

Pricing and Promotion Analysis of Purchase Decisions at McDonald's

Azzahra Azzahra, Alza Syofyan Andri B, Zefriyenni Zefriyenni

Universitas Putra Indonesia Yayasan Perguruan Tinggi Komputer (UPI YPTK) Padang,
Indonesia

Email: zazzahra679@gmail.com, mgmppjoksmakabpariaman@gmail.com,
zefriyenni@upiypk.ac.id

ABSTRACT

Indonesia's economic progress is experiencing rapid expansion, marked by growth across multiple sectors, particularly in the franchise industry. Amid increasingly fierce competition among similar businesses, companies are required to formulate and implement diverse strategies to anticipate and overcome competitive threats. This [A1] *[A2] study aims to analyze the influence of environmental factors, wage systems, coordination, and worker productivity on the performance of completion time for government building construction projects in Pangkalpinang City. Using the multiple linear regression method, this study found that these factors simultaneously contributed 85.4% to project completion. The analysis results show that the wage factor is the dominant factor with an influence contribution of 72.59%. Therefore, wage system management strategy is the main step in improving the efficiency of project completion time. The proposed solution to optimize the wage system includes the provision of skills-based wages, work duration-based compensation, achievement-based pay, work type differentiation, and the provision of incentives that encourage worker productivity. The results of this study are expected to provide insights for project managers in improving the effectiveness of completion time for government building construction projects.

KEYWORDS

Work environment, wage system, coordination, worker productivity, project performance



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INTRODUCTION

Indonesia's economic development is currently growing rapidly, with economic growth in various sectors, especially the franchise sector. In situations where competition between similar companies is becoming increasingly intense, companies must develop various strategies to counter the threat of competitors. This strategy is essential for all types of businesses because it allows companies to identify the next steps to increase market share and maintain their position against many competitors. Strategy is the science of planning and managing a large company by using all the company's resources that will actually benefit the company. John A. Vine defines strategy as the basic model of organizational goals and plans, resource allocation, and interaction with markets, competitors, and environmental factors. A strategy is a plan aimed at achieving the desired goal (Suharry Duck., 2023).

In Indonesia, the demand for franchise services is very high, especially in the food sector, because food is a staple of daily life. Nowadays, competition between food companies is increasing, and as the times progress, companies are competing to develop interesting ideas and innovations in the food field. For example, franchises like McDonald's, KFC, Pizza Hut, Texas Fried Chicken, Dunkin' Donuts, Burger King, etc., are engaged in fast food products. Among the many franchises, McDonald's remains a popular fast food restaurant not only in Indonesia but all over the world. PT Rekso Nasional Food, known as McDonald's Indonesia, is a registered fast food company headquartered in Jakarta, Indonesia. The company was founded on February 23, 1991. McDonald's, one of the world's leading fast-food brands, has managed to maintain its position in the market through innovative marketing strategies. Two

important elements of this marketing strategy are pricing and advertising. The right price not only reflects the value of a product, but it can also influence a consumer's purchasing decision. On the other hand, effective advertising can increase brand awareness and attract new consumers (Suharry Duck., 2023).

According to Tjiptono (2008:156), "Purchase decisions are based on information about the benefits of a product and are designed to create a pleasant sensation so as to encourage purchase decisions." According to Harmani (2008:41), "A purchase decision is an integrative process in which two or more behavioral choices are evaluated and one of them is selected." According to Kotler and Armstrong (2009:22), "a purchase decision is a stage in the decision-making process where the consumer actually buys a product." It can be concluded that the purchase decision is the behavior of consumers to buy goods and services according to preferences based on the information observed. Indicators of purchase decisions according to Kotler (2007:222) include: steadiness in a product, the habit of buying a product, giving recommendations to others, and making a repeat purchase (Ravant *et al.*, 2018). Purchase decision is a form of consumer behavior in the use or consumption of a product. When deciding to buy or use a product, consumers go through a process that describes how they analyze different types of inputs to make a purchase decision. "Consumer Engagement and Consumer Decision Making" Mowen (2000) states that the level of consumer involvement in a purchase is influenced by the perception of personal interest caused by the stimulus. In other words, whether or not a person feels connected to a product depends on whether or not they consider the product important in their purchasing decision (Minarti *et al.*, 2021). Schiffman and Kanuk in Susana (2019:13) explained that the decision to buy is the process of choosing between two or more alternative buying decisions, which means that consumers can make provisions in a number of selection choices. Consumer purchasing decisions are usually influenced by consumer behavior. Consumers usually carry out systematic steps when making decisions about buying a product (Innerfarin *et al.*, 2021).

