

Fast Food Industry Investigation: The Role of Brand Attitude and Brand Loyalty on Purchase Intentions among Generation Z based on Theory of Reasoned Action

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Abstract

This research explores the concepts of brand attitude and brand loyalty among generation Z to generate purchase intention in the fast food restaurant industry. Researchers use quantitative methods and surveys to obtain primary data. The data obtained were then processed using SPSS and AMOS. The total respondents collected in this research were 204 Generation Z people who consumed products at fast food restaurants. Variables used in this research include brand attitude, purchase intention, electronic word of mouth, and brand loyalty. The brand loyalty variable in this research will act as a renewal variable mediating between the electronic word of mouth and purchase intention variables. The results of this research show that electronic word of mouth positively affects the brand attitude variable but has no effect on the brand loyalty variable. The brand attitude variable has a significant impact on the brand loyalty variable and the purchase intention variable. The brand loyalty variable has a significant effect on the purchase intention variable. These findings align with the theory of reasoned action, which states that the attitude that appears in a person will affect the intention shown in him.

Keywords: *Fast Food Restaurant, Electronic Word of Mouth, Brand Attitude, Brand Loyalty, Purchase Intention*

INTRODUCTION

The era of globalization and massive industrial and technological developments encourage the fast food industry to spread rapidly throughout the world, including Indonesia. Indonesia is a country that has become a destination for many global companies to market their products. The population of Indonesia, the 4th largest in the world, will be directly proportional to the consumption level of its people. Increased food consumption will be a good opportunity for the development of the fast-food restaurant industry. Food that is made in significant quantities by following production standards and served quickly and using electronic and print media to promote it is the definition of fast food (Xiao, Yang, & Iqbal 2019).

Industrial and technological developments that give rise to many new jobs will impact society's increasing busyness. Busyness in carrying out their work gives rise to a phenomenon called dual career families. The phenomenon of dual-career families describes families where

the husband and wife have careers. This phenomenon will encourage the need for fast food (Quoquab, Mohamed Sodom, & Mohammad 2020). Many fast-food restaurants have 24-hour operating times and are in locations that are very easy for consumers to find. The ease of buying products at fast food restaurants will form a new habit of consuming products from these fast food restaurants (Fulkerson, 2018). The current trend is that people consume food outside the home to celebrate birthdays, farewells, and reunions with their old friends at fast food restaurants (Chun & Nyam-Ochir, 2020). The fast-food restaurant industry will also provide high income for restaurant owners and create many jobs (Saxena & Taneja, 2020). For that reason, fast food restaurants are growing very fast.

Brand attitude is an essential factor for companies that will have a strong influence. According to Sarteshnizi (2021), brand attitude is a reflection of the feelings experienced by buyers towards the products and services offered by the company. Understanding brand attitude will be a driving factor for companies to maintain their image in front of consumers. The understanding that companies have about brand attitude will positively influence the company. Companies can generate consumer purchase intention by anticipating positive emotions in fast-food restaurant consumers (Pérez-Villarreal, Martínez-Ruiz, & Izquierdo-Yusta, 2019). Managers can predict the intentions that will arise in consumers if the manager can predict the attitudes that will arise in their consumers. Researchers conducted mini research, which showed that McDonald's fast food restaurants were mostly chosen (56.6%) as their favourite restaurant. Most of the respondents who took part in the mini research were generation z aged 17-25 years. The results of the mini research show that McDonald's restaurants can create a good brand attitude toward their consumers, namely generation z.

Consumers will generally look for explanations before they decide to buy a product. Consumers can find information easily because many electronic words of mouth are circulating on social media. Social media has become a platform for sharing information, shopping catalogs, and product reviews (Mohd Yusoff and Mohd Azreen Azmel 2022). Electronic word of mouth is communication-related to consumption and is carried out by consumers using digital media (Babić Rosario, de Valck, & Sotgiu, 2020). Electronic word of mouth generates brand attitudes (Chetioui, Butt, and Lebdaoui 2021). Research conducted by Wong (2019) shows something different. The research explains that electronic word of mouth insignificant effect on brand attitude.

