International Journal of Technology and Education Research

https://e-journal.citakonsultindo.or.id/index.php/IJETER

E-ISSN: 2986-0733

Analysis Of Factors Influencing The Purchase Decision Of Fast Food Fried Chicken Case Study Mcdonald's In Ambon City

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Abstract

This study aims to identify the factors influencing the decision to purchase fast-food fried chicken at McDonald's in Ambon City. This study employs a quantitative method using convenience sampling to select 100 respondents who are McDonald's customers in Ambon City. The data used consists of primary data collected via questionnaires and secondary data from various sources. Data analysis was conducted using multiple linear regression. The factors influencing purchasing decisions include cultural, social, and personal factors. In general, cultural and personal factors have a more dominant influence compared to social factors. Cultural factors are reflected in modern lifestyles and practical consumption habits, while personal factors relate to individual needs, desires, and satisfaction. Meanwhile, social factors, such as the influence of friends and family, tend to have a lower impact. In conclusion, the findings indicate that the decision to purchase fast-food fried chicken at McDonald's in Ambon City is primarily influenced by cultural, personal, and social factors. Modern lifestyles, practical consumption habits, and individual needs and satisfaction are the key factors driving consumer purchasing decisions.

Keywords: cultural factors, social factors, personal factors, purchasing decisions, fast food, McDonald's

INTRODUCTION

In today's modern era, the lifestyle of Indonesian society is undergoing rapid changes in tandem with technological advancements and the tide of globalization. These changes are affecting nearly every aspect of life, including people's eating habits. High mobility and busy schedules mean that people, especially in urban areas, need food that is fast, convenient, and

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easily accessible. According to a Mondor Intelligence (2025) report on the food service market in Indonesia, this sector is projected to reach USD 62.40 billion by 2025 and grow to USD 115 billion by 2030, with a compound annual growth rate (CAGR) of approximately 13.01 percent for the 2025–2030 period. This indicates that the entire food service sector in Indonesia is growing rapidly, including the fast-food segment or Quick Service Restaurants (QSR), which is also benefiting from this growth. In Indonesia, the fast-food industry has shown significant annual growth. According to a Euromonitor International report (2023), the fast-food sector in Indonesia grows by approximately 10–12 percent annually, with a market value reaching Rp 150 trillion. This growth is supported by the increasing use of digital technology and changes in people's lifestyles, which are becoming increasingly reliant on online-based services. McDonald's first entered Indonesia in 1991 by opening a restaurant at Sarinah, Jakarta. Its presence immediately captured the public's attention due to its unique fast-food restaurant concept. Over time, McDonald's Indonesia has continued to grow and adapt to local tastes, making it one of the country's favorite fast-food brands. Its subsidiary, PT. Rekso National Food, has formalized a Master Franchise agreement with McDonald's International Company (MIPCO) under a Developmental License scheme. This agreement grants PT. Rekso National Food the right to operate all restaurants under the McDonald's Corporation brand. To date, PT. Rekso National Food has initiated the establishment of approximately 200 McDonald's outlets across Indonesian cities, supported by a workforce of approximately 14,000 employees. The McDonald's restaurants managed by PT. Rekso National Food are committed to providing the best customer service, serving high-quality food, and making a meaningful contribution to Indonesian society.

The city of Ambon, as the administrative, economic, and tourism hub of Maluku, is also part of this trend. On March 25, 2022, McDonald's officially opened its first outlet in the Kakialy area, Sirimau District, Ambon. The arrival of this international fast-food restaurant has become a phenomenon in its own right, as it is part of the city's modernization and is seen as bolstering Ambon's image as a culinary tourism destination. According to Kotler and Keller (2016), consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and evaluate goods or services to satisfy their needs and desires. Meanwhile, according to Engel et al. (1995), consumer behavior is influenced by internal factors such as motivation, perception, and lifestyle, as well as external factors such as culture, social groups, and the environment. In the context of the fast-food industry, these two factors play a significant role in determining consumer purchasing decisions. People do not buy food solely based on taste or price but also due to ease of access, speed of service, and the brand image associated with the

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product. Modern lifestyles and peer influence exert a dominant impact on fast-food purchasing decisions, particularly among college students. Factors such as service convenience, venue comfort, and product innovation are the primary reasons why people in eastern Indonesia are increasingly showing a strong interest in global brands—especially those that offer modern social experiences and service, such as McDonald's.