Pricing is one of the most important aspects of a marketing strategy. According to Kotler and Keller (2016), price not only serves as an indicator of product quality, but also as a signal about the perceived value of consumers. Proper pricing can create a positive consumer perception and increase purchase intent. In the case of McDonald's, competitive pricing strategies and attractive sales packages play an important role in attracting consumers' attention. One of the strategies McDonald's uses is psychological pricing. The price is set just below a round figure, for example Rp 9,900, not Rp 10,000. The goal of this strategy is to give consumers a better perception of value. Research shows that consumers tend to buy when prices seem cheaper, even if the price difference is small. By implementing this strategy, McDonald's is able to attract price-sensitive market segments, especially students and families. According to Basu Swastha (2010:147), "price is the amount of money needed to obtain a combination of goods and services." According to Kotler (2012:135), price is the amount that customers have to pay for a product. According to Sabran (2012:52), "Price variables include several elements of primary pricing activities, such as price lists, discounts, and payment terms." From the definitions above, it can be seen that pricing policy is dynamic. This means that producers must be able to keep up with price developments in the market and must know the company's position in the market situation either as a whole or in particular. There are four dimensions

used, including price affordability, price compatibility with product quality, price competitiveness, and price compatibility with benefits (Ravant *et al.*, 2018).

According to David Cravens (2003:77), promotion means "planning and managing an organization's communication with consumers and other targets" (Minarti *et al.*, 2021). According to Swastha and Iriawan (2008:254), "Promotion is a short-term incentive that encourages the purchase or sale of a product or service." According to Rangkuti (2009:49), "Promotion is one of the elements of a company's marketing mix that functions to inform, persuade, and remind consumers about the company's products." According to Kotler and Keller (2009:510), "Promotion is a variety of ways to inform, persuade and remind consumers directly or indirectly about a product or brand" (Ravant *et al.*, 2018).

Along with increasing awareness of health and environmental impact, many consumers are starting to look for healthier and more sustainable food options. McDonald's has responded to this trend by introducing healthier menus, such as salads, plant-based protein options, and sustainable products. Research shows that consumers are more likely to buy products that they consider healthy and environmentally friendly, so this strategy is expected to attract a wider range of consumers. Social media has become an important platform for McDonald's to interact with consumers and promote products. Through platforms such as Instagram, Facebook, and Twitter, McDonald's can reach a larger and more diverse audience. Engaging and relevant content can increase consumer engagement and encourage them to make a purchase. In this digital age, it is important for McDonald's to effectively utilize social media channels in their promotional strategies. In addition, the importance of analyzing consumer behavior in the context of pricing and promotion cannot be ignored. Today's consumers are increasingly informed and have greater access to information about products and prices. This means that they are more likely to compare prices and look for the best offer before making a purchase decision. Therefore, McDonald's needs to deeply understand consumer preferences and behaviors to tailor their marketing strategies. Previous research has shown that there is a significant relationship between price perception and buying interest, where consumers tend to be more interested in brands that offer greater value in the form of competitive pricing and attractive promotions.

Previous research (Ravant *et al.*, 2018) shows that the pricing variable has a positive and significant effect on purchase decisions. (Permatasari & Anton Eko, 2024) shows that the promotion variable has a positive and significant influence on the purchase decision of McDonald's products. This shows that the promos created by McDonald's provide a sense of satisfaction and meet the expectations of its consumers, so that there is an increase in buying interest in McDonald's products. However, each location must have unique and different characteristics to increase its sales.

