

# THE INFLUENCE OF DIGITAL MARKETING, BRAND AWARENESS, AND EMOTIONAL DESIRE ON MCDONALD'S PURCHASING DECISIONS

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**Abstract.** This study aims to test and analyze the influence of digital marketing, brand awareness and emotional desire on McDonald's purchasing decisions in Kupang City. In this study, the three variables are integrated simultaneously to analyze how digital marketing, brand awareness and emotional desire drive McDonald's purchasing decisions in Kupang City. This study uses a quantitative approach with a survey method. Data were collected through an online questionnaire using a Google form with a Likert scale of 1-5 from 150 respondents. The results of the study indicate that digital marketing, brand awareness, and emotional desire have a positive and significant effect on purchasing decisions. This study is limited to a sample that only includes consumers in the Kupang City area, so the findings cannot be generalized widely to other areas that may have different market characteristics, consumer preferences, or purchasing power levels. The contribution of this study can be a practical reference for fast food business actors in designing strategies that integrate digital marketing, brand awareness, and emotional desire optimally to increase consumer purchasing decisions in the Eastern Indonesia market.

**Keywords:** digital marketing, brand awareness, emotional desire, purchasing decisions

**Abstrak.** Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *digital marketing*, *brand awareness* dan *emotional desire* terhadap keputusan pembelian McDonald's di Kota Kupang. Dalam penelitian ini, ketiga variabel diintegrasikan secara simultan untuk menganalisis bagaimana *digital marketing*, *brand awareness* dan *emotional desire* untuk mendorong keputusan pembelian McDonald's di Kota Kupang. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui kuesioner online menggunakan *google form* dengan skala Likert 1-5 dari 150 responden. Hasil penelitian menunjukkan bahwa *digital marketing*, *brand awareness*, dan *emotional desire* berpengaruh positif dan signifikan terhadap keputusan pembelian. Penelitian ini terbatas pada sampel yang hanya mencakup konsumen di wilayah Kota Kupang, sehingga hasil temuan belum dapat digeneralisasikan secara luas ke daerah lain yang mungkin memiliki karakteristik pasar, preferensi konsumen, atau tingkat daya beli yang berbeda. Kontribusi penelitian ini dapat menjadi referensi praktis bagi pelaku usaha *fast food* dalam merancang strategi yang mengintegrasikan *digital marketing*, *brand awareness*, dan *emotional desire* secara optimal untuk meningkatkan keputusan pembelian konsumen di pasar Indonesia Timur.

**Kata Kunci:** pemasaran digital, kesadaran merek, hasrat emosional, keputusan pembelian

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## INTRODUCTION

The development of digital technology and the internet has changed the marketing paradigm from conventional (offline) to digital (online) (Chaffey & Ellis-Chadwick, 2019). In 2024, Indonesia's digital marketing strategy focuses on an omnichannel approach, integrating online and offline experiences to provide a unified and consistent shopping experience to customers (AsiaPac Digital, 2024). Digital marketing has become a primary strategy that cannot be ignored by companies in reaching target markets, because it allows potential customers to obtain all kinds of information about products and transact via the internet easily and efficiently (Ryan, 2016). This digital marketing strategy is more prospective because it can reach all people wherever they are without any geographical or time limitations and has a relatively lower cost compared to its wide scale reach (Hasiholan & Amboningtyas, 2021). The food & beverage business has enormous potential in Indonesia with a population of 267 million in 2019, which makes the need for food and beverages very high (BPS, 2019). Where the development of technology and the food industry facilitates the entry of foreign cultures into Indonesia, including the culture of consuming fast food, which is in line with the needs of the community for something practical and fast. Fast food restaurants are the main solution for various groups of people as a choice of daily food consumption, but the local culinary industry must compete fiercely with the culinary industry from the United States which is known for fast food (Kumar & Jain, 2021).

McDonald's is one of the largest fast food restaurants in the world, founded in 1955 in California, United States. McDonald's was present in Indonesia in 1991 and opened its first branch in Kupang City, East Nusa Tenggara on August 24, 2019. Although McDonald's faces challenges to stay ahead in a competitive market, its innovative marketing strategies and adaptability ensure continued global success (Hivelr, 2024). According to Schiffman & Kanuk (2019), consumers tend to trust products from favorite and well-known brands. Therefore, many companies are trying to strengthen their position in the market to create positive brand awareness.

