

To cite this article: Novel Reonald, Dian Irma Aprianti, Dahlia Natalia and Muhammad Samsul Hidayat (2025). The Influence Of Country Of Origin And Brand Emotion On Consumer Loyalty Through Purchase Decisions (Case Study Of Samarinda Consumers On The Israeli-Palestinian Conflict McDonald's Business). International Journal of Education, Business and Economics Research (IJEBER) 5 (3): 371-388

**THE INFLUENCE OF COUNTRY OF ORIGIN AND BRAND EMOTION ON
CONSUMER LOYALTY THROUGH PURCHASE DECISIONS
(Case Study of Samarinda Consumers on the Israeli-Palestinian Conflict McDonald's
Business)**

Novel Reonald¹, Dian Irma Aprianti², Dahlia Natalia³ and Muhammad Samsul Hidayat⁴

¹²³⁴Widya Gama Mahakam University, Faculty of Economics and Business,
Samarinda, Indonesia

<https://doi.org/10.59822/IJEBER.2025.5319>

ABSTRACT

This research employs a quantitative method, utilizing the variables of Country of Origin, Brand Emotion, Consumer Loyalty, and Purchase Decision. The hypotheses are tested using Structural Equation Modeling - Partial Least Squares (SEM-PLS) analysis. The population in this study consists of all McDonald's consumers in Samarinda. The sample size is determined based on the number of indicators, which is 19, multiplied by the maximum range of 7, resulting in 133 samples. The results of this study indicate that Country of Origin does not have a significant effect on Consumer Loyalty. Brand Emotion has a significant effect on Consumer Loyalty. Purchase Decision has a significant effect on Consumer Loyalty. Country of Origin, through Purchase Decision, has a significant effect on Consumer Loyalty. Brand Emotion, through Purchase Decision, also has a significant effect on Consumer Loyalty.

KEYWORDS: - Country of origin, brand emotional, Purchase Decision, Consumer Loyalty, Israel–Palestine Conflict, McDonald's.

© The Authors 2025
Published Online: May 2025

Published by International Journal of Education, Business and Economics Research (IJEBER) (<https://ijeber.com/>) This article is published under the Creative Commons Attribution (CC BY 4.0) license. Anyone may reproduce, distribute, translate and create derivative works of this article (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors. The full terms of this license may be seen at: <http://creativecommons.org/licences/by/4.0/legalcode>

1.0 INTRODUCTION

In today's increasingly advanced era of global information, the Israel-Palestine conflict resurfaced in 2024, triggered by a series of incidents that intensified tensions between the two sides. This conflict is part of a decades-long dispute rooted in territorial claims, political rights, as well as complex religious and ethnic factors. Large corporations operate in complex and dynamic

environments. Therefore, issue management and crisis communication strategies have become increasingly crucial in maintaining a company's reputation and public trust. According to Kiki, Aan, and Anjang (2019), if a company's trust and image decline, it must be prepared to face a crisis situation. Such crises generally arise due to the spread of negative issues within society concerning the company.

The development of international trade, along with the formation of economic and political blocs, has expanded the presence of various products in the market regardless of their national origin. This situation has sparked interest in understanding the role of Country of Origin (COO) in both domestic and international markets, as well as its impact on consumer behavior. Country of Origin (COO) is one of the product attributes that serves as an identity and can influence consumer judgments in determining the origin of a product. In purchasing behavior and decision-making, consumers can determine the success of a company's strategy in both domestic and international markets. Today, the origin of a product can become a barrier in the trade of goods and services, both within and between countries. Trust in foreign companies, consumer ethnocentrism, and negative sentiment toward certain countries can influence consumer preferences toward domestic and foreign products.

Purchase decisions refer to a series of actions taken by customers in determining whether or not to buy a product. This reflects consumer behavior characterized by the ability to make informed decisions, where they actively control various choice variables used as key references. Classifying customers based on their decision-making abilities becomes irrelevant if they do not have a variety of alternatives to consider during the selection process. Since each customer has a different level of understanding when it comes to evaluation, the process of selecting a desired product typically takes more time before reaching a final decision.

According to Rifa'i (2023:42) Consumer loyalty refers to the tendency of individuals who consistently choose to buy the products offered and maintain active interactions through repeat purchases over a certain period of time, while also showing commitment to the various offers provided by the company. Meanwhile, according to Sucihati & Suhartini, (2022) consumer loyalty is the tendency of customers to continue to buy products or services from a particular company repeatedly.

According to Indrasari (2019), purchasing decisions are the process of choosing between two or more available alternatives. In other words, a person can only make a decision if there are options that can be considered as alternatives. Conversely, if consumers do not have alternative choices and are forced to make a purchase, then this situation cannot be categorized as a real decision. Purchasing decisions are consumer behavior in determining whether or not to make a purchase of a product (Kholidah and Arifiyanto, 2020).

According to Hsiao and Chen (2018), Country of Origin (COO) refers to the country where a product or brand is developed, manufactured, or obtains its manufacturing identity.

In general, a product's Country of Origin is identified based on the location where the final verification process is carried out—up to the stage where the product undergoes final inspection and is assigned a production code as an official mark. Prospective consumers' perceptions of a country shape their views, which can enhance the brand image of the product and create a positive association with the brand itself. Therefore, this fact requires special attention, as the Country of Origin factor holds significant potential in shaping and influencing the perception of an established brand image.