This study aims to analyze how pricing and promotions affect consumers' buying interest in McDonald's. By understanding the relationship between marketing strategy and purchasing decisions, companies can develop a more effective approach to attracting and retaining customers. This research is expected to provide useful insights for McDonald's managers and marketers in the fast food industry in general.

RESEARCH METHOD

Based on the formulation of the problem and the title of the study, the object of this study is McDonald's, which is one of the largest and most recognizable fast-food restaurants in the world. The main problem in this study is how pricing and promotions affect purchase decisions at McDonald's. The sample was randomly selected from the population of people in Padang City who are consumers or customers at McDonald's. The sampling technique in this study uses a saturated sampling technique. The saturation sampling technique is a sample selection technique where all members of the population are sampled.

This study uses a quantitative method. (Hidayatul Putri Azizah, 2023) defines quantitative research methods as a method that is based on positivist philosophy, used to research specific populations and samples, where sample collection techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative with the aim of testing hypotheses that have been predetermined. The data used in the research is in the form of primary data. The population for this study consists of customers or consumers who make purchases at McDonald's. The sample obtained was a total of 35 visitors through sampling techniques carried out by non-probability sampling. The technique of obtaining data uses a questionnaire (Google Form) constructed with a *Likert* scale that has been verified for validity and reliability. The tests carried out include Descriptive Statistical Analysis, Structural Equation Modeling (SEM) Analysis with Partial Least Square (PLS), Measurement Model Test (Outer Model), Validity Test, and Reliability Test (Mahadik *et al.*, 2024).

RESULT AND DISCUSSION

Analysis of Research Results

This section describes the results of the research and analysis of data that has been collected through the dissemination of a questionnaire (Google Form) conducted by the author on January 27 to 31, 2025 which was distributed in Padang City.

Respondents' Level of Achievement on the Purchase Decision Variable Statement Instrument (Y)

In this study, the Purchase Decision variable is operationalized using 10 statement instruments, the statement instrument can be seen in the following table 1.

Table 1. Respondents' Level of Achievement on the Purchase Decision Variable Statement Instrument (Y)

No	Purchase Decision Variable Statement (Y)	Alternative Answer					Sum	Shoes	Ideal Score	TCR
		SS	S	KS	TS	STS				
		5	4	3	2	1				
1	I often buy McDonald's products in a month	14	17	2	1	1	35	147	175	84
2	I often make repeat purchases of certain products after I try them once	11	19	4	0	1	35	144	175	82,2
3	I often look for information about McDonald's products before deciding to buy	13	17	4	0	1	35	146	175	83,4

No	Purchase Decision Variable Statement (Y)	Alternative Answer					Sum	Shoes	Ideal Score	TCR
		SS	S	KS	TS	STS				
		5	4	3	2	1				
4	I feel that reviews or recommendations from friends/family have a big influence on my decision to buy at McDonald's	13	18	2	1	1	35	146	175	83,4
5	I often buy McDonald's products compared to other fast food restaurants	15	17	1	1	1	35	149	175	85,1
6	I prefer McDonald's when looking for fast food compared to other brands	15	17	2	0	1	35	150	175	85,7
7	I feel that customer service at McDonald's has a big influence on my decision to buy again	16	14	3	1	1	35	148	175	84,5
8	I was satisfied with the price and quality offered by McDonald's so I wanted to buy again	12	18	4	0	1	35	145	175	82,8
9	I feel that McDonald's loyalty programs and recurring promotions influenced my decision to become a loyal customer	18	12	2	2	1	35	149	175	85,1
10	I would recommend McDonald's to friends or family after making a purchase	11	13	10	1	0	35	139	175	79,4
Total		138	162	34	7	9	350	Average	79,9	

Source : Primary Data Processed, 2025

From the table above, it can be concluded that the Purchase Decision variable has a total of 35 respondents with the highest TCR value, namely: "I prefer McDonald's when looking for fast food compared to other brands", with a value of 85.7%, while the lowest TCR value is in the statement "I will recommend McDonald's to friends or family after making a purchase" with a value of 79.4%.