Brand awareness allows consumers to recognize a product, evaluate its quality, reduce the risk of purchase, and gain experience and satisfaction from differentiating certain products (Wan, 2023). According to Brand Finance (2022), McDonald's Indonesia has succeeded in becoming the second top restaurant and has succeeded in beating KFC as a fast food restaurant rival in 2022 with a valuation of USD 39,721 and KFC with a valuation of USD 17,623. Meanwhile, according to the Top Brand Award (2022) in the Top Brand Gen Z Index category in 2021 and 2022, McDonald's succeeded in outperforming KFC as a rival of its company by

a very small margin of 2% in 2021 and 0.2% in 2022. Through brand awareness that has been attached to consumers by successfully becoming the second rank in the 2022 Restaurant Rankings according to Brand Finance and Top Brand in Indonesia in 2022, it is hoped that brand trust or trust in the brand will emerge from consumers. Customer trust in a brand (brand trust) is defined as the willingness of customers to take risks and rely on a brand because their expectations of the brand lead to positive results (Valette, 2020).

A brand that can satisfy consumer needs and desires indirectly makes the brand stick in the minds of consumers. This increases consumer trust and attachment to the brand and allows for repeat purchases. The definition of repeat purchasing behavior itself is that consumers make purchases of the same product that occurs repeatedly (Kumar et al., 2019). Emotional advertising is a type of communication used to persuade viewers to buy something or do something in relation to goods, information, services, and also acts as an instrument and platform to capture consumer desires, sensations, dreams, and attention (Zhao et al., 2023). Which emotional desire is a natural feeling or attitude that reflects a strong emotional desire for a brand, which plays an important role in creating consumer loyalty (Mazaheri, 2012). Based on in-depth analysis, the causes of low purchasing decision problems can be traced to three main factors, namely first, suboptimal digital marketing is an important factor in influencing consumer purchasing decisions (Kotler & Armstrong, 2018). The use of McDonald's digital marketing platforms in Kupang City has not been maximized in reaching local consumers, where limitations in the use of social media, websites, and mobile applications have limited brand reach (Zorfas & Leemon, 2022).

Second, low brand awareness can influence purchasing decisions (Awuy et al, 2024). The level of McDonald's brand awareness among the people of Kupang City is still not optimal, so low brand awareness can result in consumers not recognizing the advantages of McDonald's products compared to their competitors. Third, weak emotional desire also contributes to low consumer purchasing decisions (Solomon, 2020). Emotional marketing has become an important tool to help companies win word of mouth and increase brand recognition and satisfaction (Leonidou et al, 2021). By purchasing a product, consumers enjoy the added value of the product and have an emotional response, thus driving product sales (Bagozzi et al., 2016). Around 95% of every purchasing decision has an emotional nuance and is not planned in advance (Khris, 2025). Although there are previous studies that show the relationship between digital marketing, brand awareness, and emotional desire on purchasing decisions (Chinomona & Sandada, 2013), there are still shortcomings in the specific context of Kupang City and the fast food industry. This study aims to fill this gap by providing a more in-depth

analysis of the influence of these three factors on purchasing decisions at McDonald's Kupang City. The urgency of this study lies in the need to understand the factors that influence purchasing decisions, so that McDonald's can formulate a more effective marketing strategy by identifying the influence of digital marketing, brand awareness, and emotional desire on purchasing decisions. This study is expected to provide a significant contribution to the development of marketing strategies in the fast food industry, especially in Kupang City.

## **METHOD**

This study uses a quantitative approach with a survey method to determine the influence of digital marketing, brand awareness and emotional desire on consumer purchasing decisions. The population in this study were McDonald's consumers domiciled in Kupang City. Data collection was carried out by distributing online questionnaires using the Google Form platform, with question instruments measured using a Likert scale of 1-5 (Sugiyono, 2019). According to Ghozali, (2015) the number of samples in using the PLS (Partial Least Square) method is a powerful analysis method, where in this approach it does not assume that data must be measured on a certain scale, which means that the number of samples can be small (under 100 samples). This is in line with the opinion of Chatterjee & Kumar Kar, (2020) who stated that the number of cases in using the PLS (Partial Least Square) method is more moderate with a minimum of 50-100 cases. So based on this, the number of samples to be taken is 150 respondents which is considered sufficient in this study.