The final factor is emotional branding. Emotional branding refers to a brand-building strategy aimed at creating a strong emotional connection between the brand and consumers. This is achieved through creative and innovative approaches. A key issue identified with this variable is the emergence of concerns related to the McDonald's brand, which has led to weaker consumer attachment to the concepts applied by the company. As a result, consumers face difficulties in making purchasing decisions. This finding is also supported by previous research conducted by Muthiah and Setiawan (2019) in their study titled "The Influence of Brand Awareness, Brand Characteristics, and Emotional Branding on Purchase Decisions." The results of the study showed that emotional branding has a positive and significant influence on consumers' purchase decisions regarding McDonald's products.

The concept of Emotional Branding was first introduced by Marc Gobe, who emphasized an in-depth study of the role of emotions in shaping the bond between a brand and its consumers. Several earlier works, such as *Making the Emotional Connection* (2001) and *Emotional Identity* (2003), thoroughly explore the role of human emotions as a key element in building brand connection and identity.

As the largest fast-food restaurant chain in the world, McDonald's has massively expanded its branches across various parts of the globe, making it an integral part of daily life in Indonesia and many other countries. However, in recent months, McDonald's has faced unexpected challenges, demanding adaptive strategies to address emerging issues. One of the major challenges confronting McDonald's is the geopolitical tension arising from the conflict between Israel and Palestine. Chris Kempczinski, the Chief Executive Officer (CEO) of McDonald's, stated that the franchise operations in the Middle East and surrounding regions have been significantly affected by the ongoing political tensions. He further revealed that the conflict has had a substantial impact on the sustainability of McDonald's franchise business, with considerable losses resulting from the spread of misinformation that has led to misconceptions about the brand (Reditya, 2024).

Based on the phenomenon described, the author is interested in conducting a study entitled "The Influence of Country of Origin and Brand Emotion on Consumer Loyalty through Purchase Decisions (Case Study of Samarinda Consumers on the Israeli-Palestinian Conflict McDonald's Business)".

2.0 METHOD

This study uses a descriptive method with a quantitative approach. The descriptive method involves the process of data collection to test hypotheses or answer questions related to the public's

perception of a particular issue or topic. The quantitative research focuses on data analysis using statistical techniques, with the quantitative method aiming to identify significant relationships between variables.

The term "sample" refers to a subset of a population and its characteristics. When the population size is very large and it is not feasible for the researcher to study the entire population due to limitations in resources, such as manpower, funding, and time, the researcher can instead use a sample selected through a sampling process. The sampling technique employed is non-probability sampling, specifically purposive sampling. This method involves selecting samples based on specific criteria or characteristics, where samples are chosen because they meet the predetermined criteria.

A sample is an element of a population that is needed to represent the entire population. According to Hair et al. (2019: 204), the method for determining the sample size is as follows: when the population is very large and the total number is not known exactly, the recommended sample size for regression analysis is 5 to 10 observations per independent variable, depending on the total number of indicators, which is multiplied by 5 to 10. Thus, the sample size calculation according to Hair et al. is:

$$\begin{aligned}\text{Sample} &= \text{number of indicators} \times 7 \\ &= 19 \times 7 \\ &= 133\end{aligned}$$

The number of samples to be studied in this research is 133 respondents.

In this study, the researcher has a specific time frame, and this sample size was chosen to ensure that data collection remains realistic and can be completed within the available time. Collecting data from 133 respondents is more feasible than a much larger number. Given the one-month research time constraint, this sample size was selected to ensure that the data collection process can be carried out effectively without compromising the quality of the research results.

The primary data in this study was collected through an online questionnaire, distributed via a Google Form link shared through various social media platforms such as WhatsApp, Facebook, and TikTok. Respondents could access and complete the questionnaire independently using their own devices.

The analysis method used in this study is descriptive quantitative analysis, processed using WarpPLS 7.0. This analysis is applied to measure the influence of the independent variables (perceived value and eWOM) on the dependent variable (customer engagement), with purchase intention serving as the mediating variable.

Verification analysis is a research method used to test hypotheses, meaning it serves to verify the validity of existing theories within a study. In this research, the verification analysis is conducted using the Partial Least Squares (PLS) method. PLS is used to analyze the relationships between variables with the goal of identifying the magnitude of influence between exogenous and

endogenous variables. Structural equation modeling based on variance is performed using WarpPLS 7.0 software.

The measurement model illustrates the relationship between each block of indicators and the latent variables they represent. Evaluation of the measurement model is conducted through confirmatory factor analysis, employing the Multi-Trait Multi-Method (MTMM) approach by testing both convergent validity and discriminant validity to ensure the accuracy and capability of the instrument in measuring the intended construct. According to Ghazali (2015:417), reliability testing can be conducted using two approaches: Cronbach's Alpha and Composite Reliability, both of which serve as indicators of internal consistency of the measurement instrument.

2.1 Convergent Validity

Convergent validity refers to the measurement model using reflective indicators, observed through the correlation between factor values or indicators and their corresponding construct. According to Ghazali (2015), a reflective indicator is considered to have high validity if its correlation with the intended construct exceeds 0.70. However, during the scale development phase, values between 0.50 and 0.60 are still acceptable. An indicator is considered reliable if it yields a score above 0.70, while loading factors between 0.50 and 0.60 are deemed adequate. Indicators with a loading factor below 0.50 should be dropped from the model.

2.2 Discriminant Validity

A model is said to have discriminant validity if the square root of the Average Variance Extracted (AVE) for each construct is greater than the correlation between that construct and other constructs. According to Ghazali (2015), the evaluation of construct validity can be observed through the AVE value. A model is considered to have good AVE if its value exceeds 0.5.