Respondents' Achievement Level to the Pricing Variable Statement Instrument (X1)

In this study, the pricing variable is operationalized using 10 statement instruments, the statement instrument can be seen in the following table 2:

Table 2. Respondents' Level of Achievement on the Pricing Variable Statement Instrument (X1)

No	Pricing Variable Statement (X1)	Alternative Answer					Sum	Shoes	Ideal Score	TCR
		SS	S	KS	TS	STS				
		5	4	3	2	1				
1	I think the price of McDonald's products has a big influence on my decision to buy	14	15	2	1	3	35	141	175	80,5

No	Pricing Variable Statement (X1)	Alternative Answer					Sum	Shoes	Ideal Score	TCR
		SS	S	KS	TS	STS				
		5	4	3	2	1				
2	I feel that the price of the McDonald's menu is affordable compared to competing brands	13	16	3	2	1	35	140	175	80
3	I feel that the price of McDonald's products is proportional to the quality offered	14	15	5	0	1	35	146	175	83,4
4	I prefer bundling pricing like a menu package, rather than buying products separately	8	20	4	2	1	35	137	175	78,2
5	I feel that the pricing that McDonald's uses creates a desire to buy more often	11	20	2	2	0	35	145	175	82,8
6	I feel that McDonald's offers good value through their pricing strategy	12	18	3	1	1	35	144	175	82,2
7	I feel that the pricing at McDonald's is easy to understand	16	15	2	1	1	35	149	175	85,1
8	I feel that McDonald's provides flexible pricing options, for example menu variations with different prices	16	15	2	2	0	35	150	175	85,7
9	I often consider the price before deciding to buy at McDonald's	19	12	3	0	1	35	138	175	78,8
10	I feel that McDonald's pricing reflects current market trends	13	19	2	0	1	35	148	175	84,5
Total		136	165	28	11	10	350	Average		82,1

Source: Primary Data Processed, 2025

From the table above, it can be concluded that the pricing strategy variable has a total of 35 respondents with the highest TCR value in the statement: "I feel that McDonald's provides flexible pricing options, for example menu variations with different prices", with a value of 85.7%, while the lowest TCR value is in the statement, namely "I prefer bundling pricing such as menu packages, compared to buying products separately" with a value of 78.2%.

Respondents' Achievement Level to the Promotion Variable Statement Instrument (X2)

In this study, the promotion variable was operationalized using 10 statement instruments, the statement instrument can be seen in the following table 3:

Table 3. Respondents' Achievement Level to the Promotion Variable Statement Instrument (X2)

No	Promotional Variable Statement (X2)	Alternative Answer					Sum	Shoes	Ideal Score	TCR
		SS	S	KS	TS	STS				
		5	4	3	2	1				
1	I feel that McDonald's ads have a big influence on my purchasing decisions	14	12	7	1	1	35	142	175	81,1
2	I feel like promotions like "Buy 1 Get 1 Free" encourage me to buy more at McDonald's	15	12	5	1	2	35	142	175	81,1

No	Promotional Variable Statement (X2)	Alternative Answer					Sum	Shoes	Ideal Score	TCR
		SS	S	KS	TS	STS				
		5	4	3	2	1				
3	I feel that promotions on social media (Instagram, TikTok, YouTube) influenced my decision to try McDonald's products	15	14	2	2	2	35	143	175	81,7
4	I feel like McDonald's collaborations with celebrities or influencers (like BTS Meal) influence my purchasing decisions	18	13	1	2	1	35	150	175	85,7
5	I feel more interested in trying McDonald's products after seeing attractive promotions	12	18	2	3	0	35	144	175	82,2
6	I am more interested in buying McDonald's when there is a discount or cashback promotion	17	13	3	2	0	35	150	175	85,7
7	I prefer to buy McDonald's online (through the app) rather than directly to the outlet because of digital promotions	4	17	9	4	1	35	124	175	70,8
8	I tend to choose McDonald's over other brands because they often hold promotions	14	18	1	1	1	35	148	175	84,5
9	I buy McDonald's more often when there is a limited edition menu promotion or seasonal menu	12	20	2	0	1	35	147	175	84
10	I would recommend McDonald's to others because of the many interesting promos	17	13	3	1	1	35	149	175	85,1
Total		138	150	35	17	10	350	Average		82,2