The data analysis technique in this study used the Structural Equation Modeling method based on Partial Least Squares (SEM-PLS), with the help of SmartPLS software version 4.0. Data analysis was carried out in two stages, namely the measurement model (outer model) and the structural model (inner model) (Purwanto et al., 2021) (Sholeh & Jakaria, 2021). The measurement model aims to evaluate the validity and reliability of construct indicators. Convergent validity is tested using the outer loading value with a threshold of  $> 0.5$  and an Average Variance Extracted (AVE) value of at least 0.5. Discriminant validity is analyzed through cross loading and the Fornell-Larcker criteria (Ghozali, 2015).

Reliability testing is carried out by referring to the Cronbach's Alpha and Composite Reliability values, both of which must exceed 0.7 to be considered reliable. Furthermore, the structural model is used to test the relationship between latent constructs or hypotheses in the research model. Structural model evaluation is done by looking at the R-square ( $R^2$ ) value to assess the predictive power of the model, the F-square ( $f^2$ ) value to determine the magnitude of the influence of each exogenous variable on the endogenous variable. Path significance testing

is carried out based on the T-statistic and p-value values, where the influence between variables is considered significant if the T-statistic  $> 1.655$  and p-value  $< 0.05$  (Ghozali & Latan, 2015). The entire analysis process is carried out comprehensively using SmartPLS software so that the model used has adequate validity and reliability.

## RESULTS

### *Validity Test*

Outer model analysis defines how each indicator relates to its construct variables. The tests conducted on the outer model include Convergent Validity and Discriminant Validity.

### *Convergent Validity*

In the convergent validity test, it is done by evaluating the loading factor value and comparing it with the rule of thumb ( $> 0.60$ ), then assessing the average variance extracted (AVE) value. In this study, the loading factor value was used  $> 0.50$ , so indicators that have a loading factor value  $> 0.5$  are declared valid. The results of the measurement model are as follows:

**Table 1.** *Convergent Validity Test Results*

<b>Variable</b>	<b>Item</b>	<b>Value Outer Loading</b>	<b>Limit Outer Loading</b>	<b>Information</b>
Digital Marketing (X <sub>1</sub> )	X <sub>1</sub> .A.1	0,792	0.5	Valid
	X <sub>1</sub> .A.2	0,839	0.5	Valid
	X <sub>1</sub> .H.1	0,777	0.5	Valid
	X <sub>1</sub> .H.2	0,792	0.5	Valid
	X <sub>1</sub> .I.1	0,822	0.5	Valid
	X <sub>1</sub> .I.2	0,793	0.5	Valid
	X <sub>1</sub> .K.1	0,778	0.5	Valid
	X <sub>1</sub> .K.2	0,823	0.5	Valid
Brand Awareness (X <sub>2</sub> )	X <sub>2</sub> .KS.1	0,842	0.5	Valid
	X <sub>2</sub> .KS.2	0,791	0.5	Valid
	X <sub>2</sub> .M.1	0,766	0.5	Valid
	X <sub>2</sub> .M.2	0,830	0.5	Valid
	X <sub>2</sub> .P.1	0,835	0.5	Valid
	X <sub>2</sub> .P.2	0,764	0.5	Valid

	X2.PB.1	0,758	0.5	Valid
	X2.PB.2	0,892	0.5	Valid
Emotional Desire (X <sub>3</sub> )	X <sub>3</sub> .KA.1	0,892	0.5	Valid
	X <sub>3</sub> .KA.2	0,901	0.5	Valid
	X <sub>3</sub> .KK.1	0,760	0.5	Valid
	X <sub>3</sub> .KK.2	0,847	0.5	Valid
	X <sub>3</sub> .PJ.1	0,899	0.5	Valid
	X <sub>3</sub> .PJ.2	0,901	0.5	Valid
Purchasing Decisions (Y)	X <sub>3</sub> .SK.1	0,810	0.5	Valid
	X <sub>3</sub> .SK.2	0,783	0.5	Valid
	Y.PM.1	0,823	0.5	Valid
	Y.PM.2	0,839	0.5	Valid
	Y.PP.1	0,764	0.5	Valid
	Y.PP.2	0,812	0.5	Valid
	Y.WP.1	0,869	0.5	Valid
	Y.WP.2	0,771	0.5	Valid

Source: Processed data smart PLS, 2025

### ***Discriminant Validity***

Discriminant validity aims to assess whether an indicator of a construct variable is valid or not.