2.3 Reliability

Using WarpPLS software, the reliability of constructs with reflective indicators can be measured through two approaches: Composite Reliability and Cronbach's Alpha Ghazali, (2015). A construct is considered reliable if both Cronbach's Alpha and Composite Reliability values exceed 0.70.

The inner model refers to the relationship between latent variables and constructs as defined in the substantive theory. This analysis aims to examine the R-square value as a test of model goodness-of-fit.

When analyzing the structural model, the R-square coefficient test is used to measure the explanatory power of a research model in accounting for the variation of the dependent variable. According to Ghazali (2015), R-square values of 0.75, 0.50, and 0.25 respectively indicate that the model is strong, moderate, or weak.

Model of Fit refers to the process of selecting, developing, or adjusting a model used to describe the relationships between the variables under study. This process involves determining the most appropriate model based on the underlying theory of the research and the characteristics of the data being analyzed. To test whether the research model meets the ideal criteria, the Goodness of Fit

Model is used. According to Kock (2020), the Goodness of Fit criteria can be assessed using 10 model fit or index criteria as presented in the following table:

Table 1. Goodness of Fit Criteria

Indeks	Kriteria Penerimaan
Average path coefficient (APC)	Diterima Jika P-value < 0,05
Average R-squared (ARS)	Diterima Jika P-value < 0,05
Average adjusted R squared (AARS)	Diterima Jika P-value < 0,05
Average block VIF (AVIF)	Diterima Jika P < 5, ideal <3,3
Average full collinearity VIF (AFVIF)	Diterima Jika P < 5, ideal <3,3
Tenenhaus GoF (GoF)	Diterima Jika kecil > 0,1 medium > 0,25, besar > 0,36
Sympson's paradox ratio (SPR)	Diterima Jika > 0,7, ideal = 1
R-squared contribution ratio (RSCR)	Diterima Jika > 0,9, ideal = 1
Statistical suppression ratio (SSR)	Diterima Jika > 0,7
Nonlinear bivariate causality direction ratio (NLBCDR)	Diterima Jika > 0,7

Source: Kock 2020

The results of hypothesis testing are based on the path relationships in the structural model, which will be assessed for significance. This significance value can be obtained by using SEM analysis with WarpPLS 7.0. Hypothesis significance testing can be seen through the coefficient parameter test.

Mediation effect testing is conducted when there is a mediating or intervening variable in a study. Mediation occurs when the exogenous and endogenous variables are related through the role of a linking variable. According to Ghazali (2015), there are three steps to test the influence of a mediating variable, as follows:

1. Conducting a test of the effect of the exogenous variable (X) on the endogenous variable (Y).
2. Conducting a test of the effect of the exogenous variable (X) on the mediating variable (M).
3. Conducting a simultaneous test of the effect of the exogenous variable (X) on the endogenous variable (Y) through the mediating variable (M).

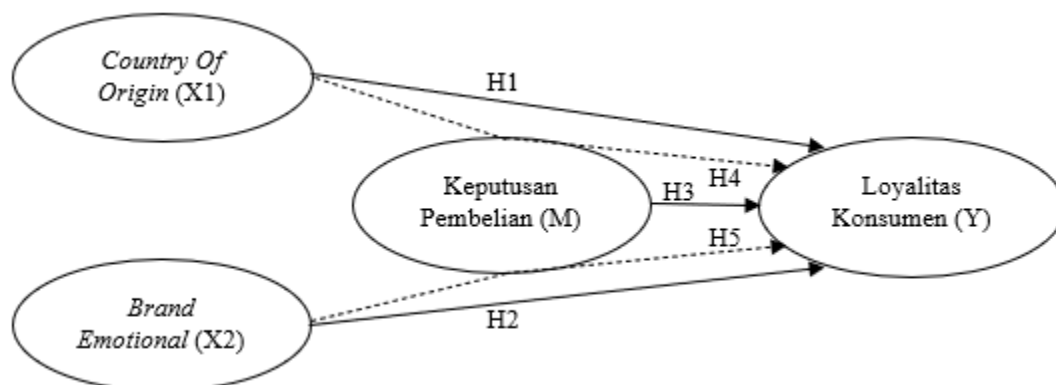


Figure 1: Conceptual model

Source: The result of data processing, 2025

3.0 ANALYSIS

3.1 Inferential Analysis on the Measurement Model (Outer Model Evaluation)

The outer model refers to the evaluation of the reliability and validity of the research variables. Several indicators are used to assess the outer model, including Convergent Validity, Discriminant Validity, Composite Reliability, Cronbach's Alpha, and Average Variance Extracted (AVE). Based on the results of the SEM analysis, all variables were found to be valid and reliable, as detailed below:

1. Convergent Validity Test: A loading factor value is considered valid when it exceeds 0.7. However, values above 0.6 and even 0.5 may still be accepted as adequate.
2. Discriminant Validity: A construct is regarded as meeting the discriminant validity requirement if its Average Variance Extracted (AVE) value is greater than 0.5.
3. Reliability Test: Reliability is examined using the Cronbach's Alpha coefficient. A construct is considered reliable if the Cronbach's Alpha value is greater than 0.6.
4. Composite Reliability: A construct is said to fulfill the requirement of composite reliability if it has a composite reliability value above 0.7.

