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**TITLE:**

INFLUENCE OF BRAND TRUST, POSITIVE WORDS OF MOUTH, AND PURCHASE INTENTION ON BRAND LOYALTY OF MCDONALD'S

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**ABSTRACT**

Brand loyalty reflects customer loyalty to a particular brand. concept of loyalty is an important issue in marketing and marketing strategy. Concept of loyalty is an important issue in marketing and marketing strategy. Brand loyalty is related to brand trust and customer satisfaction, a loyal customer base is compative advantagefor a brand. The purpose of this study is to determine the relationship between the factors and brand loyalty. Specifically this study aimed to investigate the effect of brand trust, possitive word of mouth, and purchase intention that effect consumer to make repeat purchase. As for methodology, The proposal is intended to donduct the study in South Jakarta. The propose sample is 461 citizen from South Jakarta City using survey instruments. The collected data has been analysed using SPSS. This study has conducted descriptive analysis, test of normality, reliability abalysis, regression analysis, and hypothesis test. Bases on the analysis that has been done, brand trust, positive word of mouth, and purchase intention all have influences on make strategy to maintaining customer and making repeat purchase among South Jakarta citizen. This research also includes a discussion of the study, limitations, recommendations and conslusion

**Keywords:** *Brand Loyalty, Brand Trust, Positive word of of mouth, purchase intention,*

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## CHAPTER I INTRODUCTION

### 1.1 Background

The development of the business world is currently rife and growing rapidly. In this case, a business venture is not only a matter of buying and selling, but must prioritize the opportunities that exist to reach consumers well. At this time, the existence of fierce business competition requires business people to implement the right strategy to retain their customers to remain loyal and also to attract new customers. Customers in today's era are increasingly intelligent, price conscious, and are approached by many products. Advances in communication technology also play a role in increasing the intensity of competition, because it gives customers access to a very large amount of information and is not limited by place and time about the various products in circulation. Thus, customers have more choices in spending their money. Brand becomes an identity for a product that is The success of a brand in maintaining its business is due to its ability to maintain consistency in maintaining brand image, presenting quality products and excellent service will make customers loyal to our brand.

Brand is an important asset in an organization, although the brand cannot be seen, but the value of a brand is more than something that can be seen. The American Marketing Association (AMA) in Kotler defines a brand as a name, term, symbol, or design, or a combination of these variables, to identify goods or services from a seller or group of sellers to distinguish them from competitors.



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Meanwhile, the term customer loyalty refers to customer loyalty to a particular object, such as a brand, product, service, or store. In general, brands are often used as objects of customer loyalty. Brand loyalty reflects customer loyalty to a particular brand. The concept of loyalty is an important issue in marketing. The research in this issue is also gives a lot of contribution in marketing strategy.

Many research has been conducted and discuss many aspects of loyalty, however, the results still vague and inconclusive.

### 1.2 Problem statement

The business of online purchasing is expanding, giving rise to an increasing competition , consumers closely monitor brand performance and penalize brands that harm society and the environment (Nickerson et al., 2022). In contrast, socially responsible brand behavior can lead to major organizational benefits, such as increased consumer trust and positive word of mouth. Consumers develop a perception toward a brand based on sensations, feelings, cognitions, and behavioral responses. If this perception is positive, the customer remains loyal to the brand and repurchasing behavior. Brand becomes an identity for a product that is the success of a brand in maintaining its business is due to its ability to maintain consistency in maintaining brand image, presenting quality products and excellent service will make customers loyal to a brand. As far as customer loyalty is a concern, businesses are trying very hard to win the customers's heart. Previous research has discovered the determinants of brand loyalty which are brand trust, positive words of mouth, and purchase intention). However, limited studies have examined the determinants in the context of South Jakarta.



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### 1.3 Research objective

- To determine the relationship between brand trust and brand loyalty.
- To determine the relationship between positive word of mouth and brand loyalty.
- To determine the relationship between purchase intention and brand loyalty.

### 1.4 Research Question

- Does brand trust has a significant influence on brand loyalty?
- Does positive word of mouth has a significant influence on brand loyalty?
- Does purchase intention has a significant influence on brand loyalty?

