

ABSTRACT

Globalization has significantly transformed the trends in fast food. This shift has driven the rapid growth of fast-food restaurants in Indonesia, one of which is Pizza Hut Indonesia. However, along with the development of the Food & Beverage (F&B) industry, competition has become increasingly intense, coupled with the external challenge of boycott calls targeting brands affiliated with Israel. This phenomenon raises questions about how brand loyalty and brand image influence consumers' purchasing decisions amid global issues. This research is crucial for understanding the dynamics of consumer purchasing decisions during a corporate crisis, especially for Pizza Hut Indonesia, which has a strong consumer base.

This study aims to explore the levels of brand loyalty, brand image, and purchasing decisions for Pizza Hut Indonesia during the boycott period, as well as to determine the influence of brand loyalty and brand image on purchasing decisions both partially and simultaneously. The research employs a quantitative method with a series of tests, including descriptive analysis, classical assumption tests, multiple linear regression, hypothesis testing, and determination coefficients. The sampling technique used is non-probability sampling, specifically purposive sampling. Data were collected through questionnaires, resulting in 390 respondents who met the criteria.

The results, analyzed using SPSS software, show that brand loyalty and brand image has positive and significantly influence purchasing decisions, both partially and simultaneously. Descriptive analysis reveals that both brand loyalty and brand image are categorized as good, while purchasing decisions are categorized as very good.

This research provides valuable insights for companies by recommending that Pizza Hut Indonesia prioritize strategies to maintain consumer loyalty and strengthen brand image amidst the boycott issues. Future research is encouraged to explore other factors influencing purchasing decisions.

Keywords: Brand Loyalty, Brand Image, Purchasing Decisions, Boycott