Table 2. Outer model

Variable	Indicator	Loading Factor	Average Variance Extracted (AVE)	Composite Reliability	Cronbach's Alpha
<i>Country Of Origin</i>	COO1	0.760	0.552	0.860	0.796
	COO2	0.690			
	COO3	0.699			
	COO4	0.793			
	COO5	0.768			
<i>Brand Emotional</i>	BM1	0.771	0.588	0.851	0.766
	BM2	0.772			
	BM3	0.752			
	BM4	0.771			
<i>Buying Decision</i>	BD1	0.794	0.597	0.855	0.774
	BD2	0.781			
	BD3	0.805			
	BD4	0.708			
<i>Consumer Loyalty</i>	CL1	0.741	0.544	0.877	0.832
	CL2	0.754			
	CL3	0.720			
	CL4	0.702			
	CL5	0.748			
	CL6	0.758			

Source: The result of data processing, 2025

Based on Table 2, it was found that the values of AVE, composite reliability, and Cronbach's alpha have met the required standards as described above and can therefore be considered valid.

Table 3. Correlations among l.vs. with sq. rts. of AVEs

Variable	Perceived Value	Electronic Word Of Mouth	Purchase Intention	Customer Engagement
Country Of Origin	0.743	0.732	0.772	0.734
Brand Emotional	0.732	0.767	0.783	0.793
Buying Decision	0.772	0.783	0.773	0.812
Consumer Loyalty	0.734	0.793	0.812	0.737

Source: The result of data processing, 2025

From Table 3, it can be seen that the square root values of the Average Variance Extracted (AVE) are 0.743, 0.767, 0.773, and 0.737. For Country of Origin, the square root of AVE (0.743) is greater than its correlations with Brand Emotional (0.732), Consumer Loyalty (0.734), but lower than its correlation with Purchase Decision (0.772). For Brand Emotional, the square root of AVE (0.767) is greater than its correlations with Country of Origin (0.732), but lower than its correlations with Purchase Decision (0.783) and Consumer Loyalty (0.793). For Purchase Decision, the square root of AVE (0.773) is greater than its correlation with Country of Origin (0.772), but lower than its correlations with Brand Emotional (0.783) and Consumer Loyalty (0.812). Finally, for Consumer Loyalty, the square root of AVE (0.737) is greater than its correlation with Country of Origin (0.734), but lower than its correlations with Brand Emotional (0.793) and Purchase Decision (0.812).

Table 4.Indicator weight

Indicator	Perceived Value	Electronic Word Of Mouth	Purchase intention	Customer Engagement
X1.1	0.275	0.000	0.000	0.000
X1.2	0.250	0.000	0.000	0.000
X1.3	0.253	0.000	0.000	0.000
X1.4	0.287	0.000	0.000	0.000
X1.5	0.278	0.000	0.000	0.000
X2.1	0.000	0.328	0.000	0.000
X2.2	0.000	0.328	0.000	0.000
X2.3	0.000	0.320	0.000	0.000
X2.4	0.000	0.328	0.000	0.000
M.1	0.000	0.000	0.332	0.000
M.2	0.000	0.000	0.327	0.000
M.3	0.000	0.000	0.337	0.000
M.4	0.000	0.000	0.296	0.000
Y.1	0.000	0.000	0.000	0.227
Y.2	0.000	0.000	0.000	0.231

Y.3	0.000	0.000	0.000	0.221
Y.4	0.000	0.000	0.000	0.215
Y.5	0.000	0.000	0.000	0.229
Y6	0.000	0.000	0.000	0.232

Source: The result of data processing, 2025

Indicator weights in this study are used to measure the relative contribution of each indicator to the latent variable in the model. The higher the weight value, the greater the role of the indicator in forming the latent variable. In the formative model, the most important (dominant) technical performance indicators are X1.4, X2.1, X2.2, X2.4, M3.3, dan Y4.6.

3.2 Structural Model Test (Inner Model)

Changes in the R-square value can be used to describe the impact of several exogenous latent variables on the endogenous latent variable. According to Ghozali (2015), R-square values of 0.75, 0.50, and 0.25 indicate that the model can be categorized as strong, moderate, and weak, respectively.

Table 5.R-Square

Variable	<i>R-squared</i>	<i>R-squared Adjusted</i>
Buying Decision	0.697	0.692
Consumer Loyalty	0.726	0.720

Source: The result of data processing, 2025

Based on Table 5, the R-square calculation results for the inner model can be explained as follows:

1. The construct of the Consumer Loyalty variable (Y) shows an R-square value of 72.6%, indicating that Country of Origin (X1) is able to explain 72.6% of the variance in Consumer Loyalty (Y). The remaining 27.4% is explained by other variables not examined in this study.
2. The construct of the Consumer Loyalty variable (Y) shows an R-square value of 72.6%, meaning that Brand Emotional (X2) is able to explain 72.6% of the variance in Consumer Loyalty (Y). The remaining 27.4% is explained by other variables that were not examined in this study.
3. The construct of the Purchase Decision variable (M) shows an R-square value of 69.7%, indicating that Country of Origin (X1) and Consumer Loyalty (Y) are able to moderately explain 69.7% of the variance in Purchase Decision (M). The remaining 30.3% is accounted for by other variables not examined in this study.
4. The construct of the Purchase Decision variable (M) shows an R-square value of 69.7%, meaning that Brand Emotional (X2) and Consumer Loyalty (Y) are able to strongly explain 69.7% of the variance in Purchase Decision (M). The remaining 30.3% is explained by other variables not examined in this study.

