DIJEFA: Dinasti International Journal of Economics, Finance & Accounting
E-ISSN: 2721-303X
P-ISSN: 2721-3021
https://dinastipub.org/DIJEFA dinasti.info@gmail.com +62 811 7404 455

DOI: https://doi.org/10.38035/dijefa.v6i1.3926
https://creativecommons.org/licenses/by/4.0/
Received: 31 December 2024 | **Revised:** 05 March 2025 | **Accepted:** 20 March 2025

The Effect of Perceived Value on Repurchase Intention of Mcdonald's Products When Carrying Out Palestine Washing Mediated by Purchase Attitude and Word of Mouth

Kavita Krishna Murthy[1*], Lindiawati[2]
[1]Universitas Hayam Wuruk Perbanas, Surabaya, Indonesia, rismakavita8@gmail.com
[2]Universitas Hayam Wuruk Perbanas, Surabaya, Indonesia, lindi@perbanas.ac.id

[*]Corresponding Author: rismakavita8@gmail.com[1]

Abstract: This study aims to analyze the significant positive influence of perceived value on purchase intention on McDonald's products mediated by purchase attitude and word of mouth as a link between perceived value and purchase intention. This research design uses a quantitative approach in the form of a questionnaire. A total of 322 respondents responded to this questionnaire in Indonesia using a questionnaire that applies a Likert scale of 1-5. Data were selected using purposive sampling techniques, then analyzed with WarPLS. This study measures perceived value, word of mouth, and purchase attitude as well as purchase intention towards the product after conducting Palestine Washing. This study has 2 paths, namely direct and indirect paths in influencing purchase intention. The role of purchase attitude and word of mouth is a full mediation of the relationship between perceived value and their intention to buy McDonald's products after conducting Palestine Washing. This study refers to previous studies, which show that the relationship between perceived value towards McDonald's products and their intention to buy the product is direct and indirect. Purchase intention can be indirect due to the mediation of purchase attitude and word of mouth to have an influence from perceived value to purchase intention

Keywords: Perceived Value, Word Of Mouth, Purchase Attitude, Purchase Intention.

INTRODUCTION

Recently, a phenomenon known as “boycott” has emerged. A boycott is an action to avoid using or purchasing products or services from a particular party as a form of protest or pressure against policies, actions, or behavior that are considered unfair (Putra, 2024). One form of boycott is stopping the purchase of certain products. This action was also carried out by several countries through the BDS (Boycott, Divestment, and Sanctions) movement which invites its supporters to stop using major brands that are directly involved in supporting Israel's violent policies against the Palestinian people (Sharma S & Sharma K, 2023). The BDS movement has grown not only to target Israeli products, but also products from companies that are considered to support Israel (BDS Movement, 2015). The main focus of this boycott is on several large companies such as McDonald's, Starbucks, and Disney+ (Trisnawati, 2024). The

impact experienced by companies experiencing a boycott on a product is financial loss, reputational damage, and a significant decline in sales (Shebil et al., 2015). One of the impacts of this boycott movement is on the McDonald's company in the international market, especially in the Middle East, Malaysia, and Indonesia (Business2Community, 2023). McDonald's is one of the companies that experienced a significant decline in sales due to the Israeli attack on Palestine. This company experienced a 70% decline in its sales level and experienced a 4% decline in shares (CNBC Indonesia, 2023). During this boycott, companies that experienced a boycott on their products carried out a strategy to restore their company's image, one of which is called "Palestine Washing" (BNE Intellinews, 2023). McDonalds is one of the companies that runs the Palestine Washing program. As a form of support for Palestinian citizens, McDonalds provided humanitarian aid of IDR 1.5 billion which was distributed to the Indonesian National Zakat Agency (Republika.co.id, 2023). Consumer attitudes have a significant effect on purchasing interest, meaning that the better the consumer's attitude towards a product, the higher the purchasing interest (Dharma Arya Pamungkas, 2023); (Woo & Kim, 2019) Purchase intention is the desire and tendency of consumers to buy a product or service after assessing the benefits and value offered (Bilal et al., 2023); (Woo & Kim, 2019); (Curvelo et al., 2019). This reflects the willingness of consumers to make purchases that are influenced by their beliefs and attitudes towards certain products or services (Kim, 2020); (Anora et al., 2024). The higher the purchase intention, the more likely the consumer is to actually make a purchase (Tsai, 2020); (Li et al., 2022). Several factors that can influence purchase intention are perceived value (Woo & Kim, 2019); (Bilal et al., 2023); (Sembiring & Nisa, 2024), customer attitude (Dharma Arya Pamungkas, 2023); (Woo & Kim, 2019), and word of mouth communication (Bilal et al., 2023); (Temaja et al., 2019).

McDonald's is known as a company that has high value. Perceived value is defined as the consumer's overall assessment of the usefulness of a product based on what is received and what is given ((Mukerjee, 2018); (Luo et al., 2022); (Woo & Kim, 2019). In terms of value, it also provides several overall aspects of the product, including functional value, social value, condition value, and emotional value (Boksberger & Melsen, 2011); (Arias et al., 2024); (Woo & Kim, 2019). This shows that the higher the value perceived by consumers, the more likely they are to make a purchase (Kimiagari & Asadi Malafe, 2021). In the context of perceived value, there is a significant influence on consumer attitudes, meaning that the better the perceived value of a product, the higher the consumer's attitude in making purchasing decisions (Dharma Arya Pamungkas, 2023). It is important for companies to increase the value perceived by consumers to create a positive attitude. Purchase attitude refers to a consumer's attitude toward a particular product or brand, which includes positive or negative evaluations based on individual experiences, beliefs, and values. (Woo and Kim 2019); (Bilal et al., 2023); (Zaremohzzabieh et al., 2021). This attitude plays an important role in the purchasing decision-making process, as it can affect consumer purchase intentions and loyalty (Li et al., 2022); (Johari & Keni, 2022); (Siaputra & Isaac, 2020). Attitude reflects the expression of feelings about an object whether it is liked or not, and attitude can also describe beliefs about various attributes and benefits of the object (Yuliawati, 2017). From another perspective, consumers who have a positive attitude toward a product due to previous good experiences are more likely to repurchase the product in the future. This shows the importance of word of mouth, where positive recommendations from other customers or personal experiences can influence consumer purchasing decisions. (Nofal et al., 2022)