Source: Primary Data Processed, 2025

From the table above, it can be concluded that the work discipline variable has a total of 35 respondents with the highest TCR value in 2 statements "I feel that McDonald's collaboration with celebrities or influencers (such as BTS Meal) affects my purchase decision", "I am more interested in buying McDonald's when there is a discount promotion or cashback" with a value of 85.7%, while the lowest TCR value is in the statement "I prefer to buy McDonald's online (through the app) rather than directly to the outlet because of digital promotion" with a score of 70.8%.

The data processing technique in this study using the SEM method based on *Partial Least Square* (PLS) requires 2 stages for the assessment of a research model, namely *the outer model* and *the inner model*. The stages are as follows:

Outer Model Testing

The outer model test was carried out based on the results of questionnaire tests that had been carried out for all research variables. There are three criteria in the use of data analysis techniques to assess the outer model, namely *Convergent Validity*, *Discriminant Validity* and *Composite Reality*. In this study, the limit of the *Convergent Validity* values > 0.70.

Based on the results of testing the outer model using *SmartPLS*. *Convergent validity* is done by looking at *the reliability* items indicated by the *loading factor value*. The value of *the loading factor* that is said to be valid is >0.70 . So that the correlation value between the items of the research variable statements is obtained as follows:

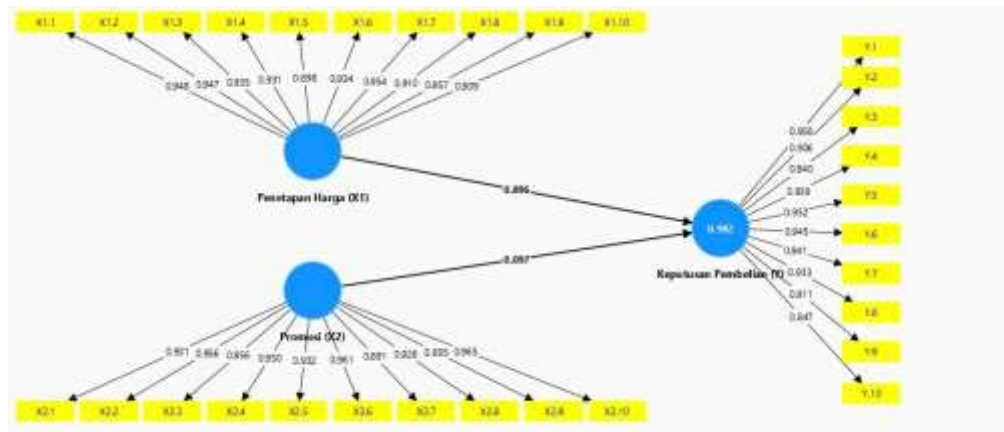


Figure 1. SEM PLS

Source: SmartPLS Processed

Validity Test

Purchase Decision (Y)

Table 4. *Outer Loading Purchase Decision*

No	Indicator	Nilai <i>Convergent Validity</i>	Information
1	Y.1	0,958	Valid
2	Y.2	0,906	Valid
3	Y.3	0,940	Valid
4	Y.4	0,939	Valid
5	Y.5	0,952	Valid
6	Y.6	0,945	Valid
7	Y.7	0,941	Valid
8	Y.8	0,933	Valid
9	Y.9	0,911	Valid
10	Y.10	0,847	Valid

Source: SmartPLS Processed

Pricing (x1)

Table 5. *Outer Loading Pricing*

No	Indicator	Nilai <i>Convergent Validity</i>	Information
1	X1.1	0,948	Valid
2	X1.2	0,947	Valid
3	X1.3	0,935	Valid
4	X1.4	0,931	Valid
5	X1.5	0,898	Valid
6	X1.6	0,934	Valid
7	X1.7	0,954	Valid
8	X1.8	0,910	Valid