Table 6. Goodness of fit

No.	Model Of Fit & Quality indices	Criteria	Analysis Results	Value Interpretation
1	Average path coefficient (APC)	$p < 0.001$	0.353	Positive
2	Average R-squared (ARS)	$P < 0.001$	0.711	Meet The Criteria
3	Average adjusted R squared (AARS)	$P < 0.001$	0.706	Good
4	Average block VIF (AVIF)	Acceptable (≤ 5), ideally (≤ 3.3)	3.892	Accepted
5	Average full collinearity VIF (AFVIF)	Acceptable (≤ 5), ideally (≤ 3.3)	3.472	Ideal
6	Tenenhaus GoF (GoF)	Small ≥ 0.1 , Medium ≥ 0.25 , Large ≥ 0.36	0.637	Significant
7	Sympson's paradox ratio (SPR)	Acceptable (≥ 0.7), ideally = 1	1.000	Ideal
8	R-squared contribution ratio (RSCR)	Acceptable (≥ 0.9), ideally = 1	1.000	Significant
9	Statistical suppression ratio (SSR)	Acceptable (≥ 0.7)	1.000	Ideal
10	Nonlinear bivariate causality direction ratio (NLBCDR)	Acceptable (≥ 0.7)	1.000	Significant

Source: The result of data processing, 2025

To test whether the research model meets the ideal criteria, the Goodness of Fit Model is used. Goodness of fit is defined as an index and a measure of how well the relationships among latent variables are represented. A model is considered fit if the covariance matrix of the model is equal to the covariance matrix of the data. Overall, the results meet all 10 established criteria, indicating that the model is fit (Kock, 2020).

3.3 Hypothesis Testing

After conducting the inner and outer model analysis, the next step is hypothesis testing by examining the direct and indirect effects (mediation) shown in Tables 7 and 8.

Table 7. Direct Effects

Influence Of Variables	Koefisien Jalur (Path Coefficient)	P-Value	Signifikan
Country Of Origin → Consumer Loyalty	0.088	0.152	Not Signifikan
Brand Emotional → Consumer Loyalty	0.333	<0.001	Positive Signifikan
Buying Decision → Consumer Loyalty	0.472	<0.001	Positive Signifikan

Source : The result of data processing, 2025

In Table 7, The analysis results show that the Country of Origin variable does not have a significant effect on Consumer Loyalty, with a path coefficient of 0.088 and a P-value of 0.152. This indicates that the origin of a brand does not directly influence consumer loyalty. In contrast, the Brand Emotional variable has a positive and significant effect on Consumer Loyalty, with a path coefficient of 0.333 and a P-value of <0.001. This suggests that the stronger the emotional attachment consumers have to a brand, the higher their level of loyalty.

In addition, the Purchase Decision variable also shows a positive and significant effect on Consumer Loyalty, with a path coefficient of 0.472 and a P-value of <0.001. This means that consumers' purchase decisions play a major role in building their loyalty to a brand. Therefore, marketing strategies that focus on enhancing emotional brand attachment and strengthening purchase decisions can be key factors in increasing customer loyalty.

Tabel 8 Indirect effect (mediation)

Influence Of Variables	Indirect Effect	P-Value	Signifikan
Country Of Origin → Buying Decision → Consumer Loyalty	0.200	<0.01	Positive Signifikan
Brand Emotional → Buying Decision → Consumer Loyalty	0.212	<0.01	Positive Signifikan

Source: The result of data processing, 2025

Based on Table 8, the indirect effect of Country of Origin on Consumer Loyalty through Purchase Decision has a path coefficient of 0.200 with a P-value of <0.01, indicating statistical significance. This suggests that although Country of Origin does not have a direct effect on Consumer Loyalty, it does influence loyalty indirectly through the mediating role of Purchase Decision. In other words, the origin of a brand can affect consumers' purchase decisions, which in turn enhances their loyalty to the brand.

Similarly, the Brand Emotional variable shows a significant indirect effect on Consumer Loyalty through Purchase Decision, with a path coefficient of 0.212 and a P-value of <0.01. This indicates that the stronger the emotional connection consumers have with a brand, the more likely they are to make a purchase decision, which ultimately enhances their loyalty to the brand.

Based on these results, it can be concluded that Purchase Decision plays a strong mediating role in the relationship between Country of Origin and Brand Emotional with Consumer Loyalty. Therefore, marketing strategies that focus on enhancing the image of the country of origin and building emotional connections with consumers can effectively improve purchase decisions and boost customer loyalty.

4.0 DISCUSSION

Referring to the analysis results and hypothesis testing, which show that each variable has a significant value, the detailed discussion can be presented as follows:

4.1. Country Of Origin toward Consumer Loyalty

Discussions related to the Country of Origin Consumer loyalty is to provide problems with problems and the hypotheses that are formulated which describe the country of origin have an impact on consumer loyalty with insignificantly positive. The direct effect of the Country of Origin variable on consumer loyalty has a path coefficient of 0.088 with a value of p-value of 0.152. The p-value value exceeds the general significance limit (for example 0.05) indicates that the relationship is not statistically significant. In other words, consumer perceptions of the country of origin of products do not directly affect consumer loyalty significantly in the context of this study. It can be interpreted that even though Country of Origin is often considered an important factor in forming quality perception, in this study is not strong enough to directly increase consumer loyalty.