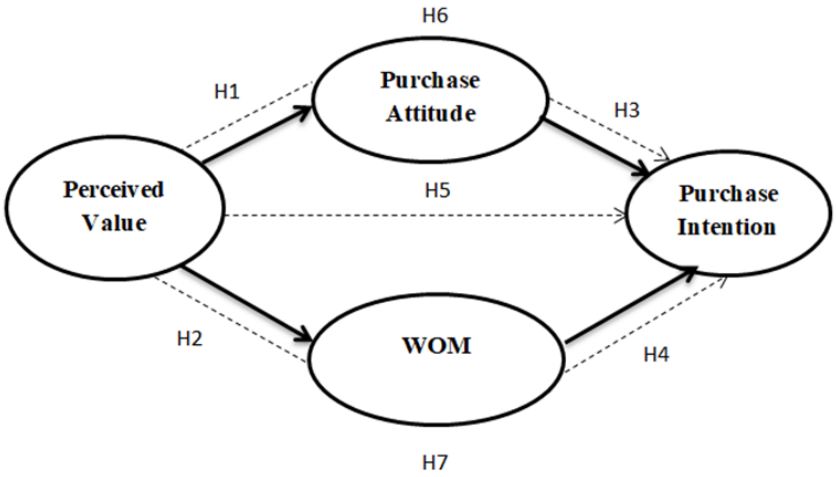
Word of mouth is defined as a positive or negative statement from consumers who have used a product or service in the form of communication between consumers about the product or service and influences the decision-making process. (Mukerjee, 2018); (Bilal et al., 2023) (Temaja et al., 2019) (Mazzarol., et al 2019). With the benefits and quality of a product and getting positive information from consumer experience, consumers tend to have a positive attitude towards their purchasing decisions. The relationship between perceived value and

purchase intention can be mediated by purchase attitude (Woo & Kim, 2019) and word of mouth (Nuzula & Wahyudi, 2022).

In the context of Palestine Washing, there is still little research that examines how activities carried out by McDonald's can affect the relationship between perceived value, purchase attitude, and how purchase attitude and word of mouth mutually influence purchase intention in that context. In addition, the role of word of mouth as a mediator in this relationship, especially in the context of social activities, has not been widely researched.

This study aims to analyze the effect of perceived value on purchase intention through the mediation of purchase attitude and word of mouth. By understanding the relationship between perceived value and purchase intention, and how purchase attitude and communication between consumers act as mediators, this study is expected to provide deeper insight into the factors that influence consumer purchasing decisions.

Framework



Research Hypothesis

The Effect of Perceived Value on Purchase Attitude

Perceived value has a significant positive effect on purchase attitude (Woo & Kim, 2019); (Dharma Arya Pamungkas, 2023). Value has a significant effect on attitude. This means that the better the perception of the value of a product, the higher the consumer's attitude in making a purchasing decision. Overall, it can be interpreted that perceived value has a significant positive effect on purchase attitude, this shows that consumers who benefit from the value of perceived value, namely functional, social, emotional, and conditional from a product. will develop a positive purchasing attitude that will increase the intention to buy. Therefore, value significantly positively influences consumer attitudes towards a product to have an impact on purchasing decisions.

H1: Perceived Value has a significant positive effect on purchase attitude on McDonald's products after Palestine Washing

The Influence of Perceived Value on Word of Mouth

Perceived value has a significant positive influence on word of mouth (Mukerjee, 2018). This means that consumers feel that they can receive good value for a product, then consumers will be more likely to recommend the product to others. It is important to manage consumer perceived value to increase positive recommendations through recommendations to others (wom). Research (Nuzula & Wahyudi, 2022) states that high perceived value can increase consumers to share their positive experiences with a product through WOM. Consumers who feel good value from a product tend to recommend the product to others. Therefore, it is necessary to increase perceived value to encourage positive WOM through

marketing strategies that emphasize quality, consumer experience, and the emotional value of a product.

H2: Perceived Value has a significant positive effect on word of mouth on McDonald's products after Palestine Washing

The Influence of Purchase Attitude on Purchase Intention

Purchase attitude has a significant positive effect on purchase intention. Purchase attitude is a positive or negative attitude of consumers towards a product (Woo & Kim, 2019). This attitude reflects the consumer's overall evaluation of a product based on their perception. A positive attitude plays an important role in driving consumer intention to make a purchase, the stronger the consumer's attitude, the higher the consumer's repurchase of the product. This study supports previous research which shows that consumer attitudes have a significant effect on purchasing interest (Dharma Arya Pamungkas, 2023). Therefore, to increase purchase intention, it is necessary to focus on a strategy to strengthen positive attitudes in consumers towards a product such as paying attention to the benefits, quality and social benefits obtained by consumers when buying the product

H3: Purchase attitude has a significant positive effect on purchase intention on McDonald's products after Palestine Washing

The Influence of Word Of Mouth on Purchase Intention

Research (Temaja et al., 2019). states that WOM has a significant positive influence on purchase intention, meaning that the better the WOM received by consumers, the higher their intention to buy a product. WOM is a form of communication that is often more trusted because it includes the dissemination of positive information from consumer experiences, recommendations from external and internal sources that can increase consumer intention to buy the product. When consumers get positive information about a product, they will be more interested in buying the product because the information conveyed by other consumers is often considered more relevant and trustworthy. Therefore, WOM has an important role in influencing purchase intention. Communication carried out through positive word of mouth will increase consumer intention to buy

H4: Word of mouth has a significant positive effect on purchase intention on McDonald's products after Palestine Washing

The Effect of Perceived Value on Purchase Intention

Research (Nuzula & Wahyudi, 2022) shows that the influence of perceived value has a significant positive effect on purchase intention. This means that the higher the perceived value felt by consumers towards a product, the greater their intention to purchase. Other studies explain that perceived value has a significant influence on purchase intention, the better the value given to the product can increase the intention to purchase the product (Business, 2024). Consumers who feel the high value of a product are more likely to plan to buy the product, therefore the need to increase the perceived value of consumers will encourage higher purchase intentions. The influence of perceived value on purchase intention shows the importance of creating positive value for consumers to encourage them to make purchases.