Stable economic growth and increased urban activity have driven a rising demand for fast food. This is evidenced by the opening of McDonald's in Ambon, which officially opened on March 25, 2022, in the Kakialy area of Sirimau District. The presence of this international fast-food restaurant symbolizes modernization and a shift in the lifestyle of Ambon's residents, who are increasingly open to global culture. McDonald's is not merely a place to satisfy dining needs but also serves as a social space where people gather, relax, and socialize. The public, particularly young people, students, and college students, view McDonald's as a symbol of social identity and a practical, convenience-oriented modern lifestyle. According to Mangkunegara (2022), consumer behavior is the actions of individuals or groups in the decision-making process to acquire and use goods or services, which can be influenced by the environment. In the context of McDonald's in Ambon City, purchasing decisions are influenced by various factors such as the need for convenience, speed of service, social influence, digital promotions, and perceptions of the brand.

METHOD

This study was conducted at the McDonald's outlet in Ambon City, located on Jl. Kakialy, Uritetu, Sirimau District, Ambon City, and lasted for approximately one month. In this study, the population consisted of all residents of Ambon City who consumed fast-food fried chicken at the McDonald's in Ambon City, and the sample size comprised 100 respondents aged 18 years or older. Thus, the sampling technique used was convenience sampling, which involves selecting consumers who happened to be at a specific location or those who had made at least one purchase to serve as the research sample. The data sources for this study were primary and secondary data, where primary data was obtained through observation, interviews, and questionnaires, and secondary data was obtained from sources indirectly related to this study.

The method used to analyze the data in this study is multiple linear regression analysis. Multiple linear regression analysis is used to examine the influence of independent variables on the dependent variable. The model used for multiple linear regression analysis is as follows: Y = a + b1X1 + b2X2 + b3X3 + e. Classical assumption tests were also employed in this study; the classical assumption tests used include: the normality test, which aims to determine whether

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https://e-journal.citakonsultindo.or.id/index.php/IJETER

E-ISSN: 2986-0733

the data in this study follow a normal distribution or not (Ghozali, 2018). The multicollinearity test was conducted to determine whether there is a relationship among the dependent variables in the regression model (Sugiyono, 2017). The heteroscedasticity test was performed to assess whether there is unequal variance in the residuals across observations in the regression model. Hypothesis testing was also employed in this study, including: the T-test (Partial), used to determine the effect of each independent variable on the dependent variable (Ghozali, 2018). The F-test (Simultaneous) was used to determine whether all independent variables included in the regression model have a combined effect on the dependent variable (Ghozali, 2018). The coefficient of determination test was also used in this study to measure the extent to which the independent variables can explain the variation in the dependent variable.

RESULTS AND DISCUSSIONS

Multiple Linear Regression Analysis

According to Hair et al. (2019), multiple linear regression is used to evaluate the linear relationship between independent and dependent variables and to predict the values of the dependent variables.

Table 1. Results of the Multiple Linear Regression Analysis

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,213	2,562		2,815	,006
	Culture	,607	,135	,369	6,151	,000
	Social	,257	,142	,144	3,290	,001
	Personal	,692	,153	,375	6,313	,000
a. Dependent Variable: Purchase Decision						

Based on Table 1 above, a regression equation model can be formulated as follows:

$$Y = 7.213 + 0.607X1 + 0.257X2 + 0.692X3 + e$$

This means:

a) Constant (a) = 7.213. This value implies that if culture, social, and personal factors are absent or equal to zero, the Purchase Decision is 7.213.
b) Coefficient of X1 (b1) = 0.607. This value implies that if culture increases by one unit, the purchase decision will increase by 0.607.

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c) Coefficient of X2 (b2) = 0.257. This value implies that if social factors increase by one unit, the purchase decision will increase by 0.257.
d) Coefficient X3 (b3) = 0.692. This value indicates that if the personal factor increases by one unit, the purchase decision will increase by 0.692.

These results show that all independent variables have a positive influence on the purchase decision. This means that the higher the values of the cultural, social, and especially personal factors, the higher the likelihood of purchasing fast-food fried chicken at McDonald's in Ambon City.

Cultural factors have a positive influence because culture shapes people's lifestyles, consumption habits, and food preferences. In this study, residents of Ambon City are becoming accustomed to a modern lifestyle and the consumption of convenient foods such as fast food. The higher the public's acceptance of modern consumption culture, the higher the likelihood of purchasing at McDonald's. According to Kotler and Keller (2016), culture is a fundamental determinant of an individual's desires and behavior because it influences consumers' values, perceptions, and preferences when purchasing products.

Social factors have a positive influence because the social environment—such as friends, family, and reference groups—can shape consumer behavior in product selection. Consumers often purchase products based on recommendations, invitations, or the influence of those around them. According to Kotler and Keller (2016), social groups and family have a direct impact on consumers' attitudes and purchasing decisions. The greater the influence of the social environment on consumers, the greater the tendency for consumers to make purchases.