Most likely, there are other variables that play a role in forming consumer loyalty, such as purchasing decisions, or emotional brands (Emotional brand). This finding is in line but also contrasts Kotler and Keller's opinion (2016) which states that consumer perceptions of the Country of Origin can influence purchasing decisions, both directly and indirectly. According to Kotler and Keller (2016), the Country of Origin is one of the important attributes in consumer assessment of a product and can help create loyalty. In the context of this study, although positive perceptions of McDonald's country (United States) indeed existed as seen from the results of the questionnaire, however, it was not statistically proven to have a direct influence on consumer loyalty. That is, the Country of Origin may still play a role in the initial process of forming consumer loyalty, but the effect on loyalty can be indirect and mediated by other factors such as purchasing decisions and emotional attachments to brands.

4.2. Emotional Brands toward Consumer Loyalty

The analysis results show that the emotional brand has a positive and significant influence on consumer loyalty, with a coefficient of path by 0.333 and P-value <0.001. This indicates that the stronger the emotional relationship of consumers with the McDonald's brand, the higher the level of their loyalty to the brand. For example, in the brand resonance aspects, as many as 90.2% of respondents agreed or strongly agree that they tend to choose McDonald's because of a pleasant personal experience. Likewise with brand storytelling, where 88.7% of respondents feel McDonald's is able to convey attractive and easy to remember brand stories. Furthermore, 83.4% of respondents felt emotionally bound to difficulty turning to other brands (brand attachments), and 88% of them claimed to have recommended McDonald's because of good personal experience (brand advocacy). All of these indicators indicate that McDonald's managed to build emotional

closeness with consumers, which ultimately encouraged their loyalty significantly, as indicated by the results of the analysis of the route.

This finding is also in line with the theory of Saini & Singh (2017), which states that customer experience plays an important role in forming positive emotions. This emotion is influenced by their level of satisfaction, trust, and commitment, contributing to the creation of authentic loyalty. In the McDonald's context, the pleasant experience that the customer felt creates a strong emotional bond, which then strengthens their trust and commitment to the brand, and encourages loyal actions such as repurchase and brand advocacy.

All of these indicators showed that McDonald's managed to build strong emotional closeness with its customers, which ultimately encouraged their loyalty significantly, as indicated by the results of the path analysis. This research was conducted by Adisty Devi Suryania, Adhi Prakosa, and Anindita Imam Basri (2021), which stated that Emotional Branding had a positive and significant impact in increasing customer loyalty. Thus, the success of McDonald's in managing the emotional aspects of brands proves the effectiveness of the emotional branding strategy in creating loyal customers.

4.3. Purchasing Decisions toward Consumer Loyalty

The results of the study show that the purchasing decisions have a positive and significant effect on consumer loyalty, with a path coefficient of 0.472 and the value of P-value <0.001 . That is, the higher the consumer's decision in choosing and buying McDonald's good for brand reasons, easy access, and availability the more likely they are to remain loyal to this brand. Therefore, McDonald's marketing strategies should be focused on increasing emotional attachments with consumers, strengthening brand associations as the main choice, and ensuring the accessibility and presence of a wide product so that the purchasing decisions remain high and loyalty can continue to be maintained.

Based on data on questionnaires regarding the purchasing decision variables on McDonald's products, the respondent's average answer was obtained by 3.74, which showed a tendency to agree on the statements given. Indicators in this questionnaire include: product choices, brand choices, distributor options, and purchase time. Each indicator provides a deeper picture of aspects that affect consumer purchasing decisions against McDonald's. The highest average indicator is a choice of distributors (3.77), indicating that the availability of McDonald's in various strategic locations is very decisive consumer decisions. This reflects the importance of extensive distribution and high accessibility in the fast food industry. The purchase time indicator (3.76) occupies second place, indicates that the flexibility of operational time, such as 24-hour service, is an important factor in encouraging spontaneous purchases or planned by consumers. The brand choice indicator has a mean of 3.73. It shows that McDonald's brand has a high enough association power in the minds of consumers as the main choice in the fast food category. While the product choice indicators obtain the lowest average value (3.71), although remains high, which indicates that consumers tend to choose McDonald's because of brand and comfort factors, but are still open to the possibility of comparing products with competitors.

This is in line with the theory stated by Gremler in Hasan and Ali (2018: 83), which states that customer loyalty is an important aspect that reflects the attachment and consumer commitment to a brand or company. Loyal consumers not only make repeat purchases, but also show commitment and positive attitudes towards the company. This loyalty does not appear suddenly, but is formed through a process that begins with the purchasing decision. Therefore, every purchasing decision carried out by consumers can be the foundation of the formation of loyalty if consumers feel the satisfaction, convenience, and emotional attachment during the purchase process.

4.4. Country Of Origin on Consumer Loyalty through Purchasing Decisions

Based on the results of the analysis of the path that indicates that the Country of Origin (COO) variable has a path coefficient of 0.200 against consumer loyalty through the purchasing decision, with a value of P-value <0.01 , then It can be concluded that the influence is statistically significant. That is, consumer perceptions of the country of origin of a product (in this case McDonald's originating from the United States) actually influenced their decision in buying, which ultimately contributed to increased loyalty to the brand. This link is further reinforced by the results of the questionnaire that describes the positive perception of respondents to aspects that reflect the country of origin. Overall, the average respondent's answer to the COO-related statement was at 3.23, which showed a tendency to agree. If further analyzed per dimension, respondents assess the quality of McDonald's products (average 3.34) and recognize that the quality is associated with the origin of McDonald's country which is considered to have a strict standard in the food industry (3,23 average). This shows that the image of the country of origin plays an important role in forming quality perception.