9	X1.9	0,957	Valid
10	X1.10	0,909	Valid

Source: SmartPLS Processed

Promotion (X2)

Table 6. Outer Loading Promotion

No	Indicator	Nilai <i>Convergent Validity</i>	Information
1	X2.1	0,931	Valid
2	X2.2	0,956	Valid
3	X2.3	0,956	Valid
4	X2.4	0,950	Valid
5	X2.5	0,932	Valid
6	X2.6	0,961	Valid
7	X2.7	0,891	Valid
8	X2.8	0,926	Valid
9	X2.9	0,885	Valid
10	X2.10	0,965	Valid

Source: SmartPLS Processed

Reliability Testing

After knowing the valid level of data, the next step is to find out the level of data reliability or the level of *reliable* of each construct or variable. This assessment by looking at *composite reliability* and value *Cronbach alpha*. The value of a construct is said to be *reliable* if it gives a value *Cronbach alpha* >0,70.

Table 7. Nilai Construct Reliability dan Validity

Information	<i>Cronbach's Alpha</i>	rho_A	Composite Reliability	<i>Average Variance Extracted (AVE)</i>
Pricing (x1)	0,982	0,983	0,984	0,860
Promotion (X2)	0,983	0,984	0,985	0,870
Purchase Decision (Y)	0,984	0,984	0,986	0,876

Source: SmartPLS Processed

Based on the table above, it has been found that the *Cronbach alpha* value of >0.70 means that the level of data reliability is good or reliable. Then the *composite reliability* value of each construct >0.70 can also be concluded that the level of data reliability is good or *reliable*.

R-Square (R2)

Next, to assess the influence of certain exogenous latent constructs on endogenous latent constructs whether they have a substantive influence. The following is an estimate of R-Square:

Table 8. R-Square Test Results

Information	R-Square	Adjusted R-Square
Purchase Decision (Y)	0,982	0,981

Source: SmartPLS Processed

In the table above, it can be seen that the R-Square value of the Purchase Decision construct is 0.982 or 98.2%, which illustrates the magnitude of the influence exerted by the Purchase Decision construct of 1.8% influenced by other variables that were not examined in this study.

Path Coefficient

The following are the *output results* from *SmartPLS* that illustrate the estimates for the path coefficient test:

Table 9. Path Coefficient

Hypot hesis	Description	Original Sample (O)	Average Sample (m)	Standard Deviation (STDEV)	T-Statistic (O/STDEV)	P Values	Information
H1	Pricing (x1) → Purchase Decision (Y)	0,896	0,876	0,150	5,983	0,000	Hypothesis Accepted
H2	Promotion (x2) → Purchase Decision (Y)	0,097	0,116	0,151	0,641	0,522	Hypothesis Rejected

Source: SmartPLS Processed

Based on the results of *the SmartPLS test* in the table above, it can be seen that the results of testing the research hypothesis of the H1 hypothesis were accepted because the original sample had a positive value, t-statistic > 1.96 and p-values < 0.05 while the H2 hypothesis was rejected because the t-statistic < 1.96 and the p-values > 0.05 .

CONCLUSION

Based on the results of the research analysis, it was found that environmental factors, wages, coordination, and worker productivity had a significant influence on the performance of completion time for government building construction projects in Pangkalpinang City. Of the four factors, the wage system is the most dominant factor in influencing project performance, with a contribution of 72.59%. This shows that in order to optimize project completion time, the main attention must be paid to a more structured and equitable wage system. The proposed solution to improve the efficiency of project completion is to implement a wage strategy based on skills, work duration, achievements, types of work, and the provision of appropriate incentives. In addition, this study incorporates environmental and coordination factors as variables that are proven to affect project performance, so that they can be considered in the management of future development projects. By implementing a more optimal wage system and improving coordination and worker productivity, government building construction projects can be completed more efficiently and on time.

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