



The Nexus of Boycott Actions and Promotions on Sales Response and Purchasing Decisions: Evidence from McDonald's in Indonesia

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Abstract

This study aims to analyze the influence of promotional activities and boycott actions on consumer purchasing decisions, with sales response serving as an intervening variable. The research approach applied is quantitative and causal, utilizing the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The population in this study consisted of McDonald's consumers in the DKI Jakarta area, with a sample size of 110 respondents, including 58 women and 52 men, selected using a purposive sampling technique. The results indicate that promotions have a positive and significant impact on sales response and purchase decisions. Conversely, boycotts have no impact on sales responses or purchasing decisions. This study examines the impact of promotions and boycotts on McDonald's purchasing behavior in DKI Jakarta. Utilizing sales response as the mediating variable, which has not been thoroughly discussed previously, the findings indicate that promotions exert a substantial influence, whilst boycotts do not affect outcomes. The Partial Least Squares Structural Equation Modeling (PLS-SEM) method offers an innovative perspective on marketing strategies and brand crisis management in Indonesia, facilitating more intricate analyses

Keywords: *Promotion, Boycott, Purchase Decision, Sales Response, McDonald's*

INTRODUCTION

In 2023, the Director General of Agro-Industry at Indonesia's Ministry of Industry reported that the agro-industrial sector contributed 39.10% to the non-oil and gas industry's GDP and 6.55% to the national GDP. Its relevance to the food service and ready-to-eat industries lies in the growing consumer demand for convenient, processed, and prepared foods. This shift is driven by healthier lifestyle preferences and demand for convenience, with 2024 trends emphasizing health-conscious eating, ready-to-eat meals, and advanced technologies to enhance efficiency and customer experiences.

Globally, the ready-to-eat food sector is projected to grow at a CAGR of 5.5% from 2020 to 2027. While this indicates broad momentum, Indonesia may follow a different trajectory owing to its unique dietary culture, halal consumption, and economic conditions. Thus, while global growth presents opportunities, localized strategies remain crucial to meeting the expectations of Indonesian consumers.

McDonald's entered Indonesia in 1991, obtained halal certification in 1994, and has since strengthened its brand with consistent product quality and integrated promotions. Despite this, competition is intense: in 2022, McDonald's ranked second in brand awareness with 26% top-of-mind recall, behind KFC, which held the market leader position with 27.2%. This competitive pressure has pushed fast-food companies to adopt aggressive marketing strategies.

Marketing strategy is a systematic plan to build profitable customer relationships by delivering value to customers. In this context, scholars such as Sope (2023) advocate techniques such as offering high-quality products at competitive prices, issuing warranties, and applying selective discounts. Susanti et al. (2023) underscore the importance of aligning marketing strategies with multiple internal and external factors to achieve a well-defined market position.

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Empirical studies reflect the varying impacts of these strategies. For example, [Prabowo et al. \(2021\)](#) found that marketing strategies significantly influenced purchasing decisions, whereas [Maulana et al. \(2021\)](#) reported an insignificant effect in their study of halal cosmetic products.

Beyond traditional marketing, factors such as pricing, product attributes, and perceived value strongly influence consumer decisions ([Fauziyah et al., 2023](#)). Consumer satisfaction is closely linked to business performance and loyalty ([Syahtidar et al., 2022](#)). [Marbun et al. \(2022\)](#) highlight key influences: product quality, brand strength, outlet location, quantity, timing, and promotions. Similarly, [Njoto and Sienatra \(2018\)](#) emphasized the direct and indirect impact of promotional activities, while [Naufal and Magnadi \(2017\)](#) noted that promotions affect consumer attitudes regardless of the product mix. However, [Muhtarom et al. \(2022\)](#) found a negative relationship, indicating that promotions can sometimes fail or be outweighed by concerns such as price.

One such concern is the growing prevalence of boycott movements, often fueled by sociopolitical or ethical considerations. For example, Cancel Culture can lead consumers to reject certain brands because of perceived moral or political misalignments ([Sormin & Malik, 2024](#)). In Indonesia, the boycott of Israeli-affiliated products has gained traction, with social media discourse playing a significant role in its amplification ([Sriyanti et al., 2024](#)). Interestingly, [Rahmasari and Nisa \(2024\)](#) found that boycott actions can positively influence purchasing decisions by redirecting consumer loyalty to perceived ethical alternatives, such as local brands or competitors not associated with the controversy.

McDonald's operates at the intersection of marketing strategy, brand image, and sociopolitical sentiment. However, the interplay between promotions, boycotts, and purchasing behavior remains understudied, particularly regarding the mediating role of sales response, which is defined here as transaction volumes, revenue trends, and outlet-level performance indicators. These sales outcomes serve as the mediating variables linking promotions and boycott actions to consumer purchasing decisions.

Although prior studies have examined promotions ([Maryana & Permatasari, 2021](#); [Dyah & Kusumawardhani, 2024](#)), boycotts ([Hasanah et al., 2019](#)) and ([Alifya et al., 2024](#)), and sales ([Hayati, 2022](#)) individually, integrated analyses remain scarce. Addressing this gap is crucial for enriching the theoretical understanding of consumer behavior in ethically complex markets and providing practical insights for businesses facing competitive pressures alongside sociopolitical activism. Therefore, this study contributes to a more comprehensive understanding of the challenges and opportunities facing McDonald's and similar multinational fast-food chains in Indonesia.