H5: Perceived value has a significant positive effect on purchase intention on McDonald's products after Palestine Washing

Purchase Attitude As A Mediator of The Influence of Perceived Value on Purchase Intention

In the journal (Woo & Kim, 2019) it is stated that consumer attitudes (attitudes) towards purchasing products significantly mediate the influence of perceived value on purchase intentions. This means that consumers with a more positive attitude towards the product will have a strong value to buy the product. Consumers tend to have the intention to buy a product when they feel that the product can provide good benefits. Value has a significant positive effect on attitude, which will then affect purchase intention. It can be concluded that purchase attitude plays an important role as a mediator in the relationship between perceived value and purchase intention.

H6: Purchase attitude as a mediator of the influence of perceived value on purchase intention

Word of Mouth As A Mediator of The Influence of Perceived Value on Purchase Intention

Research (Nuzula & Wahyudi, 2022) states that WOM functions as a mediator to connect value to purchase intention. This means that the perceived value through WOM will affect purchase intention. When consumers feel the high value of a product, consumers feel satisfied to share positive experiences then consumers will recommend the product to other consumers, positive information will affect purchase intention. When other people hear positive recommendations from people around them they are more likely to consider the product in purchasing decisions. WOM has a stronger influence as a mediator of the influence of perceived value on purchase intention. Therefore, the role of WOM as a mediator helps in designing strategies to increase product sales by increasing the value of a product and sharing positive information with other consumers aims to create purchase intention for a product

H7: Word of mouth as a mediator of the influence of perceived value on purchase intention

METHOD

This study is a study with primary data obtained directly from respondents through a survey of statements submitted to respondents in the form of a questionnaire. Respondents answered structural questions about the perceived value of McDonald's products, word of mouth communication of McDonald's products, purchasing attitudes towards McDonald's products, and their purchase intentions towards McDonald's products after carrying out the Palestine Washing humanitarian program. Data were collected for about 1 month. This questionnaire collected data from respondents who met the criteria: people aged at least 19 years, knowing about McDonald's support for Palestine, and having purchased McDonald's products in the last three months. A total of 322 consumers responded to our questionnaire. The sample consisted of 67% domiciled in Surabaya and 33% domiciled outside Surabaya. Respondents were aged between 19 and over 43 years. Regarding consumer employment status, 47% were students, 18% were private employees, 9% were self-employed, 9% were housewives, 7% were civil servants, and 10% were others.

Measurement Scale

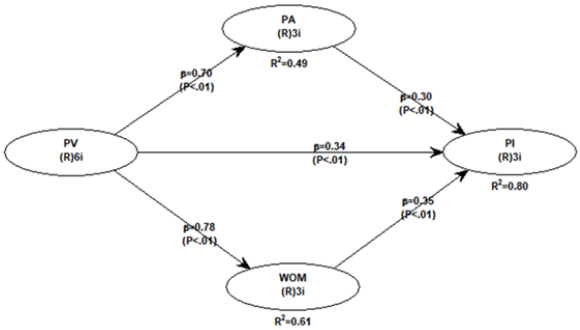
Perceived value of McDonald's products is measured by six statement items taken from research (Woo & Kim, 2019). Word of mouth communication is measured by three statement items taken from research (Mazzarol, et al 2019), Consumer attitude is measured by three statement items taken from research (Woo & Kim, 2019). Three items, inspired by research (Woo & Kim, 2019) are used to measure the likelihood of consumers to purchase McDonald's products after conducting the Palestine Washing humanitarian program. For these four

measurement scales, consumers are asked to indicate their level of agreement or disagreement with each item on a five-point Likert scale ranging from "strongly disagree" to "strongly agree".

RESULTS AND DISCUSSION

Results

Measurement Model Test



Structural Model Test

Table 1. Structural Model Test

Variables	Item	Loading	CR	AVE
Perceived value	McDonald's products have good standards.	(0.777)	0.929	0.686
	I feel that when I buy McDonald's products, other people give a good impression.	(0.867)		
	I feel that when I buy McDonald's products, other people show a good attitude.	(0.850)		
	I buy McDonald's products because they are practical.	(0.791)		
	I enjoy buying McDonald's products.	(0.854)		
	I feel satisfied after buying McDonald's products.	(0.824)		
Word of mouth	I agree with the information about McDonald's from other people.	(0.873)	0.864	0.681
	I often agree with the information about McDonald's from other people.	(0.695)		
	I am sure that in the future, I will get positive information about McDonald's from other people.	(0.894)		
Purchase Attitude	In my opinion, buying McDonald's products that have carried out humanitarian programs for Palestine is a noble thing.	(0.913)	0.946	0.854
	In my opinion, buying McDonald's products that have carried out humanitarian programs for Palestine is a positive thing.	(0.930)		
	In my opinion, buying McDonald's products that have carried out humanitarian programs for Palestine is something that provides benefits.	(0.929)		

