

Testing 13 Variables Toward Buying Decision for the Collaboration of McDonald's Restaurant with BTS (Brand Ambassador) in Indonesia

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Abstract

The purpose of this research is identification of variables which may have positive or negative influence toward buying decision; measuring a goodness of fit of 13 variables toward buying decision; identification of which marketing mix 3 tane of var. plays the biggest role toward buying decision. The sample was 100 people, selected by purposive sampling technique. The variables measured were culture, demographics, social class, reference group, family, marketing activities, perceptions, learning, memory, motives, personality, emotions, and attitudes. The data was obtained through a Likert scale questionnaire. The data was processed by testing the validity, reliability, multiple linear regression analysis, T test, F test, and the coefficient of determination. The results indicated that social and family variables have a negative influence, but simultaneously, the 13 variables are able to encourage BTS menu buying decisions with an effect of 66.30% while the most important marketing mix factor is: Value to Marketer.

Keywords

Buying Decision, Marketing Mix, Brand Ambassador, Fast Food

1. INTRODUCTION

Brand ambassadors are widely used by companies as a marketing strategy since brand ambassadors are able to offer benefits. The most effective ones are those who are able to provide customer service and act as spokespeople for the company. Then the most important thing is the ability to give a company brand a boost on social media, spread positive messages and influence consumer sales. Some examples of the use of this strategy in the world are Kai EXO for Gucci; Blackpink for BVLGARI (Anjani, 2020), and Dua Lipa for Puma (Anugranov, 2020).

In Indonesia, there are also companies including Uniqlo (Sobry, 2020) and McDonald's restaurants (Agmasari, 2021), that use the brand ambassador strategy. In 2020, McDonald's restaurants experienced 68% decline in profit corresponding to USD 483.8 million in the second quarter of 2020 (CNN Indonesia, 2020). This is the reason why McDonald's is ranked second after Kentucky Friend Chicken (KFC) in 2021 (Pusparisa, 2021). Even so, McDonald's restaurants are still trying to be the best in Indonesia. The restaurant management decided to use a brand ambassador. McDonald's uses a famous Korean band called Bangtan Sonyeondan or Bulletproof Boy Scouts (BTS) and issued a BTS menu. This strategy has been implemented since June 2021 (Agmasari, 2021) and has successfully increased profits to reach USD 2.1 billion in the next quarter (Arbar, 2021).

It seems that the ambassador has a credible brand and provides good ratings from consumers (Vashisht, 2020). In fact, the brand is not limited only to the quality of goods, but also involves

trust in the ingredients, the manufacturing process, the level of cleanliness and safety, as well as various other aspects of a product (Jyote and Dhritiparna, 2020). Several research results on brand ambassadors also show that, indeed, the use of brand ambassadors can increase buying decisions (Clemons, 2019; Selina and Philipp, 2018; Piehler et al., 2018). The combination of the company's brand and brand ambassador should be able to synergize and produce better brand equity and brand awareness among the consumers.

There are many variables that affect the success of using brand ambassadors to increase buying decision. Mothersbaugh (2019) divides of these variables into 2 major parts, namely social variables and personal variables. Iyer et al. (2018) inserted that brand orientation, strategic brand management and brand performance are also important variables in this success. In cyberspace, this success is also influenced by Word of Mouth sentiment (Lopez et al., 2020).

Another important factor in supporting the successful use of brand ambassadors is the marketing mix strategy used in cyberspace. Currently, there are 4 marketing mixes in the digital world, namely Valued Customers, Value To The Customers, Value To Society, and Value To Marketer (4V) (Steenkamp, 2014; Londhe, 2014). The mix is conveyed through various existing internet media such as websites, online shops, Facebook, Instagram, TikTok, YouTube, etc. (Unnava and Aravindakshan, 2021; Hassan and Shahzad, 2022; Shaw et al.,2022).

In light of all the facts and the flow of thought above, it can be said that the use of brand ambassadors can increase buying decision. Furthermore, the objectives of this study were three folds:

1. Identification of variables which have a positive or negative influence toward buying decision.
2. Measuring the goodness of fit of 13 variables toward buying decision.
3. Identification of which marketing mix plays the most role in buying decision.