LITERATURE REVIEW

Consumer Behavior Theory

The theory underpinning this study is Wilkie's Consumer Behavior Theory, which identifies four key factors influencing consumer actions: budget allocation, product purchase or non-purchase, place of acquisition, and brand or style decision-making. This framework is relevant to the variables of this study, where promotions, boycott actions, and sales responses influence whether a consumer decides to purchase a product. Specifically, the sales response variable reflects the extent to which budget allocation and purchasing frequency are affected, whereas purchase decisions align with brand or style choices. Thus, Wilkie's theory provides a foundation for understanding how marketing stimuli and external pressures translate into actual consumer decisions.

Theory of Planned Behaviour

The Theory of Planned Behavior ([Ajzen, 1991](#)) explains that attitudes, subjective norms, and

perceived behavioral control shape intentions and behaviors. In this study, attitudes were influenced by promotional strategies, subjective norms by boycott pressures, and perceived control by access, digital services, and price. Promotions enhance positive attitudes, whereas boycotts impose negative social pressure, with sales responses serving as a mediator of these effects. Combining Wilkie's framework with TPB provides a comprehensive model: Wilkie clarifies what choices consumers make, and TPB explains why those choices occur under marketing and sociopolitical influences.

Purchase Decision

Consumer decision-making is the process of selecting among goods and services by gathering, processing, and evaluating information to find the best solution (Marcelo et al., 2024). Purchase decisions, involve consumers' choices during the buying process, which impact their financial well-being through spending, borrowing, saving, or investing (Skwara, 2023). Consumer behavior examines how individuals, groups, and organizations select and utilize products or services to fulfill their needs and desires, typically following five stages: recognizing a need, gathering information, evaluating options, making a purchase, and assessing the outcome (Novel, 2023). According to Gircela and Wati (2019), purchasing decisions are often driven by satisfaction with quality and service, although some consumers buy impulsively or out of necessity. Purchasers—whether directly or indirectly involved—play a crucial role, as good decisions benefit both consumers and producers by enhancing satisfaction and guiding product development (Shahriar et al., 2022). Thus, understanding these drivers is vital for marketers.

Sales Response

According to the AMA (Sulaeman et al., 2024), marketing encompasses the process of creating, communicating, delivering value, and managing customer relationships to generate benefits for the company and its stakeholders. In this study, one of the key outcomes of marketing activities is the sales response, which refers to the market's reaction to strategies such as promotions or marketing communications. Sales response is reflected not only in volume and revenue but also in changes in consumer behavior, such as loyalty, repurchase, and new customer acquisition (Fatqiyah et al., 2024). Promotions have been proven to increase sales responses by attracting attention and driving purchases, while boycotts have the potential to suppress them through social pressure. Thus, sales response is viewed as an outcome variable that reflects both marketing effectiveness and the influence of external factors.

Promotion

Promotion constitutes a component of the marketing activities associated with goods and services. To enhance sales, these steps ensure consumer satisfaction and encourage repeat purchases (Chandra et al., 2024). According to Otto et al. (2022), assessing the duration of a promotion's impact is crucial, as human satisfaction typically adheres to the homeostatic principle; thus, while a promotion may enhance satisfaction, it will ultimately revert to the individual's baseline level. Sales personnel employ promotional strategies to entice customers to purchase products in the short term while fostering long-term client relationships. The primary consumer promotional instruments comprise coupons, cash back, discounted costs, sweepstakes, and additional methods (Darda & Abdulah, 2018). Emphasize that “goal-congruent marketing” — aligning promotions with consumer goals during the shopping experience — increases the effectiveness of promotional strategies (Blom et al., 2021). Therefore, promotions may both directly and indirectly influence purchase decisions and sales outcomes.

Boycott Action

Boycotts represent a form of digital advocacy where consumers collectively penalize an

organization, judging its intent (*mens rea*) through observable actions (*actus reus*) (Illia et al., 2022). They involve a deliberate refusal to engage with an individual, organization, institution, or nation as a form of protest, often to express dissatisfaction, push for reform, or challenge injustice, making them a powerful tool for social and political movements (McEvoy & Bryson, 2022). The term originates from Captain Charles Cunningham Boycott and generally refers to rejecting goods, services, or interactions as a form of resistance (Pratiwi et al., 2025). Moralistic publics, with strong ethical foundations and anti-corporate views, tend to be more emotionally reactive and are more likely to engage in boycotts. In contrast, pragmatic audiences, who tend to have less concern for ethics, exhibit weaker emotional responses and base their decisions on convenience, cost, and personal benefit rather than moral considerations (Hong & Shim, 2023).