### 1.5 Key terms

#### 1.5.1. Brand trust

Brand trust defines as the perception by a customer or consumer of a brand's ability to trust (brand credibility) and the continuum of interactions with a brand so that its expectations and value proposition are met. and interactions. Create satisfactory or positive results. The existence of consumer trust in a brand creates a sense of security and reduces consumer perceptions of risk (Fernandez, 2019).





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### 1.5.2. Positive word of mouth

Word of mouth is a marketing strategy used to generate natural or organic discussions or conversations and recommendations about a product or brand. Basically, the main goal of a word-of-mouth strategy is to get people/consumers talking about our product, service or brand (Hayes, 2021).

### 1.5.3. Purchase intention

The definition of purchase intention relates to consumers' plans to buy a particular product and how many units of the product they need within a certain period of time. Purchase intentions are mental statements of consumers that reflect their plans to buy various products of a particular brand (Pena-Garcia, 2020).

### 1.6 Significant of the study

The significance of the study is manifold. First, the present study provides valuable insights and evidence to academicians and practitioners such as marketers or/and managers. The result of study will help the practitioners to formulate brandsstrategy. Second, the present study provides contributions in theoretical assessment and utilisation of theory of brand loyalty. Third, the present study offers suggestions for future research to academicians and practitioners.





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## CHAPTER V

### DISCUSSION

#### 5.1 Introduction

The final chapter of the study results that the researcher writes is summarized in this chapter. The following is a brief explanation containing the main points of the research results. Research objectives, answers to the research question, framework, and research techniques are briefly discussed in this section. This chapter also discusses the main conclusions of the research. In addition, results of empirical tests conducted based on data analysis are reported in this section. After a discussion of the ramifications of current research, new research contributions and implications are given. Limitations and potential research directions are highlighted in the section before the conclusion followed by main conclusion.

#### 5.2 Summarization and Interpretation

In line with the prior studies, this current study documents The Influence of Brand Trust, Positive Words of Mouth, and Purchase Intention on Brand Loyalty of Mcdonald's in a different circumstance from previous research. Most of the prior studies focus on these impacts for the various industries. The current study results show that the two out of three hypotheses in the research model were supported, while Brand trust has no significant influence on brand loyalty based on the data analysis. The research results illustrate that Positive Words of Mouth, and Purchase Intention had positive impact on brand loyalty. The prior empirical research reinforced the findings of this study (Bastian, 2014). The research findings also showed that brand trust had a significant positive effect on brand

loyalty. Also, the previous empirical investigations confirmed the results of this research (Perdana, 2009). Moreover, the findings also reveal that positive word of mouth, and purchase intention had a positive effect on brand loyalty same as brand trust. Consumers' trust in the brand, positive words of mouth, and the purchase intention of the brand in social platforms play a crucial role in influencing brand loyalty so that the customers decide to repurchase Mcdonald's products several times in the future. When consumers trust the product brand, have positive words of mouth on it, observe an active and engaging social presence, and they intent to repurchase products of a brand, they are more likely to develop a positive loyalty toward the brand. Brand trust makes customers have express a positive tendency for brand loyalty. To maximize the impact on brand loyalty, Mcdonald's should be focus on building and maintaining trust among its target audience, and increase the quality of the product offered. This can be achieved through consistent product performance, reliable customer service, transparent communication, and fulfilling customer expectations, and particularly emphasizing and delivering high-quality products that meet or even exceed customer expectations. Though this current research has made an essential contribution to the literature and practice, it has some lacks. First, this ongoing research may not be generalizable to all other industries, so future research should focus on other sectors such as fashion, computers, etc. Second, this study looks only on the effect of brand trust, positive words of mouth, and purchase intention on brand loyalty of Mcdonald's ; therefore, future studies should focus on other influential factors such as brand image, brand awareness, brand love, etc.

