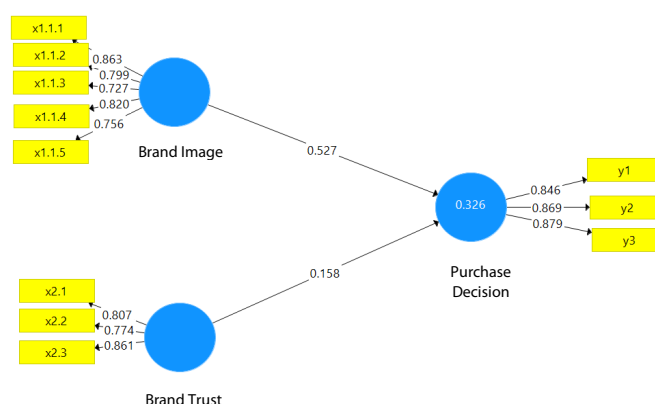
The indicators in this study are determined based on their suitability with the characteristics of the variables being examined and their relevance in the context of the fast food industry. The brand image dimension was chosen because it can represent consumer perceptions regarding the strength of brand

associations, uniqueness that differentiates from competitors, and the level of likability that facilitates brand recognition. The trust brand indicator measures trust, reliability, honesty, and perceived safety, which are important elements in the purchasing decision. Meanwhile, the purchase decision indicator is considered because it reflects the level of confidence, repeat purchase habits, and the willingness of consumers to provide recommendations. The selection of these indicators is deemed relevant and adequate to depict the research construct comprehensively.

The validity of each indicator is assessed by examining the outer loading value, with a threshold of ≥ 0.70 indicating that the indicator is valid in measuring its construct. At the same time, reliability is evaluated through Cronbach's Alpha and Composite Reliability, where values exceeding 0.70 indicate that the indicator is consistent and reliable. Convergent validity is further confirmed by ensuring that the Average Variance Extracted (AVE) value for each variable exceeds 0.50, reflecting that the construct explains more than half of the variance of its indicators. Discriminant validity is assessed by comparing the cross-loading values to ensure that each indicator correlates more highly with its respective construct than with other constructs. The ability of the structural model to explain the research variables is evaluated using the R-square value, which indicates how much the independent variables can explain the dependent variable. An R-square score is considered substantial if it is 0.67 or higher, moderate if around 0.33, and weak if around 0.19. To test whether the proposed relationship between variables is statistically significant, the researchers used the bootstrapping technique, where if the p-value is greater than 0.05, it is considered significant. If it is less than 0.06, it is considered insignificant.

IV. Results and Discussion

4.1. Research Results



Based on the PLS outer loading results, the factor loading values are reflected in the lines connecting each construct to its indicators. The magnitude of the path coefficients is shown above the arrows between the independent and dependent variables. At the same time, the R Square values are displayed within the circles representing the intervening and dependent variables. Each variable includes indicators with the highest values and strong influence.

Table 1. Outer Loadings

Indicator	First			Second		
	Loading Factor	AVE Value	Description	Loading Factor	AVE Value	Description
X1.1.1	0.856	0.515	Valid	0.863		Valid
X1.1.2	0.768		Valid	0.799		Valid
X1.1.3	0.734		Valid	0.727		Valid

Indicator	First			Second		
	Loading Factor	AVE Value	Description	Loading Factor	AVE Value	Description
X1.1.4	0.819	0.631	Valid	0.820	0.631	Valid
X1.1.5	0.755		Valid	0.756		Valid
X1.1.6	0.460		Not Valid	-		-
X1.1.7	0.543		Not Valid	-		-
X2.1	0.793	0.562	Valid	0.807	0.664	Valid
X2.2	0.778		Valid	0.774		Valid
X2.3	0.839		Valid	0.861		Valid
X2.4	0.559		Not Valid	-		-
Y1.1	0.849	0.748	Valid	0.846	0.748	Valid
Y1.2	0.867		Valid	0.869		Valid
Y1.3	0.877		Valid	0.879		Valid

Table 1 shows that indicator validity is assessed by evaluating the factor loading values from each variable to its respective indicators. The indicator is considered valid if the loading value is greater than 0.7. Therefore, it can be concluded that the indicators used in this study are valid for measuring the proposed constructs.