Personal factors have a positive influence because purchasing decisions are influenced by individual characteristics such as age, lifestyle, occupation, income, and personal desires; the majority of respondents are aged 18–23, belonging to the younger generation with a modern lifestyle and a preference for practicality. Kotler (2017) states that lifestyle and economic conditions are personal factors that significantly influence consumer purchasing behavior. Therefore, the more a product aligns with consumers' lifestyles, needs, and personal satisfaction, the more likely they are to make a purchase.

The dominance of the personal factor indicates that purchasing decisions are more heavily influenced by individual characteristics such as motivation, lifestyle, and economic capacity. Meanwhile, cultural and social factors still play a role, but not as strongly as the personal factor.

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E-ISSN: 2986-0733

Test Of Classical Assumptions

a. Normality

A normality test designed to determine whether the data in this study are normally distributed or not (Ghozali, 2018).

Table 2. Test Results Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	3,35598360
Most Extreme Differences	Absolute	,047
	Positive	,041
	Negative	-,047
Test Statistic		,047
Asymp. Sig. (2-tailed)		,200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Based on the results of the normality test using the One-Sample Kolmogorov-Smirnov method, an Asymp. Sig. (2-tailed) value of 0.200 was obtained. This value is greater than the significance level of 0.05; therefore, it can be concluded that the residual data in this study are normally distributed.

Multicollinearity

The multicollinearity test aims to determine whether there are relationships or correlations among the independent variables in the regression model (Sugiyono, 2017). A regression model is considered valid if there is no correlation among the independent variables. The presence or absence of multicollinearity can be assessed using the tolerance value and its inverse, the variance inflation factor (VIF).

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E-ISSN: 2986-0733

Tabel 3. Hasil Uji Multikolineritas

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7,213	2,562		2,815	,006		
	Culture	,607	,135	,369	6,151	,000	,866	1,155
	Social	,257	,142	,144	3,290	,001	,920	1,087
	Personal	,692	,153	,375	6,313	,000	,849	1,178
a. Dependent Variable: Purchase Decision								

Based on the results of the multicollinearity test shown in the coefficients table, it is found that all independent variables have a tolerance value above 0.10 and a Variance Inflation Factor (VIF) value below 10. The cultural variable has a tolerance value of 0.866 and a VIF of 1.155, the social variable has a tolerance value of 0.920 and a VIF of 1.087, and the personal variable has a tolerance value of 0.849 and a VIF of 1.178. These results indicate that there is no evidence of multicollinearity among the independent variables in the regression model.

Heteroscedasticity Test

The Heteroscedasticity Test aims to determine whether there is unequal variance in the residuals across observations in the regression model. A good regression model is one that does not exhibit heteroscedasticity or has constant residual variance.

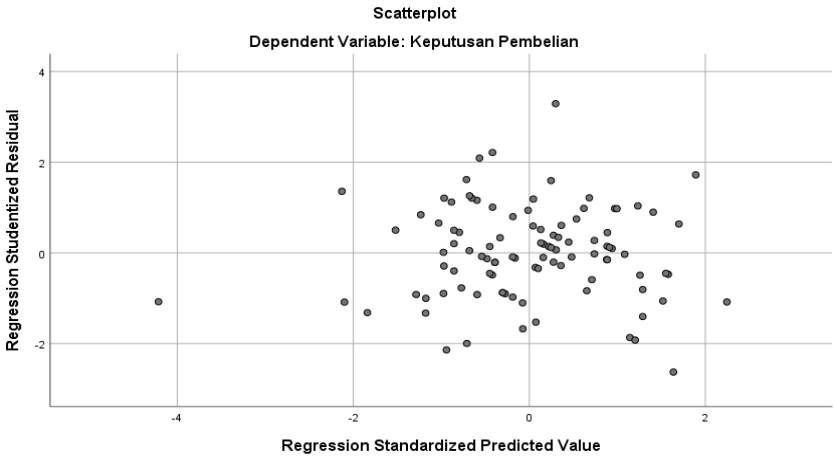


Figure 1. Results Of The Heteroscedasticity Test

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Based on the results of the heteroscedasticity test using a scatterplot, it can be seen that the residual points are randomly distributed around the zero line on the vertical axis and do not form any specific pattern, neither a converging nor a diverging pattern. Furthermore, the data points are distributed evenly above and below the zero value. This indicates that the residual variance is constant, meaning there is no heteroscedasticity in the regression model.

Hypothesis Testing

a. T-Test (Partial)

The t-test is used to determine the effect of each independent variable (X1, X2, X3) on the dependent variable (Y). If the calculated t-value is greater than the critical t-value, it is concluded that the independent variable has a significant effect on the dependent variable.