2. METHOD

This research was conducted on consumers who had bought the BTS meal package at the McDonald’s Lodaya restaurant, Bogor City, Indonesia. The population of this store's consumers was 29,569 people. The sample was 100 people which were selected by purposive sampling technique. The variables measured in this study used variables from Mothersbaugh (2019); namely cultured, demographics, social status, reference groups, family, marketing activities, perception, learning, memory, motivation, personality, emotion, and attitude. The instrument of each variable can be seen in table 1 and the research model in Figure 1. Data collection was carried out using a questionnaire that had a Likert scale with a scale of 1 to 5 where 1 indicated strongly disagree and 5 indicated strongly agree. Testing the validity of the data and its reliability was carried out before processing and analyzing. The data analysis was conducted by multiple linear regression, T-test, F-test, and coefficient determination.

Table 1. Instrument of Variables

Variables	Instruments
Cultured X ₁	1 Following trend
	2 South Korea cultured
Demographics X ₂	1 Consumed by all ages
	2 Near customers domicile
	3 No gender related
Social Status X ₃	1 Prestige
	2 Social status
Reference X ₄	1 Friends
	2 Social media

Family X ₅	1	Main family influences
	2	Secondary family influences
Marketing Activities X ₆	1	BTS special edition effect
	2	Influence of Mc.Donald's advertising
Perception X ₇	1	Price suits to what is offered
	2	Guaranteed products
Learning X ₈	1	Previous shopping experience
	2	Other buyer reviewed
Memory X ₉	1	Remember to quality offered
	2	Remember to fast delivery services
Motivation X ₁₀	1	Menu is my favorite
	2	New menu raises curiosity
Personality X ₁₁	1	I am a BTS's fans
	2	I support BTS's products
Emotion X ₁₂	1	To enliven
	2	Suitable for me
Attitude X ₁₃	1	Used to fast foods
	2	Limited editions of BTS's menu
Marketing Mix		
Value Customer	1	BTS menu's stock equal with residents around
	2	Buying because of limited edition
Value To Customers	1	Easier for buyer to buy online
	2	No need for a long queue
Value To Society	1	The ingredients are from domestic
	2	Eco-friendly packaging material
Value To Marketer	1	Quality products makes easier for marketers
	2	Product innovation in special days encourage spirit of marketers
Buying Decision		
	1	I have explored the product
	2	I have evaluated the product
	3	Suits to my taste
	4	Suits to my prestige
	5	It is affordable

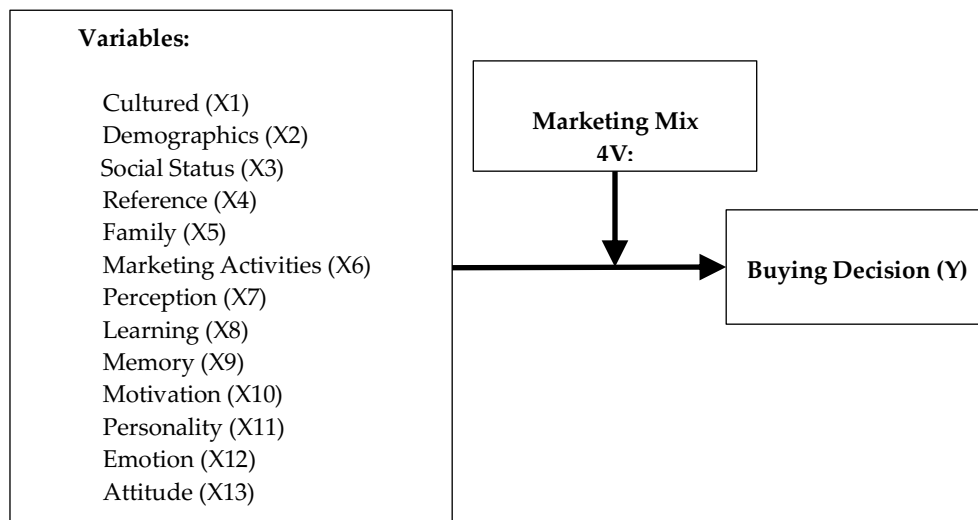


Figure 1. Research Model

3. RESULT

3.1. Respondents

Table 2. shows that most of the respondents are teenagers, 16-25 years old (90%), whose occupation is student (81%) with an income up to Rp.1,000,000 per month (68%) and most are women (92%).