**Table 2.** *Cross Loading Value Results*

<b>Item</b>	<b>Digital Marketing (X<sub>1</sub>)</b>	<b>Brand Awareness (X<sub>2</sub>)</b>	<b>Emotional Desire (X<sub>3</sub>)</b>	<b>Purchasing Decisions (Y)</b>
X <sub>1</sub> .A.1	<b>0,792</b>	0,697	0,544	0,535
X <sub>1</sub> .A.2	<b>0,839</b>	0,841	0,684	0,722
X <sub>1</sub> .H.1	<b>0,777</b>	0,764	0,888	0,750
X <sub>1</sub> .H.2	<b>0,792</b>	0,746	0,852	0,797
X <sub>1</sub> .I.1	<b>0,822</b>	0,776	0,597	0,596
X <sub>1</sub> .I.2	<b>0,793</b>	0,792	0,748	0,881
X <sub>1</sub> .K.1	<b>0,778</b>	0,714	0,551	0,570

X <sub>1</sub> .K.2	<b>0,823</b>	0,828	0,640	0,678
X <sub>2</sub> .KS.1	0,733	<b>0,842</b>	0,892	0,694
X <sub>2</sub> .KS.2	0,791	<b>0,791</b>	0,901	0,827
X <sub>2</sub> .M.1	0,803	<b>0,766</b>	0,760	0,603
X <sub>2</sub> .M.2	0,786	<b>0,830</b>	0,847	0,680
X <sub>2</sub> .P.1	0,728	<b>0,835</b>	0,711	0,682
X <sub>2</sub> .P.2	0,752	<b>0,764</b>	0,881	0,831
X <sub>2</sub> .PB.1	0,811	<b>0,758</b>	0,591	0,607
X <sub>2</sub> .PB.2	0,855	<b>0,892</b>	0,659	0,738
X <sub>3</sub> .KA.1	0,804	0,800	<b>0,892</b>	0,839
X <sub>3</sub> .KA.2	0,789	0,781	<b>0,901</b>	0,753
X <sub>3</sub> .KK.1	0,671	0,694	<b>0,760</b>	0,673
X <sub>3</sub> .KK.2	0,730	0,724	<b>0,847</b>	0,715
X <sub>3</sub> .PJ.1	0,788	0,782	<b>0,899</b>	0,747
X <sub>3</sub> .PJ.2	0,812	0,802	<b>0,901</b>	0,857
X <sub>3</sub> .SK.1	0,707	0,671	<b>0,810</b>	0,823
X <sub>3</sub> .SK.2	0,658	0,673	<b>0,783</b>	0,839
Y.PM.1	0,728	0,726	0,738	<b>0,764</b>
Y.PM.2	0,804	0,800	0,892	<b>0,812</b>
Y.PP.1	0,632	0,605	0,562	<b>0,735</b>
Y.PP.2	0,682	0,687	0,672	<b>0,731</b>
Y.WP.1	0,770	0,767	0,734	<b>0,869</b>
Y.WP.2	0,674	0,706	0,708	<b>0,771</b>

*Source: Processed data smart PLS, 2025*

### **Reliability Test**

According to Ghozali & Latan (2015) reliability test is used to prove the accuracy, consistency, and precision of the instrument in measuring the construct. Furthermore, assessing the reliability of a construct can be done through two methods, namely using Cronbach's Alpha and Composite Reliability. The rule of thumb for assessing the reliability of the construct is that the Composite Reliability value must be  $> 0.70$  if it has reached that value, it can be said that all constructs in this study are said to have good reliability. The following are the test results, including:

**Table 3. Reliability Test Results**

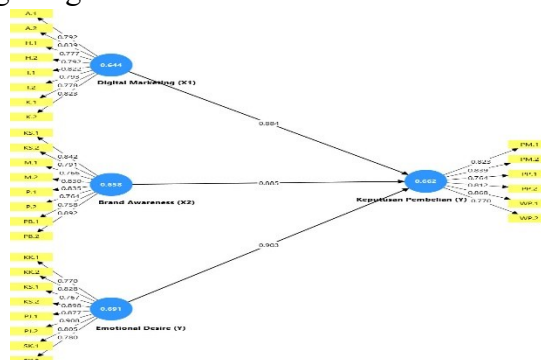
Variable	Cronbach's alpha	Composite reliability	Composite reliability value limits	Information
Digital Marketing (X <sub>1</sub> )	0,922	0,930	0,935	Reliable
Brand Awareness (X <sub>2</sub> )	0,925	0,929	0,939	Reliable
Emotional Desire (X <sub>3</sub> )	0,945	0,948	0,954	Reliable
Purchasing Decisions (Y)	0,898	0,904	0,921	Reliable

Source: Processed data smart PLS, 2025

Based on Table 4.8, it can be said that all variables show composite reliability values > 0.70, indicating high stability of the instrument used. It can be concluded that all constructs of this study have become fit measuring instruments and have good reliability.