On the other hand, purchase intention can benefit the company. Consumer intention to buy products advertised by broadcasters is the definition of purchase intention (Lu & Chen 2021). Electronic word of mouth significantly affects purchase intention (Sulthana & Vasantha, 2019). Electronic word of mouth found on the internet will bring up consumers' purchase intention. The findings Yodpram and Intalar (2020) show different results. Namely, electronic word of mouth does not influence consumers' purchase intention.

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Table 1
Research Gap in This Research

	(Wong, 2019)	(Sulthana & Vasantha, 2019)	(Yodpram & Intalar, 2020)	(Chetioui, Butt, & Lebdaoui, 2021)
EWOM -	Insignificant	Significant		

Purchase Intention				
EWOM - Brand Attitude			Insignificant	Significant

Source: Primary data, processed 2022

Table 1 shows several studies showing different results. Researchers will re-examine the association between electronic word of mouth, purchase intention, and brand attitude. The element of novelty brought to this research is brand loyalty. Based on Huo, et al. (2022) brand loyalty is a form of loyalty and commitment that appears to consumers to make repeat purchases in the future. In this research, the variable brand loyalty will mediate between electronic word of mouth and purchase intention. The concept of brand attitude and brand loyalty of generation z to generate purchase intention still needs to be improved. The difference in the research results shown in the research gap table and the need for optimal concepts of brand attitude and brand loyalty to generate purchase intentions are reasons for researchers to conduct further research.

Several factors can influence the purchase intention of consumers. According to Vidyanata, s. (2018) brand attitude variable is a factor that has a good effect on purchase intention variable. The results of this research are examples of the application of the Theory of Reasoned Action (TRA) used in this research. The Theory of Reasoned Action clarifies that consumers act reasonably according to the information they get (Kuhl & Beckmann, 1985). Attitude towards a person will bring out the intention of that person, and the intention of someone will influence the behavior that will appear. Researchers use the Theory of Reasoned Action to find the role of brand attitude on the purchase intention of fast food restaurant industry.

LITERATURE REVIEW

The concept of consumers can share their opinions and suggestions through technology and online media can be called electronic word of mouth (Anastasiei & Dospinescu, 2019). Conversations that are voluntary, independent, and secure by a consumer about their experience using a product are a famous way for consumers to understand about a product from the experience of other consumers using the product is the definition of electronic word of mouth (Hossain et al., 2019). In the fast food restaurant industry, electronic word of mouth is where people share experiences when buying a product, share information about restaurant promotions, and something that they think is good or not good about the restaurant.

An Individual's internal assessment of a brand is the definition of brand attitude (Mitchell et al., 1973). The attitude that arises in consumers that can be a predictor of behavior that will appear afterward is the definition of brand attitude (Ramesh et al., 2019). Advertising is the most common marketing strategy carried out by companies. Combining the value in advertisements with consumer perceptions that consider individual situations is the definition of brand attitude (Karamchandani, Karani, & Jayswal 2021). In the fast food restaurant industry, brand attitude is the attitude that arises in consumers after these consumers evaluate the restaurant. The attitudes that arise include that the fast food restaurant is pleasant, the fast food restaurant is a restaurant with delicious food, and the restaurant is a

fast food restaurant that often gives promos.

Brand loyalty is a strong preference for a unique brand despite trade-in offers from other brands (Zhou, Yuen, & Ye 2022). Brand loyalty refers to the highest level of relationship between consumers and brands. A consumer's sense of loyalty to a brand will motivate that consumer to repurchase the brand in the future is the definition of brand loyalty (Ghorbanzadeh & Rahehagh 2020).(Yusoff and Azmel 2022) Loyalty refers to consumer behaviour and a positive attitude towards a particular brand (Anandya, Wewengkang, & Indarini 2019). In the fast food restaurant industry, brand loyalty is a loyal attitude of a consumer towards a fast food restaurant. Even though other restaurants offer more reasonable price offers, consumers who make repeat purchases at the restaurant are loyal.

Purchase intention in consumers is the main result that will arise after consumers are affected by marketing carried out by the company (Akturan, 2018). The probability and willingness of consumers to buy products recommended on their social media define purchase intention (Choedon & Lee, 2020). Purchase intention represents how consumers will purchase the product in the future (Marsasi & Yuanita, 2022). In the context of fast food industry, purchase intention is a tendency to buy products at fast food restaurants before the purchase occurs.