Purchase Intention	My intention to buy McDoanld's products is big.	(0.942)	0.956	0.878
	I have no problem buying McDonald's products.	(0.920)		
	I intend to buy McDonald's products	(0.949)		

	Path Coefficient	P Values
Perceived value – Purchase attitude	0.697	<0.001
Perceived value – Word of Mouth	0.784	<0.001
Purchase attitude – purchase intention	0.302	<0.001
Word of mouth – Purchase intention	0.346	<0.001
Perceived value – Purchase intention	0.335	<0.001

Discussion

The Influence of Perceived Value on Purchase Attitude

The influence of perceived value has a significant positive effect on purchase attitude (β=0.7: p<0.01). This shows that the better the respondent's perception of the value of McDonald's products that have carried out humanitarian programs for Palestine on consumer assessments of the value they feel (perceived value) about McDonald's products which include functional value, social value, condition value, and emotional value (Woo & Kim, 2019). Based on descriptive data, the mean perceived value is 3.81, meaning that respondents agree that McDonald's has good standards, the impression and attitude of others towards respondents who buy McDonald's products are good. Respondents consider McDonald's products to be practical and make them feel happy and satisfied with McDonald's products. Respondents who have a positive perception of McDonald's value consider that the humanitarian program carried out by McDonald's for Palestine (palestine washing) is good and provides benefits (p <0.01)

The results of testing hypothesis 1 support previous research conducted by (Woo & Kim, 2019) which stated that perceived value has a significant positive effect on purchase attitude. Perceived value is the value of consumers' views on the benefits they receive from a product, compared to what they give in return (Bilal et al., 2023). Perceived value is a consumer's overall assessment of the net benefits of a product or service, based on what is received and compared to what they give (Woo & Kim, 2019). Purchase attitude is a comprehensive evaluation and assessment including psychological relationships with targets and assessments of whether the target is positive or negative (Woo & Kim, 2019). Attitude is also interpreted as a positive or negative assessment in consumer perception (Zaremohzzabieh et al., 2021).

The results of the current study are in line with the concept of perceived value and purchase attitude from previous studies. In the context of this study, respondents have a positive attitude towards purchasing McDonald's products that have carried out humanitarian programs for Palestine (Palestine Washing)

The Influence of PV on WOM

The influence of perceived value has a significant positive effect on word of mouth (β = 0.78: p <0.01). This shows that the better the respondent's perception of the value of McDonald's products that have carried out Palestine washing for Palestine on consumer assessments of WOM (word of mouth) about McDonald's towards purchasing McDonald's products after receiving information that McDonald's is providing humanitarian support for Palestine and receiving positive information about the views of McDonald's consumers obtained by McDonald's consumers from other people (Mazzarol et al., 2019). Based on descriptive data, the mean word of mouth value is 3.65. This means that respondents agree that consumers get good and positive information about McDonald's from other people with the humanitarian program for Palestinians (p <0.01).

The results of testing hypothesis 2 support previous research conducted by (Bilal et al., 2023) which stated that perceived value has a significant positive effect on word of mouth. Perceived value is the value of consumers' views on the benefits they receive from a product, compared to what they give in return (Bilal et al., 2023). Perceived value is the consumer's overall assessment of the net benefits of a product or service, based on what they receive and compared to what they give (Woo & Kim, 2019).

WOM is defined as informal communication between consumers about products or services that is non-commercial in nature and is considered very influential in the customer decision-making process (Mukerjee, 2018). Word of mouth is the process of individuals conveying their experiences about goods or services to others, either individually or in groups and usually in the form of reviews based on their personal experiences with certain products or services (Dharma et al., 2023). Word of mouth is the exchange of ideas, thoughts, and comments between consumers, which does not involve marketers, and can influence purchasing decisions (Muis et al., 2020). WOM serves as a reference for consumers in making purchasing decisions based on other people's experiences with certain products or services (Saputra, 2023) The results of this study are consistent with the concept of perceived value (PV) which influences word of mouth (WOM), as explained in previous studies. In the context of this study, the value perceived by respondents towards McDonald's humanitarian programs contributed to increased WOM. This shows that perceived value plays an important role in encouraging consumers to share their positive experiences about McDonald's products with others. The better the consumer perception of the program carried out by McDonald's, the greater the possibility of consumers to spread positive information through WOM.

The Influence of Purchase Attitude on Purchase Intention

The influence of purchase attitude has a significant positive effect on purchase intention (β = 0.30: p <0.01). This shows that the better the perception of respondents' attitudes towards McDonald's products that have carried out humanitarian programs for Palestine towards consumer assessments of consumer attitudes (purchase attitudes) about McDonald's towards purchasing McDonald's products after receiving information that McDonald's is providing humanitarian support for Palestine (Based on descriptive data, the mean purchase attitude value is 3.73. This means that respondents agree that McDonald's has done something noble and positive by carrying out humanitarian programs for Palestine, respondents consider that they agree in terms of being useful. Respondents who have a positive perception of McDonald's attitude consider that the humanitarian program carried out for Palestine is something that is useful (p <0.01).

The results of testing hypothesis 3 support previous research conducted by (Woo & Kim, 2019) which states that purchase attitude has a significant positive effect on purchase intention. Purchase attitude is a comprehensive evaluation and assessment including psychological relationships with targets and assessments of whether the target is positive or negative (Woo & Kim, 2019). Attitude is defined as a positive or negative assessment in consumer perception (Zaremohzzabieh et al., 2021). Attitude is a function of perceived benefits, perceived price, and energy awareness (Akroush et al., 2019)

According to (Ha, 2021) purchase intention is defined as a person's conscious desire to buy a product from a brand, which reflects the consumer's plan or intention in making a purchase. Purchase intention is a form of behavior that has been planned in advance and has the potential to be realized into real actions in the form of purchases in the future (Akkaya, 2021). Purchase intention refers to the consumer's desire to take certain actions related to purchasing a particular product or service, which is influenced by consumer beliefs and their attitudes towards the product or service (Kim, 2020). Purchase intention refers to the customer's desire to buy a product or service through existing channels in a community (Prentice et al., 2019).