Table 2. Profile of Respondents

Variable	Percentage
Gender	
Male	8
Female	92
Ages	
16-25 yo	90
26-36 yo	8
> 36 yo	2
Occupations	
Student	81
Private Company	10
Businessman	4
Government Employee	1
Incomes (Rp.)	
< 500,000	41
500,000 – 1,000,000	27
1,000,000 – 1,500,000	10
1,500,000 – 2,000,000	8
> 2,000,000	14

3.2. Validity and Reliability Test

Table 3. shows the results of the validity and reliability tests. It can be seen that the Cronbach's Alpha value is above 0.600 for all variables in the reliability test and the AVE value is above 0.195 for the validity test. These factors indicate that the research data is valid and reliable.

Table 3. Validity and Reliability Test

Variables	Reliability	Validity
	Cronbach's Alpha	Average Variance Extracted (AVE)
X ₁	0,742	0,732
X ₂	0,747	0,602
X ₃	0,746	0,621
X ₄	0,753	0,530
X ₅	0,753	0,505
X ₆	0,737	0,748
X ₇	0,748	0,561
X ₈	0,733	0,828
X ₉	0,736	0,788
X ₁₀	0,738	0,744
X ₁₁	0,737	0,756
X ₁₂	0,762	0,223
X ₁₃	0,750	0,542

3.3. Multiple Regression

The results of the multiple regression from the data can be seen in the following:

$$Y = 0,621 + (-0,318) X_1 + 0,376 X_2 + 0,044 X_3 + 0,586 X_4 + (-0,114) X_5 + 0,411 X_6 + 1,256 X_7 + 0,643 X_8 + 1,508 X_9 + 0,926 X_{10} + 0,255 X_{11} + 1,060 X_{12} + 0,478 X_{13}$$

Based on this equation, it can be seen that the constant value is 0.621. This means that if all variables are unchangeable, then the buying decision will have a value of 0.621. In this equation there are also several variables that have negative coefficients, namely X1 (cultured) and X5 (family), while the other variables are positive.

3.4. T-Test

The T-test in this study uses standard error (α) = 5% and degree of freedom (df) = 87. Based on the α values and df, the T_{table} value is 1.988.

Table 4. T-Test Result

Variable	$T_{calculated}$	Significant
X ₁	-0,767	Not Significant
X ₂	1,050	Not Significant
X ₃	0,114	Not Significant
X ₄	1,478	Not Significant
X ₅	-0,301	Not Significant
X ₆	0,706	Not Significant
X ₇	2,277	Significant
X ₈	1,202	Not Significant
X ₉	2,587	Significant
X ₁₀	2,049	Significant
X ₁₁	0,659	Not Significant
X ₁₂	2,307	Significant
X ₁₃	0,818	Not Significant

Based on table 4. the variables that have influence individually on buying decisions are Perception (X7), Memory (X9), Motivation (X10), and Emotions (X12). While the variables that have no significant influence individually are culture, demographics, social status, reference group, family, marketing activities, learning, personality, and attitude.

3.5. F-Test

Based on table 5. the significance value is $0.000 < 0.05$ and the $F_{calculated} 15.967 > F_{table} 1.83$. Therefore, it can be deduced that there is a simultaneous influence between the variables of cultured, demographics, social status, reference group, family, marketing activities, perception, learning, memory, motivation, personality, emotions, and attitude towards buying decisions (Y) of BTS menu.

Table 5. F-Test Result

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	9319.744	13	716.903	15.967	.000 ^b
Residual	3861.216	86	44.898		
Total	13180.960	99			

3.5. Coefficient Determination

Table 6. shows the adjusted R Square Value (goodness of fit) of 0.663. This means that all variables affect buying decisions for BTS menu by 66.30%.

Table 6. Coefficient Determination Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.841 ^a	.707	.663	6.701

3.6. Marketing Mix Score

Table 7. shows marketing mix score. The highest score is Value to Marketer (875) while the lowest score is Value to Customers (795).