Development of Hypotheses and Framework

Promotion serves as a marketing communication tool to increase demand by informing, shaping perceptions, and encouraging consumers to purchase products and remain loyal to them (Dyah & Kusumawardhani, 2024). Based on consumer behavior theory, promotions as external stimuli can attract attention, build positive attitudes, and encourage purchasing behavior. Empirical findings from Sumadi et al. (2024) also suggest that effective marketing strategies have a significant impact on purchasing decisions, leading to increased sales. Thus, promotion plays a crucial role in shaping sales responses and influencing consumer decisions, so it can be concluded that the hypothesis used is as follows:

H1: Promotions positively impact sales response

A boycott is a collective action in which individuals refuse to buy from or cooperate with certain parties as a form of protest. In the geopolitical context, it is seen as moral support for Palestine and a rejection of the United States' support for Israel (Oktavia et al., 2024). Based on the Theory of Planned Behavior (TPB), participation in a boycott is influenced by moral and ideological attitudes, social norms, and the perceived ease of participating in the boycott. Research by Alifya et al. (2024) indicates that the boycott movement against pro-Israel products has a significant impact on consumer behavior, leading to a shift from Starbucks to local coffee shops and thereby boosting local sales. Thus, both theoretically and empirically, boycotts have been proven to influence consumer sales responses and purchasing decisions. Therefore, the following hypothesis can be concluded:

H2: Boycott Actions Positively Impact Sales Response

Promotion significantly influences Wilkie's purchasing decisions, contingent upon the product's promotional factors. Promotion is a crucial activity that involves advertising a product or service to enlighten and remind consumers of its benefits, ultimately pushing them to purchase and utilize it. Every organization must exercise caution in selecting the appropriate promotional strategy to achieve sales success (Annisa & Wulansari, 2024). Promotions influence consumer attitudes and encourage trials and loyalty (Miftahriani & Syamruddin, 2024). According to the TPB, this supports the notion that favorable attitudes lead to stronger purchase intentions.

H3: Promotions positively affect purchasing decisions

A boycott is an initiative undertaken by an individual or a group to attain a specific objective by compelling people to refrain from purchasing goods or services from a designated brand and

suspending any transactions that could economically impact the business until a response is elicited. This leads to two categories of boycotts: corporate boycotts and social boycotts. [Rahmasari and Nisa \(2024\)](#) confirmed that boycott campaigns influence purchase decisions through ethical considerations.

H4: Boycott Actions Positively Influence Purchasing Decisions

Sales response reflects the market's reaction to marketing strategies through the volume or turnover of products sold. Also, it serves as an important indicator of the success of promotion, pricing, and distribution ([Kertarajasa et al., 2024](#)). Based on Consumer Behavior Theory, consumer purchasing preferences influenced by external stimuli determine the level of demand, where high purchase intensity drives an increased sales response. [Hayati \(2022\)](#) also shows that market segmentation significantly influences sales volume through purchasing decisions. Thus, both theoretically and empirically, purchase decisions have been proven to have a positive influence on sales response, so it can be concluded that the hypothesis to be used is as follows:

H5: Sales Response Positively Affects Purchasing Decisions.

Promotion is a form of communication between sellers and consumers aimed at introducing products, building positive perceptions, and encouraging purchase intent, thereby influencing purchasing decisions and sales responses ([Susanti et al., 2023](#)). Based on Consumer Behavior Theory, promotion as an external stimulus can attract attention and cultivate consumer preferences, which is reflected in increased sales volume and value. Research conducted by [Prasetyo and Rismawati \(2018\)](#) also indicates that promotional selling has a significant influence on purchasing decisions at Toserba Borma. However, it still needs to improve in providing rewards to increase sales more effectively. Thus, both theoretically and empirically, promotions play an important role in influencing purchasing decisions and sales responses. Therefore, the following hypothesis is proposed:

H6: Promotions positively impact purchase decisions via sales response.

Boycotts are viewed as a form of political communication and a response to human rights violations in Palestine, which have been shown to influence purchasing decisions and sales responses, with some brands experiencing a decline while others have seen an increase ([Alifya et al., 2024](#)). From Bandura's Cognitive Social Theory perspective, this phenomenon reflects the interaction between personal factors, environment, and behavior, where boycott information on social media shapes consumers' moral beliefs and ethical perceptions, impacting purchasing decisions ([Alifya et al., 2024](#)). Additionally, it was confirmed that boycott campaigns on social media have a significant influence on purchase interest, thereby altering consumer preferences in determining the chosen product. Therefore, the hypothesis to be used is as follows:

H7: Boycott Actions Positively Impact Purchasing Decisions via Sales Response

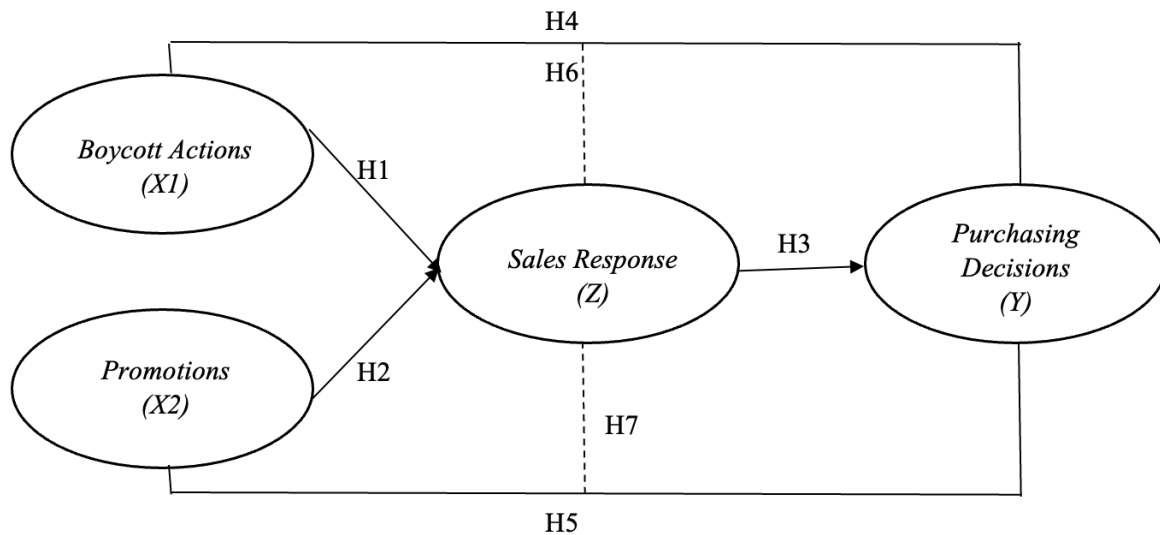


Figure 1. Cognitive Framework

RESEARCH METHOD

This study employed a quantitative research design, utilizing a structured online questionnaire as the primary data collection instrument. This study empirically examines the impact of promotional and boycott actions on purchasing decisions, with sales response serving as a mediating variable, among McDonald's consumers in Jakarta. This method was chosen for its suitability for exploratory research, ability to handle complex models with mediating variables, and robustness with smaller sample sizes and non-normal data distributions.

Population and Sample

This study employed a purposive sampling method focusing on residents of Jakarta who have purchased or intend to purchase McDonald's products. The study employed partial least squares structural equation modeling (PLS-SEM) to analyze the data, a widely used statistical method for examining correlations among variables.

In this study, the sample size was determined using the factor between 5 and 10. With 11 indicators in the model, the minimum required sample size was calculated to be 110 respondents ($11 \times 10 = 110$). This size ensured statistical validity and reliable results, which is particularly important given the unknown total population. Data were collected online from January 6 to 20, 2025, from participants in Jakarta. Screening questions were used to verify eligibility, and Google Form restrictions were implemented to prevent duplicate responses.

Methods of Data Acquisition

This research employs a questionnaire for data collection. Data were collected using a Google Forms questionnaire distributed through social media and online communities in Jakarta. To ensure quality, screening questions confirmed respondent eligibility, duplicate submissions were restricted, and the consistency of responses was monitored. The survey was conducted over 14 days, from January 6 to January 20, 2025. The questionnaire utilizes a Likert scale ranging from 1 to 6 to evaluate individuals' attitudes, opinions, and perspectives. SA (Strongly Agree), A (Agree), QA (Quite Agree), QD (Quite Disagree), D (Disagree), and SD (Strongly Disagree).

Construct validity was assessed using factor loadings obtained through Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. All indicator loadings exceeded the minimum threshold of 0.5, fulfilling the convergent validity criteria.

Research Variables

The research variables include the dependent variable, purchase decisions; the independent variables, promotion and boycott actions; and the mediating variable, sales response. The subsequent indicators are employed to assess study variables:

Table 1. Variables and Indicators

Variable	Indicator	Reference
Purchase Decision	- Product Selection - Selection of Brand - Purchase Amount or Quantity	(Marbun et al., 2022)
Sales Response	- Puchase interest - Response to price - Payment Flexibility	(Luthfiana & Hadi, 2019)
Promotion	- Advertising - Sales Promotion - Public Relations	(Fahrudin & Yulianti, 2015)
Boycott Action	- Information Accessibility - Constraint of the Community - Environmental Advocacy	(Margarena et al., 2024)

Data Analysis

This study analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS, assessing model fit through R^2 and Q^2 indices and testing hypotheses via bootstrapping. Additionally, multiple linear regression was employed to evaluate the effects of promotions and boycotts on purchasing decisions and sales, providing insights into their impacts on consumer behavior and market dynamics. The mathematical formulation for multiple linear regression analysis is expressed as follows:

$$\text{Model I : } SR = \alpha + \beta_1 Pr + \beta_2 AB + e_1$$

$$\text{Model II : } PD = \alpha + \beta_3 Pr + \beta_4 \beta_1 BA + \beta_5 SR + \beta_6 Pr_{SR} + \beta_6 BA_{SR} + e_2$$

A = Constant

b = Beta

Pr = Promotion

BA = Boycott Action

PD = Purchase Decision

SR = Sales Response

e = Error

FINDINGS AND DISCUSSION

Respondent Characteristics

This study collected 110 valid responses from McDonald's consumers in Jakarta. Most respondents were aged 18–24 (70%), high school graduates (74.55%), and students (46.36%). A significant portion (24.55%) reported no fixed income, while 25.45% earned IDR 1–3 million monththly. Most respondents (84.55%) were unmarried, highlighting McDonald's strong appeal

among Jakarta's youth, who are attracted by its cost-effectiveness, convenience, and menu variety. The subsequent information pertains to the respondents.

Table 2. Respondent Socio-Demographic

Category	Frequency	Presentation
Age		
18 - 24 Years	77	70,00
25 - 34 Years	28	25,45
35 - 44 Years	4	3,64
45 - 54 Years	1	0,91
> 55 Years	0	0,00
Education		
Elementary School	1	0,91
Junior High School	2	1,82
Senior Secondary Education	82	74,55
Diploma	3	2,73
Bachelor's Degree	19	17,27
Master's Degree	3	2,73
Doctoral Degree	0	0,00
Work		
Student/Students	51	46,36
State Officer	3	2,73
Private Officer	35	31,82
Entrepreneur/Entrepreneur	5	4,55
Does not work	6	5,45
Other	10	9,09
Income		
	T	
Have no income yet	27	24,55
< IDR 1,000,000	11	10,00
IDR 1,000,000-IDR 3,000,000	28	25,45
IDR 3,000,000-IDR 5,000,000	26	23,64
IDR 5,000,000-IDR 7,000,000	11	10,00
IDR 7,000,000-IDR 10,000,000	5	4,55
> IDR 10,000,000	2	1,82
Status		
Not married yet	93	84,55
Marry	16	14,55
Divorced	1	0,91
Frequency of Visits		
Never	16	14,55
1-2 times	51	46,36
3-4 times	23	20,91
More than 5 times	20	18,18
Amount	110	100,00