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### 5.3 Implication of Study

#### 5.3.1. Theory Implication

The study provides valuable insight in developing branding strategies to keep McDonald's customers loyal and repeat purchases. It develops a theory of brand loyalty using his three variables that influence the dependent variable brand loyalty: brand trust, positive word of mouth, and purchase intention. The authors provide a theoretical basis for conducting research and contribute to the existing body of knowledge in this field.

#### 5.3.2. Practicality Implication

Brand loyalty refers to the tendency of consumers to repeatedly purchase products or services from a particular brand, often due to a strong emotional or psychological connection. Brand loyalty implication including repeat purchases when they trust the McDonald's, they had positive experiences in the past, and feel confident in their choice. This translates into a stable customer base, consistent sales, and higher customer lifetime value. Brand loyal customers often become advocates for the brand, sharing their positive experiences with others. This word-of-mouth promotion is highly valuable as it is seen as more trustworthy and credible than traditional advertising. Satisfied customers can help attract new customers and expand the brand's reach.

#### 5.3.3. Empirical Implication

The empirical implications of brand loyalty can be observed and measured through various indicators and metrics. The empirical implications of this study are significant as they provide a reference point for future research on brand loyalty,



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specifically investigating the influence of brand trust, positive word of mouth, and also purchase intention. Empirical research on brand loyalty reveals several implications for businesses. Firstly, it has been consistently observed that brand loyalty leads to higher customer retention rates. Studies have shown that loyal customers are more likely to continue their association with a brand, reducing customer churn and increasing long-term revenue potential. Additionally, empirical evidence suggests that brand loyal customers tend to make more frequent purchases and spend more money compared to non-loyal customers. This can result in increased sales and revenue for companies that successfully cultivate brand loyalty. Moreover, empirical studies have found a strong positive correlation between brand loyalty and positive word-of-mouth recommendations. Loyal customers often act as brand advocates, influencing their social circles and attracting new customers, thereby expanding the brand's customer base. These empirical implications highlight the practical benefits of brand loyalty, emphasizing its role in driving customer retention, sales growth, and positive brand perception.

#### **5.4 Limitation and Recommendation for Future Studies**

The results of the study are far from making general statements with reasons such as the singularity of the chosen product category. Accordingly, the findings garnered from the studies related to this subject are required to be questioned.

Moreover, various researches are required to be examined if there is a difference in brand trust which is established by brands based on their power states in the market.

Commitment is discussed as a dimension in this study, and purchasing



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intention is included in the model so emotional dimension is focused in the brand commitment. Future researches in which different dimensions of brand commitment can be assessed will allow also its relationship with brand trust to be assessed.

In fact, every researcher has obstacles when they want to conduct research. On their best effort, there are still some limitations, and future researchers need to fit it up to improve the research because the current research certainly has problems that need to be corrected in future studies. Here are some weakness of the research :

The survey was conducted online through Google Form and has a number of limitations, such as, most of them had busy time when the author distributed the questionnaire they responded slowly. The respondents could be unfocus in filling the google form so the statements they gave might be less accurate. This needs to be considered by future researchers to further refine the research because the research conducted at this time certainly has problems that need to be corrected in future studies. In addition, making the best use of free time and considering the partisipants (respondents) are in good state of head will help the process of the research to find the best resolution on the case taken.

### 5.5 Conclusion

This study examined the Influence of Brand Trust, Positive Words of Mouth, Purchase Intention on Brand Loyalty of Mcdonald's. On the purpose, this research is expected to provide a comprehensive picture of brand trust, Positive Words of Mouth, and Purchase Intention on Brand Loyalty of Mcdonald's for everyone specially the customer and people related to Mcdonald's to improve its services which shows that the dependent variable (brand loyalty) is significantly influenced by the three independent factors i.e. Brand Trust, Positive Words of Mouth, and

Purchase Intention. Most of the respondents in this study were females aged 21-25 years. The findings show that the three variables i.e Brand trust, Positive Words of Mouth, and Purchase Intention have significant impact on brand loyalty and they are expected to improve trust, good image, quality, and service of the Mcdonald's. The results are less than 0.05, with Brand Trust 0,000, Positive Words of Mouth at 0.000, and Purchase Intention at 0.000.



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