**Path Analysis**

In the PLS method, there are two stages, the first stage is the measurement model (outer model) or measurement model of question items against latent variables. Furthermore, the second stage is the evaluation of the structural model (inner model) or structural model to determine the results of the hypothesis testing used. In this test, the path coefficients are also estimated to identify the strength of the relationship between exogenous and endogenous variables with the following image.



**Figure 1. Causal Outcome Relationship Model Between Variables**  
 Source: Processed data smart PLS, 2025

### ***Hypothesis Testing***

In the evaluation of the significance value to find a significant influence between the independent variables on the dependent variable by examining the path coefficients that show the parameter coefficients and the significance value of the T statistic. The table below shows the estimation output for testing the structural model:

**Table 4.** *Hypothesis Testing based on Path Coefficient*

<b>Variable</b>	<b>Original sample (O)</b>	<b>Sample mean (M)</b>	<b>Standard deviation (STDEV)</b>	<b>T statistics ( O/STDEV)</b>	<b>P values</b>
Digital Marketing (X <sub>1</sub> ) -> Purchasing Decisions (Y)	0,195	0,191	0,134	1,451	0,147
Brand Awareness (X <sub>2</sub> ) -> Purchasing Decisions (Y)	0,282	0,290	0,146	1,939	0,043
Emotional Desire (X <sub>3</sub> ) -> Purchasing Decisions (Y)	0,475	0,472	0,081	5,869	0,000

*Source: Processed data smart PLS, 2025*

#### ***t-test***

In table 4. the results of the hypothesis test used in testing the hypothesis are the calculated t values. The researcher took the t value with a t table of 1.655 (significance level = 5%). If using the p-value, the comparison value used is the error rate ( $\alpha$ ) of 5% or 0.05. The following are the results of the research hypothesis test:

#### **1) Hypothesis 1**

**It is suspected that digital marketing has a positive and significant effect on McDonald's purchasing decisions in Kupang City.**

The results of the hypothesis test of the Digital Marketing variable on Purchasing Decisions in table 4.10 obtained a path coefficient of 0.195 and a calculated t of 1.451. Because the calculated t is smaller than the t table (1.655) or  $(0.147) > 0.05$ . Then the results of H<sub>0</sub> are accepted and H<sub>a</sub> are rejected, so that Digital Marketing has a negative and insignificant effect on Purchasing Decisions.

#### **2) Hypothesis 2**

**It is suspected that brand awareness has a positive and significant effect on McDonald's purchasing decisions in Kupang City.**

The results of the hypothesis test of the Brand Awareness variable on Purchasing Decisions in table 4.10 obtained a path coefficient of 0.282 and a calculated t of 1.939. Because t count is greater than t table (1.655) or  $(0.043) \leq 0.05$ . Then the results obtained H0 is rejected and Ha is accepted, so that Brand Awareness has a positive and significant effect on Purchasing Decisions.

### 3) Hypothesis 3

**It is suspected that emotional desire has a positive and significant effect on purchasing decisions at McDonald's in Kupang City.**

The results of testing the hypothesis of the Emotional Desire variable on Purchasing Decisions in table 4.10 obtained a path coefficient of 0.475 and a t count of 5.869. Because t count is greater than t table (1.655) or  $(0.000) \leq 0.05$ . Then the results obtained H0 is rejected and Ha is accepted, so that Emotional Desire has a positive and significant effect on Purchasing Decisions.

#### *R-square*

According to Ghozali & Latan (2015) R-Square values of 0.75, 0.50, and 0.25 indicate that the model is strong, moderate, and weak, respectively. The following are the results of the R Square values, including:

*Table 5. Results of R Square Value Test*

Variable	R-square	R-square adjusted
<b>Purchasing Decisions (Y)</b>	0,846	0,843

*Source: Processed data smart PLS, 2025*

Based on Table 5, the results of the R Square value can be seen, including:

The R Square value of the Purchase Decision is 0.846, which can be explained that the variability of the Digital Marketing, Brand Awareness and Emotional Desire constructs can be explained by the variability of other constructs, namely Digital Marketing, Brand Awareness and Emotional Desire. while the rest is explained by other variables that are not included in this study and it can be said that the influence of the Purchase Decision is quite strong.