Source: Data Analysis

The table above provides a comprehensive demographic profile of those who visit McDonald's establishments in DKI Jakarta. Seventy % of the total responders fall within the 18-25

age demographic. Regarding educational qualifications, 74.55% possess either a high school diploma, vocational certification, or a master's degree. The predominant vocations represented are students (46.36%) and private-sector employees (31.82%). Regarding income levels, 24.55% of respondents lack a fixed income, which is presumably indicative of the substantial number of students in this population. Simultaneously, 25.45% earn between IDR 1,000,000 and IDR 3,000,000, whereas 23.64% have an earning range of IDR 3,000,000 to IDR 5,000,000. Moreover, a significant proportion of responders (84.55%) are unmarried, underscoring the brand's considerable allure among younger consumers. The data indicate that McDonald's is especially favoured by the youth generation, presumably due to cost-effectiveness, convenience, and menu selections that resonate with their tastes.

Descriptive Statistics

Descriptive statistics summarize the respondents' evaluations of Promotion, Boycott Action, Sales Response, and Purchase Decision. The reported values include the mean, standard deviation, minimum, and maximum scores on a 1–6 Likert scale. These results provide an initial overview of the central tendencies and variability before testing the structural model.

Table 3. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Promotions	110	4.00	24.00	18.1366	4.26524
Boycot Action	110	4.00	24.00	16.8273	5.70990
Purchase Decisions	110	4.00	24.00	15.4888	4.52056
Sales Response	110	3.00	18.00	12.9091	2.80741
Valid N (listwise)	110				

Source: SPSS

The descriptive statistics indicate that purchase decisions ($M = 3.92$) and promotion activities ($M = 3.85$) received the highest scores, followed by sales responses ($M = 3.78$), while boycott actions received the lowest score ($M = 2.43$).

Validity Assessment

Validity testing is crucial in this research to ascertain that the indicators employed accurately measure the variables. The study employs PLS-SEM using SmartPLS software, with the outcomes of the PLS model computations delineated by the indicator factor loading values for each variable.

The loading value exceeds 0.5. The outcomes of the external loading test indicate that all constructs are legitimate. This suggests that the indicator possesses high validity, thereby fulfilling the criteria for convergent validity. The subsequent table delineates the loading values for each indicator. Based on the loading factor values presented above, some indicators still exhibit values below 0.5, indicating a poor convergent validity. Therefore, any indicator with a loading factor of less than 0.5 should be removed from the model. In this case, within the Purchase Decision construct, indicator Y.01 fell below the threshold and was excluded. Similarly, in the Sales Response construct, indicator Z.02 demonstrated a low loading factor and should be eliminated from the analysis.

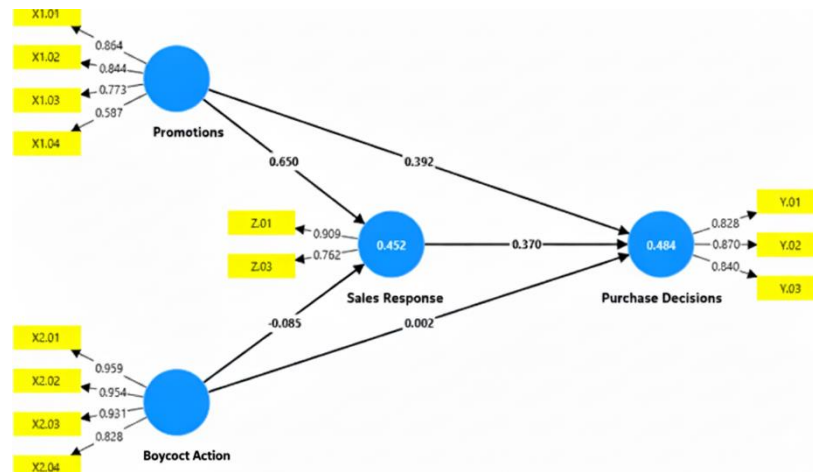


Figure 2. Outer Loading

Table 4. Validity Test

Variable	Indicator	Loading	Information
Promotion	X1.01	0.864	Valid
	X1.02	0.844	Valid
	X1.03	0.773	Valid
	X1.04	0.587	Valid
Boycott Action	X2.01	0.959	Valid
	X2.02	0.954	Valid
	X2.03	0.931	Valid
	X2.04	0.828	Valid
Purchase Decision	Y.01	0.828	Valid
	Y.02	0.870	Valid
	Y.03	0.840	Valid
Sales Response	Z.01	0.909	Valid
	Z.03	0.762	Valid

Source: Data Analysis

Reliability Assessment

A variable is considered trustworthy in research if the construct reliability value exceeds 0.6. The subsequent table presents the reliability testing outcomes for each variable.