Table 7. Marketing Mix Score

Marketing Mix	Score
<i>Value To Marketer</i>	875
<i>Value To Society</i>	824
<i>Value To The Customer</i>	863
<i>Valued Customers</i>	795

4. DISCUSSION AND CONCLUSION

4.1. Discussion

This profile of adolescent customers (sub-chapter 3.1) tends to be the same as previous research by Jian et al. (2021). In addition; number of women, which is more than number of men, is also similar to the results of research by Jian et al. (2021) and Zhe and Vanessa (2021). The profile indicated that this research has a similar respondent profile with previous research.

The results of the regression (sub-chapter 3.3), indicate that the higher value of cultural and family variables would affect buying decisions in the opposite way. Higher influence will keep consumers away from making a buying decision. The results of research by Dewi et al. (2017) show that, indeed, family damages shopping interests, even though according to Peter and Olson (2010), each family member can be the opposite of one another. While the research results of Syafirah et al. (2017) provide a positive coefficient on cultured variables, this is indeed highly dependent on the behavior or culture of the community that occurs in one's social environment, so that in a certain social environment, the response to buying decisions can be unidirectional and can also be opposite.

The results of the T-test analysis indicate that the buying decision process of McDonald's customers on the BTS menu is influenced individually by customer perceptions, motivation, memory and emotion. Several previous studies have also shown the same results, such as Widyasari et al. (2018), Bahrainizad and Rajabi (2018), and Qazzafi (2020) for the perception variable; Amron (2018) and Qazzafi (2020) for Memory variables; Auf et al. (2018), Herawati et al. (2019), Qazzafi (2020) for motivation variable; and Qazzafi (2020), Sungpo and Tun (2020), Jiseon and Jookyung (2022) for Emotion variable. Meanwhile, other 9 variables have no significant effect on buying decisions individually.

Simultaneously, all variables in this study, together, affected the buying decisions for the BTS menu through F-test result (Table 5). Then, based on the coefficient correlation analysis, all variables are able to encourage goodness of fit of at the rate of 66.30% (Table 6). This value indicates that the contribution of the independent variables on the dependent variable is 66.30%. While the rest of the other effects (33.70%) are caused by other variables, which are not examined in this study, such as product quality and price (Widyasari et al., 2018), work, lifestyle and psychology (Qazzafi, 2020).

The marketing mix of Valued Customers has the lowest score (795) compared to other marketing mix scores (Table 7). This shows that geographic and demographic factors are not an obstacle for customers of this restaurant to buy BTS menus. This is supported by the research results of Dominici et al. (2021) and Mah et al. (2019), which show that the distance between the store and customer does not affect purchases, especially with online buying process (Kwahk and Kim, 2016).

The Value to the Marketer in marketing mix has the highest score (875). This shows that brand image and brand equity, both the McDonald's brand and the BTS brand, have given the best contribution to the marketing mix of BTS meal products. Previous studies also support that brand equity and company image can make a good contribution to company's sales (Iglesias et al., 2019; Zia et al., 2021). In addition, BTS's role as a celebrity also helps increase in sales (Tran, 2019 and Delancy et al., 2020).

Thus, the use of BTS brand ambassadors by McDonald's restaurants to increase sales, such as the results of the researchs by Geurin (2020), Sawant et al (2019) and, Onyusheva and Salim (2022), is excellent decision.

4.2. Conclusion

The use of BTS as a brand ambassador by McDonald's restaurants in Indonesia to encourage buying decisions for the BTS menu has successfully increased sales through all variables. Cultural and family variables might have a negative effect, but the remaining variables have a positive effect. The variables studied simultaneously together have a goodness of fit at the rate of 66.30% on buying decisions through the best marketing mix factor: Value to the Marketer.

To further increase its sales, McDonald's needs to examine other variables which are outside the scope of this study that are influential and focus more on the marketing mix: Value to the Marketer to deliver its promotion materials.

This research was conducted on a large company that can pay for a well-known brand as a company ambassador. Considering the results of this study, for future research, it is necessary to research the use of appropriate brand ambassadors for Small Medium Enterprises.

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