In addition, the prestige or prestigious dimensions also received a high average score (3.22), which indicated that McDonald's as a global brand was considered to provide an exclusive image compared to local brands. This factor can be a psychological driver in purchasing decisions, where consumers feel it has a certain status when choosing products from international brands such as McDonald's. In terms of product type and the level of technological advancement, respondents also showed an agreement (each average of 3.16 and 3.21). The McDonald's menu is considered to reflect their home culture, and the technological innovation applied (such as digital ordering or fast service) is considered as its own attraction that strengthens McDonald's positive image as a modern global brand. Thus, it can be concluded that positive perceptions of the Country of Origin elements not only contribute to consumer purchasing decisions, but also have implications for the formation of long-term loyalty to McDonald's. The coefficient of the path of 0.200 shows that even though the effect is not dominant, it is strong enough and significant to be taken into account in marketing strategies. So, branding strategies that continue to emphasize quality, prestige, and image of the country of origin can be an effective approach to strengthening McDonald's position in the local market.

Correlation between Aicher et al theory. (2017) and empirical results This study shows that COO is not only a symbolic factor, but also a real determinant in forming consumer preferences. Purchase intensity Waking up from a positive perception of the country of origin then contributes to consumer loyalty in the long run. Consumers do not only buy because of functional needs, but also because of the positive association of the origin of the brand, which foses the feeling and pride in

choosing the product repeatedly. Therefore, McDonald's marketing strategy that maintains global identity, presents high quality standards, and continues to highlight the advantage as a product from the United States, proven effective in encouraging consumer purchasing decisions and building loyalty. This strengthens AICHER et al arguments. (2017) that the country of origin is a strategic factor that must be considered by the company in shaping market perceptions and influencing consumer behavior.

4.5 Emotional Brands on Consumer Loyalty through Purchasing Decisions

The research results show that the emotional brand variables have a significant indirect effect on consumer loyalty through purchasing decisions, with a coefficient of path by 0.212 and P-value <0.01. This shows that the emotional attachment of consumers to McDonald's brand plays an important role in encouraging them to make purchasing decisions, which ultimately strengthens loyalty to the brand. This finding is supported by the results of the questionnaire, where all indicators of the Emotional brand obtain a high average score (overall average of 3.24). Statement about brand resonance shows that most respondents Tend to choose McDonald's because of the previous pleasant personal experience, reflecting the importance of emotional memory in decision making. In addition, interesting and easy to remember Storytelling also appreciated by respondents, strengthening the brand image emotionally.

Emotional attachments are clearly visible from the statement about the difficulty of switching to other brands, which show strong affective loyalty. Finally, many respondents claimed to have recommended McDonald's to others based on good personal experience, showing that emotional experience not only influenced individual purchases, but also encouraged brand advocacy. Thus it can be concluded that the emotional strength of McDonald's brand significantly forms consumer purchasing decisions, which then encourages long-term loyalty to the brand. This finding is in line with the theory of Pogorzelski (2018) which states that the success of the Emotional Branding can be identified when a brand is able to generate an emotional response from consumers, such as a strong desire to own and use a product. In this context, McDonald's managed to evoke a positive feeling and emotional attachment that not only affected purchasing decisions, but also formed sustainable consumer loyalty.

5.0 CONCLUSION

Based on the results of the research and discussion that has been conducted, the following conclusions are obtained:

1. Consumer loyalty to McDonald's is formed through a complex mechanism and is influenced by various interacting factors. Although the perception of Country of Origin does not show a significant direct influence on consumer loyalty, this variable still plays an important role through the mediation path of Purchase Decisions. This means that a positive image of McDonald's country of origin is able to influence consumer considerations in choosing products, which ultimately contributes to increased loyalty. When consumers have emotional closeness, they tend to be more loyal and psychologically attached. In addition, purchasing decisions made based on positive experiences and strong perceptions of the brand also strengthen the tendency of consumers to remain loyal. Therefore, the strategic implications of these findings emphasize the importance for companies to build deep emotional connections

with consumers and ensure a pleasant and satisfying purchasing experience, in order to create and maintain sustainable customer loyalty.

2. These results indicate that Consumer Loyalty is more influenced by emotional factors and purchasing decisions compared to the country of origin of the brand (Country of Origin). This finding indicates that the country of origin of a brand does not have a strong or significant influence in shaping consumer loyalty. On the contrary, emotional attachment to the brand plays an important role in creating a long-term relationship between consumers and the brand. Likewise, Brand Emotional is proven to be a dominant factor that directly or indirectly shapes consumer loyalty. Emotional closeness built through enjoyable personal experiences, strong storytelling, and high emotional attachment makes the McDonald's brand have a special place in the minds of its consumers.
3. Purchasing Decisions play an important role as a mediating variable in strengthening the indirect influence between perceptions of the country of origin of a brand and consumers' emotional closeness to the brand with Consumer Loyalty. Although Country of Origin does not have a direct impact on loyalty, a positive image of the country of origin can encourage consumers to make purchasing decisions, which then contributes to the formation of loyalty to the brand. Likewise, a strong emotional connection between consumers and brands has been shown to drive purchasing decisions. more solid purchases, which ultimately leads to higher loyalty.
4. This shows that the Purchase Decision is an important path that bridges the influence of psychological and perceptual factors on loyalty. Therefore, a marketing strategy that focuses on strengthening positive perceptions of the product's country of origin and creating emotional closeness with consumers will have a significant impact on indirectly encouraging consumer loyalty through increasing the intensity of purchasing decision making.
5. When consumers have emotional closeness, they tend to be more loyal and psychologically attached. In addition, purchasing decisions that are made based on positive experiences and strong perceptions of the brand also strengthen consumers' tendency to remain loyal. Therefore, the strategic implications of these findings emphasize the importance for companies to build deep emotional connections with consumers and ensure a pleasant and satisfying purchasing experience, in order to create and maintain sustainable customer loyalty.