Table 2. Cross Loading

	Brand Image	Brand Trust	Purchase Decision
X1.1.1	0.863	0.073	0.548
X1.1.2	0.799	0.048	0.469
X1.1.3	0.727	0.173	0.294
X1.1.4	0.820	0.112	0.468
X1.1.5	0.756	0.211	0.312
X2.1	0.125	0.807	0.172
X2.2	0.042	0.774	0.117
X2.3	0.141	0.861	0.239
Y1	0.542	0.225	0.846
Y2	0.427	0.160	0.869
Y3	0.436	0.205	0.879

Cross-loading is an assessment of discriminant validity. Discriminant validity is considered satisfactory when each indicator correlates more with its respective construct than with others. From the table above, it can be observed that the correlation values of each indicator are higher with the variable they are intended to measure, indicating that the discriminant validity criteria are met.

Table 3. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Brand Image (X1)	0.631
Brand Trust (X2)	0.748
Purchase Decision (Y)	0.664

Discriminant validity can be assessed by comparing the Average Variance Extracted (AVE) values for each variable with the correlations between variables. An AVE value greater than 0.50 indicates good convergent validity for the corresponding latent variable.

Table 4. Composite Reliability

	Composite Reliability
Brand Image (X1)	0.899

Brand Trust (X2)	0.895
Purchase Decision (Y)	0.856

A construct is considered reliable if the Composite Reliability value exceeds 0.7, indicating that the indicators consistently measure their respective latent variables.

Table 5. R Square

	R Square
Purchase Decision (Y)	0.326

The R Square value for Purchase Decision is 0.326, indicating that the variables Brand Image and Brand Trust explain 32.6% of the variance in Purchase Decision. In contrast, other variables outside the scope of this study explain the remaining percentage.

Table 6. Path Coefficient

	Original Sample (O)	P-Values	Description
Brand Image (X1) -> Purchase Decision	0.527	0.000	Accepted
Brand Trust (X2) -> Purchase Decision	0.158	0.100	Rejected

Based on Table 6, the results of the hypothesis testing in this study are as follows:

- H1: Brand Image has a p-value less than 0.05 and a coefficient value of 0.527. Therefore, the first hypothesis is accepted, indicating that brand image significantly affects purchase decisions.
- H2: Brand Trust has a coefficient value of 0.158, but the p-value is greater than 0.05. Thus, the hypothesis is rejected, indicating that brand trust has a positive but insignificant effect on purchase decisions.

4.2. Discussion

4.2.1. The Influence of Brand Image on Purchase Decision

The study's results indicate that brand image has a positive and significant effect on the purchase decision of McDonald's in Surabaya. A strong brand image creates positive perceptions and enhances consumers' buying interest. The strength dimension is reflected in the attractive product appearance and supporting facilities; uniqueness is demonstrated through distinctive characteristics, product variety, and pricing; and favourability is shown through the ease with which the brand is remembered and pronounced. These three dimensions collectively strengthen the influence of brand image on consumer purchase decisions. The findings of this study are consistent with the research conducted by Winata et al. (2022), which stated that brand image has a significant and positive effect on purchase decisions.

4.2.2. The Influence of Brand Trust on Purchase Decision

The study shows that brand trust has a positive but not significant effect on the purchase decision of McDonald's in Surabaya. Although consumers have a favorable perception of service quality, brand promises, and transparency of information, concerns regarding product safety reduce the overall impact of brand trust. Therefore, McDonald's must enhance consumer trust more comprehensively, especially regarding product safety assurance, so brand trust can significantly influence purchase decisions. These findings align with the study conducted by Anjaswati & Istiyanto (2023), which also concluded that brand trust does not significantly affect purchase decisions.

V. Conclusion

Based on the PLS analysis, this study concluded that brand image positively affects purchasing decisions, indicating that a stronger brand image increases the likelihood of consumers purchasing McDonald's products. In contrast, brand trust has a positive but insignificant impact. The insignificance of brand trust occurs because consumers generally trust McDonald's service consistency, promise fulfillment, and information transparency. However, this trust is not strong enough to directly drive purchasing decisions, particularly due to lingering concerns about product safety. These findings illustrate how, in the current consumer behavior trend, perceptions of brand image and uniqueness play a more dominant role in shaping purchase intentions, especially in highly competitive markets where consumers are exposed to extensive information and rapidly shifting public opinion. This highlights the importance of McDonald's further strengthening product quality and safety assurance to build trust that translates into actual purchasing decisions. Future research should broaden the geographical scope and examine additional factors influencing consumer behavior over time.

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