HYPOTHESIS DEVELOPMENT

The study by Quoquab, et al. (2020) explained that electronic word of mouth strongly influences brand attitude. The research shows that companies must be able to monitor and control electronic word of mouth spread on the internet because it will influence brand attitude in Malaysia's context of used clothing. Research conducted by Kunja, Kumar, and Rao (2022) also reported the same thing. Variable electronic word of mouth positively affects brand attitudes of young customers who follow Facebook fan pages for Smartphone brands in India.

H1: Electronic word of mouth has a positive impact on brand attitude.

The study by (2018) on the imported shoe industry in Bekasi. This research looks for the affinity between electronic word of mouth and all dimensions of brand equity, one of which is brand loyalty. The results of the study state that consumer opinion on the internet will impact the loyalty of consumers who read it. Similar results were also reported by Pal, et al. (2022) after researching the green product industry. Marketers must carry out strategies to maintain positive electronic word of mouth on social media.

H2: Electronic word of mouth has a positive impact on brand loyalty.

The study by Chuenban, Sornsaruht, and Pimdee (2021) aims to determine what factors play an essential role in consumer brand loyalty for canned tuna in Thailand. The study resulted that brand attitude positively impacts brand loyalty. Research by Hwang, et al. (2022) reported similar results regarding the connection between brand attitude to brand loyalty. The result of this investigation is that brand attitude positively impacts brand loyalty. Research conducted by Yudha Parwati, Rohman, and Puspaningrum (2021) conducted also reported similar results. The attitudes that arise in consumers will impact consumer loyalty in the local fashion industry.

H3: Brand attitude has a positive impact on brand loyalty.

Research on the effect of brand attitude on purchase intention has been studied by Yu, et al. (2018), showing that negative news circulating among Chinese consumers will create a negative attitude and adversely affect purchase intentions. Research on the impact of Korean

consumers' brand attitude on their purchase intention has been conducted by Wang, Cao, & Park (2019). The study verified that brand attitude has a good impact on purchase intention. Research by Singh and Banerjee (2018) reports similar results after examining the factors influencing celebrity credibility in India.

H4: Brand attitude has a positive impact on purchase intention.

Research Zeren and Kara (2021) states that brand loyalty influences purchase intention on Turkish airline brand heritage. The results of this study show that the higher consumer loyalty to an airline, the higher the purchase intention that will appear. Research conducted by Hang Phan, et al. (2019) confirmed the positive relationship between brand loyalty and purchase intention. This results shows that brand loyalty influences the intention to buy a car in Vietnam.

H5: Brand loyalty has a positive impact on purchase intention.