The results of this study are in line with the concept of purchase attitude (PA) which influences purchase intention (PI), as explained in previous studies. In the context of this study, respondents' positive attitudes towards McDonald's humanitarian programs contributed to increased purchase intention. This shows that purchase attitude plays an important role in driving consumer intention to purchase McDonald's products, the better the consumer's perception of the program carried out by McDonald's, the more likely consumers are to repurchase McDonald's products.

The Influence of WOM on PI

The influence of word of mouth has a significant positive effect on purchase intention ($\beta = 0.35$: $p < 0.01$). This shows that the better the respondent's perception of receiving or providing information (word of mouth) on McDonald's products that have carried out humanitarian programs for Palestine on consumer assessments of purchase intentions about McDonald's towards purchasing McDonald's products after receiving information that McDonald's is providing humanitarian support for Palestine (Temaja et al., 2019). Based on descriptive data, the mean purchase intention value is 3.54, meaning that respondents agreed that they received good and positive information about McDonald's from other people after carrying out a humanitarian program for Palestine, respondents considered that they were confident that in the future they would receive good information about McDonald's products. Respondents who had a positive perception of McDonald's WOM considered that the humanitarian program carried out for Palestine was beneficial ($p < 0.01$). The results of testing hypothesis 4 support previous research conducted by (Temaja et al., 2019) which stated that word of mouth has a significant positive effect on purchase intention. WOM (Word of Mouth) is defined as a positive or negative statement made by potential, existing, or previously used consumers of a product or service, and can be accessed by a wide consumer base via the internet (Bilal et al., 2023). WOM is also defined as informal communication between consumers regarding products or services that are non-commercial in nature and are considered very influential in the customer decision-making process (Mukerjee, 2018). Word of mouth is the process of individuals conveying their experiences about goods or services to others, either individually or in groups and usually in the form of reviews based on their personal experiences with a particular product or service (Dharma et al., 2023). Word of mouth is the exchange of

ideas, thoughts, and comments between consumers, which does not involve marketers, and can influence purchasing decisions (Muis et al., 2020).

According to (Ha, 2021) purchase intention is defined as a person's conscious desire to buy a product from a brand, which reflects the consumer's plan or intention in making a purchase. Purchase intention is a form of behavior that has been planned in advance and has the potential to be realized into real actions in the form of purchases in the future (Akkaya, 2021). Purchase intention refers to the consumer's desire to take certain actions related to purchasing a particular product or service, which is influenced by consumer beliefs and their attitudes towards the product or service (Kim, 2020).

The results of this study are consistent with the concept that Word of Mouth (WOM) influences purchase intention (PI), as explained in previous studies. In the context of this study, the positive attitude of respondents towards information circulating through WOM regarding McDonald's humanitarian programs contributed to an increase in purchase intention. This shows that WOM plays an important role in driving consumer intention to purchase McDonald's products. The better the consumer's perception of information obtained through WOM regarding McDonald's programs, the more likely they are to repurchase the product.

The Effect of PV on PI The effect of perceived value has a significant positive effect on purchase intention (β=0.34: $p<0.01$). This shows that the better the respondent's perception of the value of McDonald's products that have carried out humanitarian programs for Palestine on consumer assessments of the value they feel (perceived value) about McDonald's products which include functional value, social value, condition value, and emotional value (Woo & Kim, 2019). Based on descriptive data, the mean perceived value is 3.81, meaning that respondents agree that McDonald's has good standards, the impression and attitude of others towards respondents who buy McDonald's products are good. Respondents consider McDonald's products to be practical and make them feel happy and satisfied with McDonald's products. Respondents who have a positive perception of McDonald's value consider that the humanitarian program carried out by McDonald's for Palestine (palestine washing) is good and provides benefits ($p <0.01$)

The results of testing hypothesis 5 support previous research conducted by (Nuzula & Wahyudi, 2022) which states that perceived value has a significant positive effect on purchase intention. Perceived value is the value of consumers' views on the benefits they receive from a product, compared to what they give in return (Bilal et al., 2023). Perceived value is a consumer's overall assessment of the net benefits of a product or service, based on what is received and compared to what they give (Woo & Kim, 2019)

Purchase intention is a form of behavior that has been planned in advance and has the potential to be realized into real actions in the form of purchases in the future (Akkaya, 2021). Purchase intention refers to the consumer's desire to take certain actions related to the purchase of a particular product or service, which is influenced by consumer beliefs and their attitudes towards the product or service (Kim, 2020). Purchase intention refers to the customer's desire to purchase a product or service through existing channels in a community (Prentice et al., 2019)

The results of this study are in line with the concept of perceived value (PV) which influences purchase intention (PI), as explained in previous studies. In the context of this study, respondents' positive perceptions of McDonald's humanitarian programs contributed to increased purchase intention. This shows that perceived value plays an important role in driving consumer intention to purchase McDonald's products. The better the consumer's perception of the program carried out by McDonald's, the more likely they are to repurchase the product.

Purchase Attitude As A Mediator of The Influence of Perceived Value on Purchase Intention

Purchase attitude mediates the influence of perceived value on purchase intention. This is because the influence of perceived value on purchase attitude is significant with a value of ($\beta = 0.7$: $p < 0.01$). While the influence of purchase attitude on purchase intention is significant with a value of ($\beta = 0.30$: $p < 0.01$). This can be interpreted that perceived value influences purchase intention directly or indirectly. In terms of indirect context, there is a role of purchase attitude as a mediator in the influence of perceived value on purchase intention.