Table 5. Reliability Test

Variable	AVE	Composite Reliability	Information
Boycott Action (X1)	0,956	0,845	Reliable
Promotions(X2)	0,600	0,855	Reliable
Purchase Decision (Y)	0,716	0,883	Reliable
Sales Response (Z)	0,704	0,825	Reliable

Source: Data Analysis

The reliability output indicates that the variables promotion, boycott action, purchasing decisions, and sales response possess a composite reliability exceeding 0.6, with AVE values above

0.5, thereby confirming that the indicators employed for each variable demonstrate substantial reliability in measuring the construct according to PLS-SEM criteria.

Inner Model (R Square)

The R-squared (R^2) value is crucial in this research, serving as a primary measure of the model's explanatory power. It quantifies the extent to which the variability in the dependent variable can be explained by the independent variables included in the model. An elevated R^2 value denotes enhanced explanatory power of the model, indicating a superior fit to the data.

Table 6. R Square

Variable	R-Square	R-Square Adjusted
Sales Response (Z)	0.452	0.442
Purchase Decision (Y)	0.484	0.469

The Goodness of Fit evaluation assesses the model's overall efficacy, defined by the predictive relevance value (Q^2). This statistic evaluates the model's prediction accuracy and its ability to predict future observations. The predicted relevance value (Q^2) is calculated using the subsequent formula:

$$Q^2 = 1 - (1 - R^2t)(1 - R^22)$$

$$Q^2 = 1 - (1 - 0,469)(1 - 0,442)$$

$$Q^2 = 1 - (0,531)(0,558)$$

$$Q^2 = 1 - 0,296298$$

$$Q^2 = 0,704$$

The Q-square test indicates that the constructed model possesses strong predictive capability and can be trusted to elucidate the elements affecting McDonald's consumer purchasing decisions. A predictive relevance value of 0.704, or 70.4%, is indicated, whilst the remaining 29.6% can be attributed to other variables not accounted for in this research model.

Hypothesis Evaluation

Hypothesis testing in PLS-SEM was performed using bootstrapping procedures to ascertain the existence and significance of the relationships between constructs. This study tests the hypothesis that promotional variables, boycott actions, and sales responses influence purchase decisions. The subsequent table elucidates hypothesis testing.

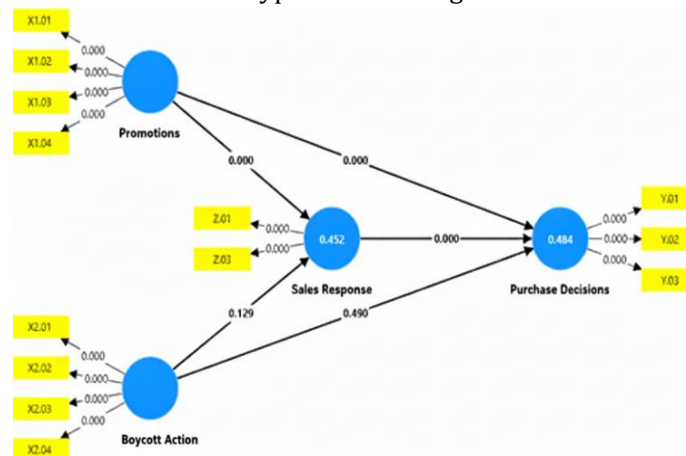


Figure 3. Representation of the Research Path Diagram Model

Conversely, the impact of boycott actions on purchase decisions at the sales response is deemed statistically insignificant. The parameter coefficient of -0.032 and a p-value of 0.159 indicate that while boycotts may reduce sales, their overall impact is negligible. This suggests that extrinsic factors, such as brand loyalty, product necessity, or alternative consumer motivations, may mitigate the impact of boycott movements on actual purchase behavior. According to the path parameter coefficients presented in the preceding table and explanation, the research equation model may be articulated as the model provided in this study.

Table 7. Hypothesis Test for Direct Effect

Variable	Parameter Coefficient	T Statistic	P Values	Information
Promotion -> Sales Response	0,650	10,604	0,000	Significant
Boycott Action -> Sales Response	-0,085	1,133	0,129	Insignificant
Promotion -> Purchase Decision	0,392	4,098	0,000	Significant
Boycott Action -> Purchase Decision	0,002	0,025	0,490	Insignificant
Sales Response -> Purchase Decision	0,370	3,545	0,000	Significant

Source: Data Analysis

The research results indicate that Promotion has a positive and significant effect on Sales Response (coefficient 0.650; $t = 10.604$) and Purchase Decision (coefficient 0.392; $t = 4.098$); thus, the first and third hypotheses are accepted. Conversely, boycott actions do not have a significant effect on Sales Response (coefficient -0.085; $t = 1.133$) or Purchase Decision (coefficient 0.002; $t = 0.025$), thus the second and fourth hypotheses are not supported. Meanwhile, Sales Response has a positive and significant effect on Purchase Decision (coefficient 0.370; $t = 3.545$), thus the fifth hypothesis is accepted.

Table 8. Hypothesis Test for Indirect Effect

Variable	Parameter Coefficient	T Statistic	P Values	Information
Promotion -> Sales Response -> Purchase Decision	0,241	3,441	0,000	Significant
Boycott Action -> Sales Response -> Purchase Decision	-0,032	1,000	0,159	Insignificant

The analysis results show that promotion has a positive and significant effect on purchase decisions through Sales Response (coefficient 0.241; $t = 3.441$), thus supporting the sixth hypothesis. Conversely, boycott actions do not have a significant effect on purchase decisions as indicated by the Sales Response (coefficient -0.032; $t = 1.000$), thus the seventh hypothesis is not supported.