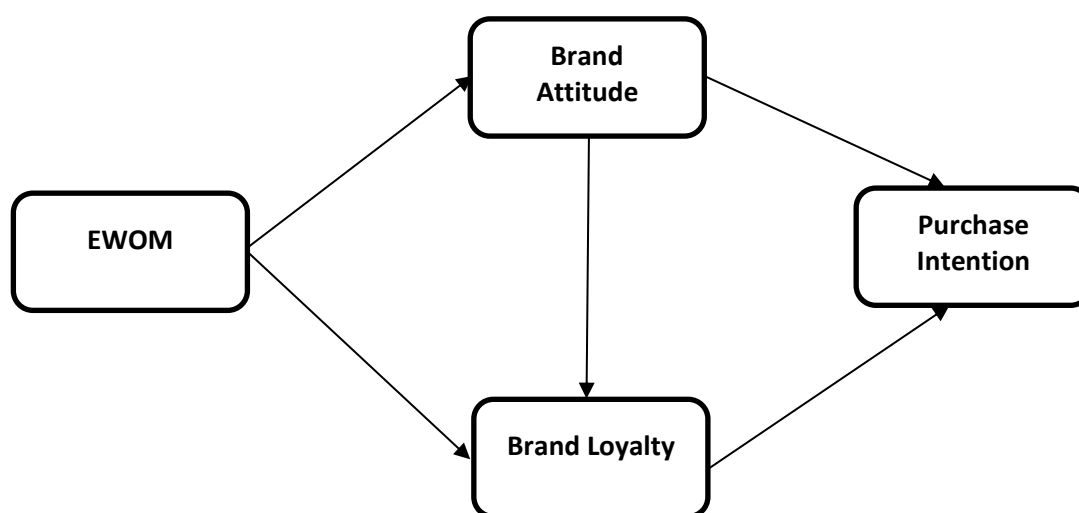


Figure 1 Framework

RESEARCH METHODS

Researchers used quantitative methods in this research. Quantitative methods are used to test the theory used and measure the relationship between variables using instruments to produce data that can be analyzed using statistical procedures (Creswell and Creswell 2018). Researchers surveyed to obtain data from respondents by distributing Google forms containing questionnaires. Purposive sampling data collection techniques were used to collect data in this research to get respondents who had specific characteristics. This study's subjects were Gen Z aged 17-25 years who actively use social media and consume fast food 3 times a month. Respondents' answers were measured using a Likert scale which gave 5 answer options to respondents (strongly disagree, disagree, neutral, agree, strongly agree). The researcher formed a questionnaire in 3 constructs with 28 questions. Each construct contains questions representing the variables EWOM, brand loyalty, brand attitude, and purchase intention. The research locations are 5 cities that have the most Mc Donald's restaurants in East Java province (Surabaya, Sidoarjo, Malang, Kediri, and Jember). The data collected in this research as many as 204 respondents were tested for validity and reliability using IBM SPSS Statistics 26 and then tested for Structural Equation Model (SEM) using IBM AMOS 26.0 including confirmatory factor analysis, normality test, outlier test, measurement test,

structural test, the goodness of fit test and hypothesis testing.

RESULTS AND DISCUSSIONS

The survey results obtained 204 data obtained from 5 districts in East Java, namely Surabaya 81 people (40%), Malang 62 people (31%), Jember 33 people (16%), Sidoarjo 17 people (8%), and Kediri 11 people (5%). Researchers tested the validity and reliability of the data. Table 2 shows that the questionnaire used in this research is valid because it shows a Pearson correlation ≥ 0.5 and is reliable. After all, it shows Cronbach alpha ≥ 0.70 .

Table 2 Validity and Reliability Test Results

Variabel	Indicator	Pearson correlation	Cronbach Alpha
Electronic Word of Mouth	I find the promotion of fast food restaurants on social media easy to understand	595**	.713
	I found a lot of positive impression reviews about fast food Restaurants.	624**	
Variabel	Indicator	Pearson correlation	Cronbach Alpha
Electronic Word of Mouthz	Restaurant menu posts on social media are very informative.	736**	.713
	Posting on social media about the food menu at fast food restaurants is very supportive in purchasing decisions.	659**	
	I am motivated to buy fast food products after seeing many posts on social media.	637**	
Brand Attitude	I think that fast food restaurant products and services are excellent.	678**	.703
	Fast food restaurants provide benefits because they often give promos.	617**	
	Fast food Restaurant products are products that my age group wants.	627**	
	Fast food Restaurant products are fun because they often offer bonuses and prizes.	654**	
	I eat at fast food restaurant because it tastes good.	613**	
Brand Loyalty	I prefer that fast food restaurant compared to other fast food restaurants.	681**	.766
	I am a loyal customer at fast food restaurants.	705**	
	This fast food restaurant has always been my top choice compared to other fast food restaurants.	723**	
Purchase Intention	I was excited to buy lunch at fast food restaurant.	674**	.714
	I plan to enjoy my leisure time by buying fast food menu.	697**	
	I intend to buy food at fast food restaurant soon.	672**	

** indicates a significant correlation

Source: Primary data, processed 2022

Table 3 ensures the suitability of empirical data and structural models measured using Goodness of fit (GOF). Researchers take measurements to assess whether the model is good or bad. The researcher will use the test results to create a covariance matrix for research indicators (Hair, Black, Babin, & Anderson, 2018). The results Goodness of Fit test stated that the structural model with CMIN/DF had a value of 1.342 so the structural model could be said to be a good fit because the results match the criteria, namely ≤ 0.3 . RMSEA has a value of 0.041, so the structural model is said to be a good fit because the results match the criteria, namely ≤ 0.08 . GFI has a value of 0.925, TLI has a value of 0.964, and CFI has a value of 0.970 so it is declared a good fit because the results match the criteria of 0.8-0.9.

