ABSTRACT

Nowadays, tight competition occurs in every business sector, including fast food industries. McDonald's as one of fast food companies must be able to maintain its performance, thus customers will still choose the company. This research is aimed to assess brand performance in McDonald's Basuki Rachmat Surabaya. The research sample is 105 McDonald's Basuki Rachmat Surabaya customers who have characteristic: aged minimum 17 years old, purchase McDonald's product minimum twice a month, and lives in Surabaya. This research uses purposive sampling method and data is gathered through distributing questionnaires to respondents directly and indirectly. Data is analyzed through SEM by using SmartPLS 2.0 M3 software.

The result shows that the entire hypotheses are accepted. First, brand trust influences brand loyalty positively and significantly. Secondly, brand affect influences brand loyalty positively and significantly. Moreover, third and fourth result in sequential order, brand personality affects influences brand loyalty positively and significantly and brand loyalty influences brand performance positively and significantly. These results are proven by observing the value of t-statistic which is larger than t-table of 1.96 and significance level which is below than alpha 0.05 from each relationship of hypothesized variables. These conclude that if brand trust increases, the brand loyalty will also be increasing and so does brand affect and brand personality. Moreover, if brand loyalty increases, this will lead to the increase of brand performance. Further research is advised to add more variables and samples also conducted in larger scope; therefore this is able to explain more about brand performance.

Keyword: Brand Trust, Brand Affect, Brand Personality, Brand Loyalty, Brand Performance, McDonald's Basuki Rachmat Surabaya