WOM As A Mediator of The Influence of Perceived Value on Purchase Intention

Word of mouth mediates the influence of perceived value on purchase intention. This is because the influence of perceived value on word of mouth is significant with a value of ($\beta = 0.78$: $p < 0.01$). While the influence of word of mouth on purchase intention is significant with a value of ($\beta = 0.35$: $p < 0.01$). This can be interpreted that perceived value influences purchase intention directly or indirectly. In terms of indirect context, the role of word of mouth as a mediator in the influence of perceived value on purchase intention

Palestine washing is a strategy carried out by companies to improve their brand image by showing support for the Palestinian issue. In the case of McDonalds, this issue arose after information circulated on social media and in several restaurants claiming that McDonalds launched a humanitarian program as an effort to improve its brand image. This is considered a response to criticism regarding the company's actions which are considered not in favor of justice.

In several countries, the boycott of McDonald's has caused a 1.3% decline in sales in the second quarter of this year. In addition, the company's stock reportedly fell by 15% throughout the year, indicating a major impact of the growing negative perception among global consumers. The boycott was widespread in countries with a Muslim majority, such as Indonesia, Malaysia, and Middle Eastern countries, where people are more sensitive to the Palestinian issue (News, 2024)

The global impact of the boycott included a negative perception of the brand in general, a significant decline in sales, and pressure on long-term financial performance. To address this, McDonald's attempted to launch a humanitarian program that was described as part of the Palestine washing strategy. This strategy aims to improve the company's image and change consumers' views by creating the impression that the company cares about humanitarian issues. However, this step continues to draw criticism because it is considered more focused on image than on real actions that support social justice (Republika.co.id, 2024)

CONCLUSION

Based on the discussion that has been done, several conclusions can be drawn related to the influence of perceived value on various factors that influence purchase intention towards McDonald's products after the humanitarian program for Palestine (palestine washing).

First, the study shows that perceived value has a significant positive effect on purchase attitude. This means that the better the consumer's perception of the value of McDonald's products involved in the humanitarian program for Palestine, the more positive their attitude towards the product. This shows that the benefits felt by consumers from the program also influence their assessment of McDonald's products, which is reflected in a more positive attitude.

Second, perceived value also has a significant positive effect on word of mouth (WOM). The more positive the consumer's perception of the value provided by McDonald's through the

Palestinian humanitarian program, the more likely the consumer is to share positive information with others. This indicates that consumers tend to talk more about their positive experiences, which in turn can influence the purchasing decisions of others.

Furthermore, purchase attitude is proven to have a significant positive effect on purchase intention. Consumers who have a positive attitude towards McDonald's products after being involved in the Palestinian humanitarian program tend to have a greater intention to purchase the product. This positive attitude, which is influenced by the perception of product value, contributes to an increase in consumer purchase intention.

In addition, word of mouth also has a significant positive effect on purchase intention. Positive information received by consumers through WOM, both directly and indirectly, plays a role in increasing consumer intention to buy McDonald's products. Therefore, WOM is an important factor in influencing consumer purchasing decisions.

Furthermore, the results of the study also show that perceived value has a significant positive effect on purchase intention. The more positive the consumer's perception of the value of McDonald's products, the greater their intention to buy the product. Perceived value, which includes the functional, social, and emotional aspects of the product, plays an important role in increasing consumer purchase intention.

This study also confirms that purchase attitude and word of mouth act as mediators that connect the influence of perceived value on purchase intention. In this case, both consumer attitudes towards the product and information shared by others can strengthen the relationship between perceptions of product value and intention to buy the product.

Overall, although the Palestine Washing program carried out by McDonald's may aim to improve its brand image after criticism regarding the company's lack of support for the Palestinian issue, the results of this study indicate that the positive perception of product value driven by the program still has a significant impact on consumer attitudes and their intention to buy McDonald's products. However, it is also important to note that negative responses resulting from criticism and boycotts can impact a company's long-term performance.

REFERENCES

Akkaya, M. (2021). Understanding the impacts of lifestyle segmentation & perceived value on brand purchase intention: An empirical study in different product categories. *European Research on Management and Business Economics*, *27*(3), 100155. https://doi.org/10.1016/j.iedeen.2021.100155

Akroush, M. N., Zuriekat, M. I., Al Jabali, H. I., & Asfour, N. A. (2019). Determinants of purchasing intentions of energy-efficient products: The roles of energy awareness and perceived benefits. *International Journal of Energy Sector Management*, *13*(1), 128–148. https://doi.org/10.1108/IJESM-05-2018-0009

Anora, A., Setiadi, S., Maulana, R., & Ginanjar, N. S. (2024). Pengaruh Kepercayaan Konsumen dan Komitmen Konsumen Terhadap Niat Beli Produk Elektronik di Bandung, Jawa Barat. *Jurnal EMT KITA*, *8*(1), 9–17. https://doi.org/10.35870/emt.v8i1.1705

Arias, C., Cadena Lozano, J. B., & Bello Bernal, M. A. (2024). The Role of Value in Extending the Lifetime of Products: An Analysis of Perceived Value and Green Consumption Values on Pro-Circular Behaviors of Repair and Reuse. *Sustainability (Switzerland)*, *16*(4). https://doi.org/10.3390/su16041567

Bilal, M., Zhang, Y., Cai, S., Akram, U., & Luu, N. T. M. (2023). Unlocking luxury purchase intentions in China: A study of consumer attitude, perceived value, and the moderating effect of perceived enjoyment. *Acta Psychologica*, *240*(September), 104048. https://doi.org/10.1016/j.actpsy.2023.104048

BNE Intellinews. (2023). *McDonald's Turkey sends million dollars to Gaza amid outcry over McDonald's Israel's free meals for soldiers*. BNE Intellinews.

https://www.intellinews.com/mcdonald-s-turkey-sends-million-dollars-to-gaza-amid-outcry-over-mcdonald-s-israel-s-free-meals-for-soldiers-298045/

Boksberger, P. E., & Melsen, L. (2011). Perceived value: A critical examination of definitions, concepts and measures for the service industry. *Journal of Services Marketing*, *25*(3), 229–240. https://doi.org/10.1108/08876041111129209

Business, D. (2024). *Perceived value dan brand trust terhadap purchase intention dengan mediasi brand preference*. *4*(2), 383–395.