Table 3 The Goodness of Fit (GOF) Test Results

No	Indeks	Criteria	Result	Description
1	CMINDF	CMIN/DF ≤ 3	1.342	Good Fit
2	RMSEA	RMSEA ≤ 0.08	0.041	Good Fit
No	Indeks	Criteria	Result	Description
3	GFI	GFI 0.8 – 0.9	0.925	Good Fit
4	TLI	TLI 0.8 – 0.9	0.964	Good Fit
5	CFI	CFI 0.8 – 0.9	0.970	Good Fit

Source: Primary data, processed 2022

Table 4 shows the hypothesis testing. There are provisions in hypothesis testing, namely, if the p-value results show a number ≤ 0.1 , the hypothesis has a positive effect, and if the C.R value ≥ 1.645 , The hypothesis is said to be supported to see whether a hypothesis has a significant effect or not. The table shows that hypotheses were tested. (H1, H3, H4, H5) are supported and 1 hypothesis (H2) is rejected.

Table 4 Hypothesis Result

Hypothesis	Path	S.E	C.R	P	Std.Reg Weight	Description
H1	EWOM -> BA	0.132	6.929	***	0.889	Support
H2	EWOM -> BL	0.446	0.347	0.729	0.099	Not support
H3	BA -> BL	0.458	2.321	0.020	0.700	Support
H4	BA -> PI	0.214	3.281	0.001	0.558	Support
H5	BL -> PI	0.139	2.089	0.037	0.349	Support

Source: Primary data, processed 2022

The results of this research state that 4 hypotheses (H1, H2, H3, and H4) are supported, and 1 hypothesis (H2) is rejected. H1 states a supported relationship because it shows a p-

value ≤ 0.1 ($p=0.000$), and a critical ratio value ≥ 1.645 ($CR=6,929$). H2 states a relationship that is not supported because it shows a p-value greater than 0.1 ($p=0.729$), and a critical ratio value smaller than 1.645 ($CR=0.374$). H3 states a supported relationship because it shows a p-value ≤ 0.1 ($p=0.020$), and a critical ratio ≥ 1.645 ($CR=2.321$). H4 states a supported relationship because it shows a p-value ≤ 0.1 ($p=0.001$), and a critical ratio ≥ 1.645 ($CR=3.281$). H5 shows a supported relationship because the p-value ≤ 0.1 ($p=0.037$), and the critical ratio ≥ 1.645 ($CR=2.089$).

The results (H1) show that electronic word of mouth about fast food restaurants spread on social media impacts the brand attitude that arises in consumers. Consumers who often see someone's opinion about fast food restaurants on social media will positively impact the attitude that will arise in them. Consumers will get information about promos, food prices, flavours, and service quality from reviews circulating on social media. The attitude that arises after consumers read positive opinions is the assumption that the restaurant is excellent and pleasant. Researchers concluded that electronic word of mouth would positively impact brand attitude. The researcher's findings show the same results as a research conducted by Quoquab, et al. (2020) and Kunja, et al. (2022), which states that electronic word of mouth will affect brand attitude.

The results of (H2) show that electronic word of mouth does not affect consumer brand loyalty. Consumers must taste the food directly in the restaurant to increase their trust in the news from social media. Consumers trust their own experiences more than the experiences of others circulating on social media. Consumers have different preferences for their favourite foods. Some consumers disagree with the responses of other people circulating on social media. Some consumers write their opinions on social media about their preferences for the fried chicken menu. These opinions will not encourage loyalty from other consumers who do not like fried chicken. The researcher confirms that electronic word of mouth does not affect brand loyalty. The researcher's findings show the same results as research conducted by Kim and Hyun (2019) and Setiawan (2014), which state that electronic word of mouth will not affect brand loyalty.

The Results (H3) show that brand attitudes positively affect brand loyalty. Fast food restaurants that can provide a delicious menu of food and excellent service will lead to the assumption that their customers think that the fast food restaurant is good. Consumers are willing to repurchase products at fast food restaurants that they think are good restaurants. Consumers who are happy with the taste of food at fast food restaurants will bring up an attitude within themselves stating that the restaurant is good so that consumers proudly declare loyalty to fast food restaurants. Researchers confirm that brand attitude has a good influence on brand loyalty. The findings of the researcher show the same results as research conducted by Chuenban, et al. (2021) and Hwang, et al. (2022), which states that brand attitude will affect brand loyalty.