Meditation Effect Test

VAF (Variance Accounted For) quantifies how much the mediating variable mitigates the previously considerable direct effect without mediation. A VAF score exceeding 80% indicates that the mediating variable functions as a full mediator. If the VAF value ranges from 20% to 80%, it is classified as a partial mediator. Nonetheless, there is virtually no mediation effect if the VAF value is below 20%.

Table 9. VAF for Mediation Effect Test

Variable		Direct Influence (a)	Indirect Influence (b)	Total Influence (a+b)	VAF (b/a+b)	Remark
Promotion Response Decision	-> Sales -> Purchase	0,392	0,241	0,633	0,381 (38,1%)	Partial Mediation
Boycott Action Decision	-> Purchase -> Sales Response	0,002	-0,032	-0,03	1.067 (106,7%)	Full Mediation

Source: Author's Calculation

The Promotion pathway shows partial mediation (VAF = 38.1%), indicating that Sales Response partly explains the link between Promotion and Purchase Decision. In contrast, the Boycott Action pathway shows no meaningful mediation, as both direct (0.002) and indirect (-0.032) effects are insignificant, reflecting a negligible influence on the Purchase Decision.

Discussion

Promotions have a strong influence on consumer behavior in Jakarta's fast-paced, brand-saturated market, particularly among young and price-sensitive consumers. Discounts, bundles, and digital campaigns provide immediate value, trigger purchases, and reinforce loyalty, making them practical tools in highly competitive environments.

In contrast, boycotts have little impact, as convenience and brand familiarity outweigh social or political appeals, unless amplified by intense media pressure. McDonald's brand equity further protects it from these effects. Overall, promotions directly and indirectly boost purchase decisions, whereas boycotts fail to disrupt this cycle, highlighting the strategic importance of promotions as both sales drivers and resilience strategies.

The Impact of Promotion on Sales Response

The research findings prove that promotions have a positive and significant effect on sales response. These findings align with the Consumer Behavior Theory and the research of [Zhou \(2016\)](#) and [Sumadi et al. \(2024\)](#), which emphasize the significant role of promotion in driving interest and purchase decisions. However, these results differ from those of [Febrianti and Baskoro \(2024\)](#) and [Dane et al. \(2013\)](#), who suggest that promotion does not always have a significant impact due to factors such as brand loyalty and market dynamics.

Practically, McDonald's promotional strategies have proven effective through discounts, bundling, creative advertising, and digital promotions, which increase consumer purchasing interest. To strengthen its impact, McDonald's is advised to optimize digital promotions targeting young consumers, conduct periodic promotions, and utilize psychologically based strategies such as limited-time offers and the value of product exclusivity.

The Impact of Boycott Actions on Sales Response

The results of the second hypothesis test indicate that the boycott did not have a significant impact on sales. This finding can be explained through the Theory of Planned Behavior ([Ajzen, 1991](#)), which posits that attitudes, subjective norms, and perceived behavioral control influence consumer intention. The call for a boycott is not strong enough to influence consumer behavior if consumers still have a positive attitude toward McDonald's, social pressure is weak, or they feel free to make their own decisions. This is consistent with the research by [Norikun and Sudarsono \(2025\)](#), [Liukonyte et al. \(2023\)](#), and [Ashenfelter et al. \(2007\)](#), which shows that boycotts are not

always effective when brand loyalty is more dominant, although the research by Illia et al. (2022) and Alifya et al. (2024) confirms that boycotts can have a significant impact if reinforced by media and widespread social pressure.

Practically, the call for a boycott did not significantly reduce McDonald's sales because the appeals through social media and communities were insufficient to influence purchasing decisions. Therefore, McDonald's needs to strengthen its brand, maintain product quality, and build consumer loyalty and emotional connections as a strategy to mitigate the potential impact of future boycotts.

The Impact of Promotion on Purchase Decisions

The results of the third hypothesis testing indicate that promotions have a positive and significant effect on purchasing decisions. These findings support the proposed hypothesis and align with the Consumer Behavior Theory (Kotler & Keller, 2016), which emphasizes the role of promotion as an external stimulus in shaping positive consumer attitudes. This result is also consistent with the research of Miftahriani and Syamruddin (2024), Sholihat (2018), and Njoto and Sienatra (2018). However, it differs from Hermiati and Khussusal (2023), who found that the influence of promotion can weaken when loyalty and brand image are more dominant.

Practically speaking, promotions such as discounts, bundling, and digital communication have proven effective in increasing purchasing decisions. McDonald's is advised to optimize its promotional strategies in line with market preferences, strengthen digital promotions, and offer periodic price promotions to encourage repeat business. Thus, the results of this study provide both theoretical contributions and practical recommendations for improving the effectiveness of marketing strategies.

The Impact of Boycott Actions on Purchase Decisions

The results of the fourth hypothesis testing indicate that the boycott action did not significantly affect the purchase decision. This finding aligns with the Theory of Planned Behavior (Ajzen, 1991), which states that attitudes, subjective norms, and perceived behavioral control influence intention. The call for a boycott is not strong enough if consumers still have a positive attitude, social pressure is weak, and they feel free to make their own choices. This aligns with the research by Norikun and Sudarsono (2025) and Ridha et al. (2025). However, it differs from the findings of Dewi et al. (2023) and Reshetnikova et al. (2024), who stated that boycotts can be effective when supported by strong media support and social pressure.

