

ABSTRACT

The fast food industry has experienced rapid growth in line with the changing times and lifestyle trends of society, which increasingly favors convenience and modernity. The rising trend of fast food consumption has been accompanied by intense business competition among various fast food brands. As one of the leading fast food brands, McDonald's continues to strive to maintain its superior position among competitors. However, calls for a boycott against McDonald's have led to a drastic and the most significant decline in the past five years. This has caused a sharp decrease in customer loyalty and trust toward McDonald's. On the other hand, previous research findings on the related variables have shown inconsistencies. Therefore, this study aims to examine the influence of brand experience, perceived quality, and brand image on brand loyalty, both directly and indirectly through brand trust as a mediating variable. This research is based on Commitment Trust Theory (CTT)

This research employs a quantitative approach based on surveys collected through questionnaires combined with interviews, distributed to 250 McDonald's consumers in Semarang City. The sampling technique used is non-probability sampling with a purposive sampling method. The collected data will be analyzed using the Structural Equation Model (SEM) technique in AMOS.

The results show that brand experience, perceived quality, and brand image have a positive and significant effect on brand loyalty, both directly and indirectly through brand trust as a mediating variable. These findings imply that McDonald's, particularly in Semarang City, should optimize brand experience, perceived quality, and brand image to restore brand trust and loyalty in the aftermath of the boycott issue.

Keywords: Brand experience, perceived quality, brand image, brand trust, brand loyalty, McDonald's