The results (H4) show that brand attitudes that appear to consumers are a good predictor of consumer purchase intentions. This statement can occur in fast food restaurants which often provide attractive promotions to their customers. The promotions they provide to consumers will elicit responses stating that the restaurant is fun. Consumers who are happy with promotions from fast food restaurants will impact the emergence of purchase intentions among these consumers. Consumers will immediately make purchases before the promo period ends. The feeling of pleasure that arises in the minds of consumers will bring up the intention to buy at fast food restaurants in the near future. Researchers confirm that brand

attitude has a positive impact on purchase intention. The findings of the researcher show the same results as research conducted by Yu, et al. (2018), Wang, et al. (2019), and Singh and Banerjee (2018), which states that brand attitude will affect purchase intention.

The results (H5) show that consumer brand loyalty in fast food restaurants positively affects purchase intention. Consumers can show many forms of loyalty to fast food restaurants, one of which is loyalty to keep buying products at that restaurant even though other restaurants offer similar products. Consumers will feel proud to admit themselves as loyal consumers at fast food restaurants that provide quality products and good service. That feeling of loyalty will lead to an intention to buy products at the fast food restaurant when consumers have free time. The researcher confirms that brand loyalty has a good influence on purchase intention. The researcher's findings show the same results as research conducted by Zeren and Kara (2021) and Hang Phan, et al. (2019) which states that brand loyalty will affect purchase intention.

The results of this research show a significant impact on consumers who read other consumers' comments on social media and their subsequent attitudes. Restaurant managers can implement marketing strategies by paying influencers to promote their products. Advertisements made by influencers will spread quickly on social media and encourage viewers to write comments on the content. A brand attitude stating that the restaurant is a good restaurant will emerge in people who see the influencer's advertisements and other people's comments on their social media. Managers can also conduct campaigns by challenging consumers to post their activities or feelings when buying products at fast food restaurants. The restaurant is carrying out this campaign so that consumers will see more positive reviews on social media and will impact consumer attitudes by stating that the fast food restaurant is good and increasing the intention to buy products at the restaurant in the future. Positive brand attitudes that appear in consumers will also lead to consumer brand loyalty. Brand loyalty will encourage consumers to buy products at fast food restaurants, even though many other restaurants offer similar products. Company managers can also give member cards to their customers. Member cards serve to provide discounts when consumers shop in the future. The discount given by restaurants to consumers will encourage consumers to buy products when consumers have free time. Restaurants that have given member cards to their consumers can optimize the member card again by giving a more significant discount when consumers shop for more expensive products.

CONCLUSION

This research determined the effect of brand attitudes and brand loyalty raised by electronic word of mouth to generate purchase intentions in the fast food restaurant industry among generation Z. The results of this research indicate that electronic word of mouth will positively affect brand attitude but not brand loyalty. The brand attitude that appears to consumers will positively affect brand loyalty and purchase intention. Loyalty will also have a positive influence on purchase intention.

This research benefits managers in the fast food industry by generating consumer purchase intentions. Managers must be able to formulate marketing strategies that can bring out a positive brand attitude in their consumers. The brand attitude that appears in consumers will have a significant impact on brand loyalty and purchase intentions. Managers must also anticipate negative electronic word of mouth that spreads on social media. Negative electronic word of mouth will lead to a negative brand attitude, adversely affecting consumer

loyalty and purchase intentions.

The limitations of this research on the objects used only focus on the Z generation subject, so the researcher hopes that further research can use the workforce subject to represent the population that consumes food from fast food restaurants. The expansion of the subject in this research aims to have a more powerful impact on the selected industry so that company managers can formulate marketing strategies with a broader target audience. Researchers can improve the quality of further research by using trending topics such as the spicy food industry. Using trending objects will impact managers ability to develop strategies according to trends that occur in society. Future research can also add religious variables. The addition of the religious variable aims to help managers develop strategies to target consumers in the religious segment. Researchers suggest using the theory of planned behavior in future research. This theory will provide better insights for company managers to generate consumer purchase intentions.

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