Business2Community. (2023). *McDonald's Boycott: The Damage Caused by Presence in Israel*. Business2Community. https://www.business2community.com/statistics-pages/mcdonalds-boycott

Candradewi, Y., & Marsasi, E. G. (2023). The Role of Attitude Towards Behavior and Utilitarian Benefit in Intention to Purchase Based on Theory of Planned Behavior in Generations Y and Z. *Ekuitas: Jurnal Pendidikan Ekonomi*, *11*(2), 340–355. https://doi.org/10.23887/ekuitas.v11i2.72357

CNBC Indonesia. (2023). *Penjualan McDonald's Anjlok 70% Gegara Boikot-Anti Israel*. CNBC Indonesia. https://www.cnbcindonesia.com/news/20231123140438-4-491438/penjualan-mcdonalds-anjlok-70-gegara-boikot-anti-israel

Curvelo, I. C. G., Watanabe, E. A. de M., & Alfinito, S. (2019). Purchase intention of organic food under the influence of attributes, consumer trust and perceived value. *Revista de Gestao*, *26*(3), 198–211. https://doi.org/10.1108/REGE-01-2018-0010

Dharma Arya Pamungkas, D. (2023). The Influence of Perceived Value and Product Involvement Towards Purchase Intention Mediated by Attitude. *Journal of World Science*, *2*(7), 989–997. https://doi.org/10.58344/jws.v2i7.312

Dharma, U. B., Mouth, W. O., Produk, K., Produk, K., Layanan, K., Produk, K., Layanan, K., Mouth, O., & Produk, K. (2023). *Prosiding : Ekonomi dan Bisnis Pengaruh Word Of Mouth (Wom), Kualitas Produk Dan Kualitas Layanan Terhadap Keputusan Pembelian Kue Semprong (Studi Kasus Pada Toko Online Loves Semprong , Dadap*. *3*(2).

Dirsehan, T., & Kadıoğlu, C. T. (2023). Operationalizing Customer-perceived Value as an Emergent Variable: Empirical Evidence from Mobile Food Ordering and Delivery Applications. *Journal of Creating Value*, *9*(2), 227–244. https://doi.org/10.1177/23949643231199512

Eggert, A., & Ulaga, W. (2002). Customer perceived value: A substitute for satisfaction in business markets? *Journal of Business & Industrial Marketing*, *17*(2–3), 107–118. https://doi.org/10.1108/08858620210419754

Engelina, J. (2024). *The Influence of Perceived Quality , Perceived Value of Cost , Brand Identification , and Brand Trust on Brand Loyalty Mediated by Customer Satisfaction in Batam City*. *13*(2), 698–718.

Gerakan BDS. (2015). *What is BDS?* BDS Movement. https://bdsmovement.net/what-is-bds

Ha, T. M. (2021). The impact of product characteristics of limited-edition shoes on perceived value, brand trust and purchase intention. *Cogent Business and Management*, *8*(1). https://doi.org/10.1080/23311975.2021.1953680

Johari, C., & Keni, K. (2022). Pengaruh Product Quality, Attitude of Customers Dan Perceived Behavioral Control Terhadap Purchase Intention Pada Umkm Produk Kue. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, *6*(2), 340–351. https://doi.org/10.24912/jmieb.v6i2.21215

Kim, S. S. (2020). Purchase intention in the online open market: Do concerns for E-commerce really matter? *Sustainability (Switzerland)*, *12*(3). https://doi.org/10.3390/su12030773

Kimiagari, S., & Asadi Malafe, N. S. (2021). The role of cognitive and affective responses in the relationship between internal and external stimuli on online impulse buying behavior. *Journal of Retailing and Consumer Services*, *61*(June 2020), 102567. https://doi.org/10.1016/j.jretconser.2021.102567

Lee, V., Park, S., & Lee, D. (2022). The Effect of E-commerce Servi ce Quali ty Factors on Customer Sati sfacti on, Purchase Intention, and Actual Purchase in Uzbekistan. *Global Business and Finance Review*, *27*(3), 56–74. https://doi.org/10.17549/gbfr.2022.27.3.56

Li, J., Guo, F., Xu, J., & Yu, Z. (2022). What Influences Consumers' Intention to Purchase Innovative Products: Evidence From China. *Frontiers in Psychology*, *13*(March). https://doi.org/10.3389/fpsyg.2022.838244

Luo, B., Li, L., & Sun, Y. (2022). Understanding the Influence of Consumers' Perceived Value on Energy-Saving Products Purchase Intention. *Frontiers in Psychology*, *12*(January), 1–13. https://doi.org/10.3389/fpsyg.2021.640376

Mazzarol, T., Soutar, G. and Mamouni Limnios, E. (2019). Member loyalty and WOM in co-operative and mutual enterprises. *Journal of Services Marketing*, *Vol. 33 No*, 303–315. https://doi.org/10.1108/JSM-07-2018-0195

Muis, M. R., Gultom, D. K., Jufrizen, & Azhar, M. E. (2020). Word of Mouth Electronic Model: Citra Destinasi, Kepuasan dan Loyalitas Wisatawan. *Jurnal Ilmiah Manajemen Dan Bisnis*, *21*(1), 1–19.