Overall, the results of this study indicate that a marketing strategy that emphasizes the emotional aspects of the brand and strengthens the image of the country of origin, as well as paying attention to the practical aspects that drive purchasing decisions, is an effective approach in creating loyal consumers. Consumer loyalty is not solely built from a single factor, is the result of synergy between perception, emotion, and decision that influence each other in the process of consumer interaction with the brand.

REFERENCES

- [1] Aicher, T. J., Broussard, L., & Strickland, A. (2017). The impact of country of origin on consumer purchase intent related to sponsorships of major sporting events. *International Journal of Sports Marketing and Sponsorship*, 18(3), 276–290. (jurnal.polinema.ac.id).
- [2] Gobé, M. (2003). Emotional identity. *Global Cosmetic Industry*, 171(2), 26–27. Retrieved from <https://www.proquest.com/trade-journals/emotional-identity/docview/196461511/se-2>.

- [3] Ghozali, I. . L. H. (2015). Concept, Technique, Application Using Smart Pls 3.0 For Empirical Research. Mr. Undip.
- [4] Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). Multivariate Data Analysis (8th ed.). Cengage Learning. [Www.Cengage.Com/Higher](http://www.cengage.com/higher).
- [5] Hasan, A., & Ali, M. (2018). Marketing and Selected Cases. Yogyakarta: CAPS (Center for Academic Publishing Service).
- [6] Hong, S.-T., & Wyer, R. S. Jr. (1989). Effects of country-of-origin and product-attribute information on product evaluation: An information processing perspective. *Journal of Consumer Research*, 16(2), 175–187. <https://doi.org/10.1086/209206>.
- [7] Hsiao, H.-I., Chang, C.-C., & Wu, C.-H. (2018). Decision making factors for country-of-origin agriculture branding in international markets: The case of orchids in Taiwan. *Journal of Horticulture*, 5(1), 1000223. <https://www.longdom.org/abstract/decision-making-factors-for-countryoforigin-agriculture-branding-in-international-markets-the-case-of-orchids-in-taiwan-11134.html>.
- [8] Indrasari, M. (2019). Marketing and customer satisfaction. Unitomo Press. (repository.unitomo.ac.id).
- [9] Kock, N. (2020). WarpPLS User Manual: Version 7.0. ScriptWarp Systems.
- [10] Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson.
- [11] Kiki, A., & Anjang, P. (2024). Crisis management of MCD Indonesia (Case Study of Boycott of Israeli Products). *Journal of Communication and Quantitative Sciences (JIKQ)*, 10(1), 12–25. <https://ejurnal.stikpmedan.ac.id/index.php/JIKQ/article/download/375/138>.
- [12] Kholidah, N., & Arifiyanto, M. (2020). Factors in purchasing decision-making of halal-labeled cosmetics. NEM Publisher. (Google Books).
- [13] Lafferty, B. A. (2001). Emotional branding: The new paradigm for connecting brands to people. *Journal of Product & Brand Management*, 10(7), 466–469. <https://doi.org/10.1108/jpbm.2001.10.7.466.1>.
- [14] Muthiah, F., & Setiawan, B. (2019). The Influence of Brand Awareness, Brand Characteristic, and Emotional Branding on Purchasing Decisions.
- [15] Pogorzelski, J. (2018). Managing Brands in 4D: Understanding Perceptual, Emotional, Social and Cultural Branding. Emerald Publishing Limited. (emerald.com).
- [16] Rifa'i, K. (2023). Consumer satisfaction. UIN KHAS Jember Press. (digilib.uinkhas.ac.id).
- [17] Reditya. (2024). The influence of social media movements and boycott participation on the decline of McDonald's sales due to the Israel-Hamas conflict. *Journal of Economic, Business and Accounting*. <https://sg.docworkspace.com/d/sIO6p14mGAbAMpsAG?sa=601.1074>.
- [18] Sucihati, S., & Suhartini, S. (2022). The effect of consumer satisfaction and service quality on consumer loyalty at PT. Asuransi Ramayana Serang. *Journal of Corporate Management: JUMPA*, 1(1), 14-22. (E-Journal).
- [19] Saini, Y. K., & Singh, J. (2017). Customer experience and its relative influence on satisfaction, trust, and customer loyalty. *International Journal of Marketing & Business Communication*, 6(3), 25–34.
- [20] Suryani, A. D., Prakosa, A., & Basri, A. I. (2021). The influence of emotional branding, customer experience, and brand trust on customer loyalty at the Samsung Experience Store in Ramai Mall Yogyakarta.

Author Profile



Novel Reonald was appointed as a permanent lecturer at Widya Gama Mahakam University Samarinda in 2012 in the field of Management. He earned her Bachelor's degree (S1) in Faculty of Animal Husbandry from Pertanian Bogor Institute and him Master's degree (S2) in Magister Manajemen dan Bisnis from the same university. Doctoral in Fakultas Ekonomi dan Bisnis, Universitas Airlangga, Surabaya