

ABSTRACT

McDonald's Indonesia as a fast food restaurant always develops product quality, service quality, and store atmosphere in an effort to improve consumer purchasing decisions. However, there was an Israeli McDonald's incident that provided assistance to the Israeli army, this affected McDonald's Indonesia. This study focuses on the Effect of Product Quality, Service Quality, and Store Atmosphere as well as Brand Loyalty and Avoidance on Purchasing Decisions of McDonald's Indonesia Before and During the Boycott Period. The research population before and during the boycott period was the Indonesian people who had purchased McDonald's Indonesia. The sample used for research before the boycott was 413, while the sample used for research during the boycott period was 200. Sampling was carried out using the convenience sampling method, and the data was processed using SMARTPLS version 4 and SPSS software. The results showed that product quality, service quality, and store atmosphere had a positive and significant effect on McDonald's Indonesia purchasing decisions before the boycott period partially and simultaneously. The results showed that brand loyalty had a positive and significant effect on McDonald's Indonesia purchasing decisions during the boycott period. The results showed that brand avoidance had a negative and significant effect on McDonald's Indonesia purchasing decisions during the boycott period.

Keywords: *product quality; service quality; store atmosphere; brand loyalty; brand avoidance; purchase decision.*