Table 4. Partial Test Results

Model	Calculate T	Table T	Sig
Culture	6,151	1,985	0,000
Social	3,290	1,985	0,001
Personal	6,313	1,985	0,000

Based on the results in Table 4, it can be seen that culture (X1), social factors (X2), and personal factors (X3) have t-calculated values greater than the t-table value, meaning that, in part, the independent variables influence the dependent variable.

The results in Table 4 regarding the cultural factor indicate that cultural values, customs, and consumption patterns developing within society help shape consumer preferences in selecting products, including fast food such as McDonald's. This aligns with Kotler and Keller (2016), who define culture as encompassing values, perceptions, preferences, and behaviors learned by members of society, thereby significantly influencing consumption patterns.

The social factor also has a significant influence, encompassing the influence of reference groups, family, roles, and social status. In a modern context, this influence stems not only from the immediate environment but also from digital media such as online reviews and social media. As stated by Schiffman and Kanuk (2010), social groups can influence individual attitudes and behaviors through processes of interaction and communication.

Personal factors also demonstrate a significant influence, as evidenced by high coefficient values, indicating that individual characteristics exert a stronger influence than other factors. This encompasses aspects such as occupation, economic conditions, lifestyle, and

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personality. In this study, the dominance of these factors is evident in the high influence of internal motivation, economic capability, a practical lifestyle, and a desire to try new things, This explains that personal factors are the primary determinants in the decision to purchase fast food at McDonald's in Ambon City, which are generally individual and situational in nature. This aligns with Assael (2004), who states that purchasing decisions are heavily influenced by individual characteristics because each consumer has different needs, preferences, and consumption patterns.

b. F-Test (Simultaneous)

The F-test is a statistical test used to determine whether all independent variables simultaneously or collectively influence the dependent variable. According to Sugiyono (2019), the F-test is used to assess the validity of a regression model and to determine whether the independent variables collectively have a significant effect on the dependent variable.

Table 5. Results of the Simultaneous Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	882,310	3	294,103	25,322	,000[b]
	Residual	1115,000	96	11,615		
	Total	1997,310	99			

Based on Table 5, it can be seen that the significance value for cultural (X1), social (X2), and personal (X3) factors on purchasing decisions (Y) is 0.000 < 0.05, and the calculated F-value is 25.322 > 3.09. This means that culture (X1), social factors (X2), and personal factors (X3) have a significant influence on the purchase decision (Y). This indicates that culture, social factors, and personal factors collectively (simultaneously) have a positive and significant influence on the decision to purchase fast-food fried chicken at McDonald's in Ambon City.

Coefficient of Determination Test

The coefficient of determination essentially measures how well the model explains the variation in the dependent variable. The coefficient of determination ranges from zero to one. A low R-squared value indicates that the independent variables have a very limited ability to explain the variation in the dependent variable. A value close to one means that the independent

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E-ISSN: 2986-0733

variables provide almost all the information needed to predict the variation in the dependent variables.

Table 6. Results of the Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,665[a]	,442	,424	3,40802
a. Predictors: (Constant), Culture, Social, Personal				

Based on the table of the coefficient of determination test, the R-squared (R^2) value is 0.442, or 44.2 percent; therefore, it can be concluded that the combined influence of cultural, social, and personal variables on purchasing decisions is 0.442, or 44.2 percent.

A coefficient of determination of 44.2% indicates that the research model has a moderately strong explanatory power in explaining purchasing decisions. This indicates that purchasing decisions at McDonald's in Ambon City are influenced by cultural, social, and personal factors, while the remaining 55.8% is influenced by other factors, as explained by Hair et al. (2011) in their guidelines for interpreting R-squared values as follows: 0–25% indicates weak or small, 25% – 75 percent indicates moderate or fairly strong, and over 75 percent indicates strong.

CONCLUSION

Based on the multiple regression results, the research model demonstrates a fairly strong and significant relationship between cultural factors, social factors, and personal factors on the decision to purchase fast-food fried chicken at McDonald's in Ambon City, particularly regarding personal factors, as they are more heavily influenced by individual characteristics such as motivation, lifestyle, and economic capability. The F-test indicates that the model is significant collectively or simultaneously, making it suitable for explaining the relationships among variables. Partially, cultural, social, and personal factors all have a significant influence on purchasing decisions; however, cultural and personal factors are more dominant than social factors. In the coefficient of determination test, an R-squared value of 44.2 percent indicates a fairly strong or moderate correlation, and the remaining 55.8 percent can be attributed to other factors. Overall, cultural, social, and personal factors—supported by effective knowledge management—indicate that these factors, particularly cultural and personal factors, influence the decision to purchase fast-food fried chicken at McDonald's in Ambon City.

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