## DISCUSSION

### *Digital Marketing on Purchasing Decisions*

Based on the results of the hypothesis test, the Digital Marketing variable on Purchasing Decisions has a negative and insignificant effect on Purchasing Decisions. Digital marketing

is the process of marketing or promoting a brand, product, or service that is carried out through digital media and requires an internet network for its activities. The higher the digital marketing provided by McDonald's, the better the purchasing decision given by consumers. When McDonald's fails to provide information about McDonald's products through digital platforms (Website, social media, Go Food, Shoppe Food, etc.), McDonald's, which has a digital marketing strategy, will blame itself for not being able to carry out and realize its marketing properly.

Based on the results of respondents' answers, most McDonald's consumers do not agree in terms of getting digital marketing information for purchasing decisions. The insignificant results indicate that digital marketing has not become a determinant factor in McDonald's purchasing decisions in Kupang City. Based on respondents' answers, it can be identified that consumers in this area are likely to be more influenced by traditional factors such as direct experience, personal recommendations, or local economic factors. Although Naruliza & Esty's (2021) research on Tokopedia shows a strong positive correlation between digital marketing strategies and consumer purchasing decision levels, the results of the study cannot be generalized to the context of McDonald's in Kupang City. Thus, McDonald's digital marketing is suspected of having a negative influence on purchasing decisions. If McDonald's digital marketing is high, consumer purchasing decisions will also be better. Conversely, when McDonald's digital marketing is low, consumer purchasing decisions will be worse.

### ***Brand Awareness on Purchasing Decisions***

Based on the results of the hypothesis test, the Brand Awareness variable on Purchasing Decisions has a positive and significant effect on Purchasing Decisions. This means that Brand Awareness is the ability of consumers to recognize and identify brands in their minds. With brand awareness in consumers, they will be able to remember the McDonald's brand well. The results of this study prove that brand awareness has an effect on purchasing decisions, which means that the higher the level of consumer brand awareness of McDonald's, the higher the likelihood they will make a purchase.

In the study above, it can be concluded that brand awareness has a positive and significant effect on purchasing decisions. This finding is consistent with previous research by Razak (2024) which states that brand awareness is an important factor influencing consumer purchasing decisions in the fast food industry. Razak (2024) found that consumers tend to choose brands that they know and remember well when faced with various product choices in the same category.

### ***Emotional Desire on Purchasing Decisions***

Based on the results of the hypothesis test, the Emotional Desire variable on Purchasing Decisions has a positive and significant effect on Purchasing Decisions. This means that Emotional Desire is an emotional drive that arises within consumers to own or use a product based on their personal feelings and desires. With the emotional desire in consumers, they will be encouraged to make purchases based on the emotional aspects attached to the McDonald's product. The results of this study prove that emotional desire influences purchasing decisions, which means that the higher the emotional desire possessed by consumers, the more significant the contribution to achieving good purchasing decisions. This statement is also proven through research conducted by Yulianti and Rani (2020) showing that emotional desire has a positive effect on purchasing decisions.

### **CONCLUSION**

This study aims to analyze the influence of digital marketing, brand awareness and emotional desire on purchasing decisions of McDonald's consumers in Kupang City who have participated in the research that has been conducted. Based on the opinions of respondents, it can be concluded as follows.

In the results of the digital marketing hypothesis, there is a negative effect on purchasing decisions. This means that the lower the digital marketing provided by McDonald's, the worse the purchasing decisions given by consumers.

In the results of the brand awareness hypothesis, there is a positive effect on purchasing decisions. This means that brand awareness with indicators of remembering, recognizing, purchasing and consuming means that the better the brand awareness, the better the purchasing decision.

In the results of the emotional desire hypothesis, there is a positive effect on purchasing decisions. This means that the higher the emotional desire of McDonald's consumers, the higher the purchasing decision.

### **RECOMMENDATIONS**

Through the findings of the research that has been conducted and made into conclusions, several suggestions are put forward. Both for the benefit of the company's brand and for further research, as follows. For the McDonald's Indonesia company. Especially McDonald's Kupang. In relation to digital marketing, it is hoped that there will be new initiatives in its implementation or continue existing initiatives in the lives of the people in Kupang City. In

relation to the implementation of Digital Marketing to increase Brand Awareness, it must be accompanied by an increase in good Emotional Desire in order to increase Purchasing Decisions.

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