Mukerjee, K. (2018). The impact of brand experience, service quality and perceived value on word of mouth of retail bank customers: Investigating the mediating effect of loyalty. *Journal of Financial Services Marketing*, *23*(1), 12–24. https://doi.org/10.1057/s41264-018-0039-8

News, J. P. (2024). *Boikot Berhasil, McDonald's Catat Penjualan Turun 1,3% Secara Global*. Jurnal Patroli News. https://jurnalpatrolinews.co.id/internasional/boikot-berhasil-mcdonalds-catat-penjualan-turun-13-secara-global/#google_vignette

Nofal, R., Bayram, P., Emeagwali, O. L., & Al-Mu'ani, L. (2022). The Effect of eWOM Source on Purchase Intention: The Moderation Role of Weak-Tie eWOM. *Sustainability (Switzerland)*, *14*(16). https://doi.org/10.3390/su14169959

Nuzula, I. F., & Wahyudi, L. (2022). "Effects of brand attitude, perceived value, and social WOM on purchase intentions in luxury product marketing." *Innovative Marketing*, *18*(3), 1–14. https://doi.org/10.21511/im.18(3).2022.01

Payne, A., & Holt, S. (2001). Diagnosing Customer Value: Integrating the Value Process and Relationship Marketing. *British Journal of Management*, *12*(2), 159–182. https://doi.org/10.1111/1467-8551.00192

Prentice, C., Han, X. Y., Hua, L. L., & Hu, L. (2019). The influence of identity-driven customer engagement on purchase intention. *Journal of Retailing and Consumer Services*, *47*(September 2018), 339–347. https://doi.org/10.1016/j.jretconser.2018.12.014

Putra, S. P. (2024). *Apa Sih Boikot Itu? Definisi, Jenis, dan Faktor Penyebabnya!!!* Kompasiana. https://www.kompasiana.com/syarifperdanaputra6485/67495d8ced641579745d83d4/apa-sih-boikot-itu-definisi-jenis-dan-faktor-penyebabnya#google_vignette

Republika.co.id. (2023). *Baznas Terima Donasi Palestina Rp 1,5 Miliar dari McDonald's Indonesia*. REPUBLIKA.CO.ID. https://khazanah.republika.co.id/berita/s3s77d463/baznas-terima-donasi-palestina-rp-15-miliar-dari-mcdonalds-indonesia

Republika.co.id. (2024). *CEO McDonalds Nyatakan Aksi Boikot Berdampak Parah Pada Bisnis*. REPUBLIKA.CO.ID. https://internasional.republika.co.id/berita/s6tce6463/ceo-mcdonalds-nyatakan-aksi-boikot-berdampak-parah-pada-bisnis#google_vignette

Saputra, A. Y. (2023). Word of Mouth (WoM) dan Citra Merek terhadap Keputusan Pembelian. *Jurnal Riset Mahasiswa Ekonomi (RITMIK)*, *5*(Jurnal Riset Mahasiswa Ekonomi (RITMIK) Vol. 5No. 1(2023) hlm. 81-91), 81–91. http://jim.unisma.ac.id/index.php/jimmu/article/view/3743/3370

Scridon, M. A., Achim, S. A., Pintea, M. O., & Gavriletea, M. D. (2019). Risk and perceived value: antecedents of customer satisfaction and loyalty in a sustainable business model.

Economic Research-Ekonomska Istrazivanja , *32*(1), 909–924. https://doi.org/10.1080/1331677X.2019.1584043

Sembiring, T. H., & Nisa, P. C. (2024). Perceived Value of Online Reviews, Trust, Risk Perception, Purchase Intention and Actual Purchase. *Jurnal Ilmiah Manajemen Kesatuan*, *11*(3), 1423–1436. https://doi.org/10.37641/jimkes.v11i3.2274

Sharma S & Sharma K. (2023). *Environment and Society; Climate Change and Sustainable Development*. Routledge.

Shebil, S. Al, Rasheed, A. A., And, & Al-Shammari, H. (2015). Coping with boycotts: An analysis and framework. *Journal of Management & Organization*, *17*(3). https://doi.org/https://doi.org/10.5172/jmo.2011.17.3.383

Siaputra, H., & Isaac, E. (2020). Pengaruh Attitude, Subjective Norm, Dan Perceived Behavior Control Terhadap Purchase Intention Makanan Sehat Di Crunchaus Surabaya. *Jurnal Manajemen Perhotelan*, *6*(1), 9–18. https://doi.org/10.9744/jmp.6.1.9-18

Temaja, G. A., Nyoman, N., & Yasa, K. (2019). The Influence of Word of Mouth on Brand Imange and Purchase Intention (A study on the potential customers of Kakiang Garden Cafe Ubud). *International Journal of Business Management and Economic Research(IJBMER)*, *10*(1), 1. www.ijbmer.com

Trisnawati, R. (2024). Boikot Dan Aktivisme: Perilaku Konsumen Dalam Isu Konflik Israel-Palestina. *Journal of Economics Business Ethic and Science of History*, *2*(3), 22.

Tsai, M. C. (2020). Storytelling advertising investment profits in marketing: From the perspective of consumers' purchase intention. *Mathematics*, *8*(10), 1–12. https://doi.org/10.3390/math8101704

Woo, E., & Kim, Y. G. (2019). Consumer attitudes and buying behavior for green food products: From the aspect of green perceived value (GPV). *British Food Journal*, *121*(2), 320–332. https://doi.org/10.1108/BFJ-01-2018-0027

Yuliawati, Y. (2017). Pengaruh Motivasi Dan Sikap Terhadap Loyalitas Konsumen Pada Studio Jonas Photo. *Strategic : Jurnal Pendidikan Manajemen Bisnis*, *16*(2), 11. https://doi.org/10.17509/strategic.v16i2.7072

Zaremohzzabieh, Z., Ismail, N., Ahrari, S., & Abu Samah, A. (2021). The effects of consumer attitude on green purchase intention: A meta-analytic path analysis. *Journal of Business Research*, *132*(May 2019), 732–743. https://doi.org/10.1016/j.jbusres.2020.10.053