Practically speaking, boycott indicators, such as social media calls or community pressure, have not yet been effective in influencing purchasing decisions. This suggests that consumer loyalty, brand strength, and product quality remain the dominant factors. Therefore, McDonald's needs to strengthen positive communication and customer loyalty programs to maintain trust and minimize the risk of future boycotts.

The Impact of Sales Response on Purchase Decisions

The results of the fifth hypothesis testing indicate that sales have a positive and significant effect on purchasing decisions. This finding is consistent with the Consumer Behavior Theory (Kotler & Keller, 2016), which explains that consumer behavior is influenced by cultural, social, personal, and psychological factors. Sales response can represent the social factor of product popularity and market acceptance. This level of acceptance fosters a positive perception that encourages consumers to make a purchase. These results align with those of Hayati (2022) and Dewi et al. (2023), although they differ from those of Steinhart et al. (2014), who found that self-expressive products can create an exclusivity effect when sales are low.

Practically, sales response can be used as an indicator of marketing strategy success because high demand reflects the quality, relevance, and appeal of a product in the eyes of consumers. For McDonald's, this highlights the importance of maintaining quality, innovating in line with market preferences, and enhancing brand communication. Thus, this study not only strengthens the theoretical foundation but also provides practical guidance for companies to enhance the attractiveness and sustainability of consumer purchasing decisions.

The Influence of Promotion on Purchase Decisions through Sales Response

The results of the sixth hypothesis testing indicate that promotion has a positive and significant effect on purchasing decisions, mediated by sales response. These findings support the hypothesis and align with the Consumer Behavior Theory (Kotler & Keller, 2016), which posits that promotion acts as an external stimulus that shapes positive attitudes and purchase intentions, while sales response serves as a social stimulus that reinforces consumer confidence in making a purchase. This result is consistent with the research by [Prasetiyo and Rismawati \(2018\)](#) and [Ningrum et al. \(2024\)](#). However, it differs from [Siahaan and Christiani \(2021\)](#), who assessed that promotion can directly influence purchase decisions without mediation.

Practically speaking, McDonald's promotions have proven to be attention-grabbing and effective in boosting sales responses, thereby strengthening consumer purchasing decisions. Therefore, strategies such as discounts, bundling, and digital promotions need to be optimized to create a sales surge while also boosting the product's popularity. This finding makes a theoretical contribution to the role of sales response mediation and provides a strategic direction for companies in designing effective promotions aimed at purchase conversion.

The Influence of Boycott Actions on Purchase Decisions through Sales Response

The results of the seventh hypothesis test indicate that boycott actions do not significantly affect purchase decisions through the mediation of sales response. Theoretically, these findings align with the Social Cognitive Theory, which emphasizes that environmental factors, such as boycott calls, do not always influence behavior without the support of consumers' cognitive and motivational factors. This result is consistent with the study by [Syajidah and Mennita \(2024\)](#), who assessed the limited effectiveness of boycotts on brands with high loyalty. However, it differs from [Herdiansyah et al. \(2024\)](#), who found that boycotts can be significant when normative pressure and media exposure are substantial.

Practically, this research suggests that boycott actions through digital media are insufficient to significantly impact sales responses, thereby not affecting purchasing decisions. Therefore, McDonald's must maintain high product and service quality, strengthen its positive communication strategies, and develop effective customer loyalty programs to retain consumer preferences while anticipating the potential impact of future boycotts.

Implications

This research confirms that promotion significantly influences purchasing and sales decisions; therefore, McDonald's needs to optimize its promotional mix through targeted advertising, effective sales strategies, and digital marketing. However, issue and risk management strategies, such as public communication and CSR programs, are important for dealing with boycotts. For the fast-food industry, these findings suggest that effective promotion is a competitive strategy and an opportunity for local brands to capitalize on the trend of consumers avoiding international brands affected by boycotts. For consumers, promotions provide access to attractive offers, whereas boycott actions raise ethical awareness in product selection. However, research findings indicate that boycotts do not affect sales or purchasing decisions, suggesting a gap between

public attitudes and actual behavior, where convenience and habit are more dominant than political attitudes in determining consumption choices.

CONCLUSIONS

This study found that promotion has a positive and significant effect on sales response and purchase decisions, both directly and through the mediation of sales response. Sales response was also proven to increase purchase decisions, making promotion a key factor in driving consumers to purchase at McDonald's. Conversely, boycott actions did not significantly affect sales response or purchase decisions, including through the mediation of sales response. This suggests that promotional and sales responses are more influential than boycott actions in shaping consumer behavior.

LIMITATION & FURTHER RESEARCH

Despite providing valuable insights, this study has some limitations. First, the research was geographically limited to consumers in DKI Jakarta, which may restrict the generalizability of the findings to other regions in Indonesia with different demographic and cultural characteristics. Second, the data were collected through self-reported online questionnaires, which may be subject to response bias, including social desirability or limited recall accuracy issues.

This study only includes respondents from the Jakarta area, and it is recommended that future studies expand the sample range to various regions in Indonesia to provide a more representative picture of purchasing decisions and sales response at McDonald's. Additionally, long-term research is needed to determine whether the effects of promotions and boycotts are temporary or consistent over time.

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