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The Dual Path to Brand Attitude: Perceived Brand Globalness and Localness in McDonald's Indonesia and the Mediating Role of Brand Authenticity

Ann Maritza Wattimena[1], Charly Hongdiyanto[2]
[1]Universitas Ciputra Surabaya, Jawa Timur, Indonesia, amaritza@student.ciputra.ac.id
[2]Universitas Ciputra Surabaya, Jawa Timur, Indonesia, charly@ciputra.ac.id

Corresponding Author: charly@ciputra.ac.id[2]

Abstract: Global brands operating in emerging markets often face the challenge of balancing global identity with local adaptation. This study aims to examine the influence of perceived brand globalness, perceived brand localness, and brand authenticity on brand attitude among consumers of McDonalds in Java. The research uses a quantitative method through a questionnaire distributed to respondents in East Java, Central Java, and West Java. The results show that perceived brand globalness and perceived brand localness do not directly influence brand attitude. However, both variables significantly increase brand authenticity. Brand authenticity becomes the strongest factor shaping brand attitude and serves as the connecting mechanism through which globalness and localness affect consumer evaluations. These findings indicate that global image and local adaptation are effective only when they build a brand perception that feels honest, consistent, and trustworthy. Overall, this study highlights the importance of authenticity in shaping positive brand attitudes toward global brands in Java, Indonesia.

Keywords: Brand Globalness, Brand Localness, Brand Authenticity, Brand Attitude, Global Fastfood Brands

INTRODUCTION

Fast food consumption has increased in many parts of the world, with a global prevalence of 52.7 percent (Smith et al., 2024). Convenience, which refers to the reduction of time and effort, has become one of the main reasons people choose fast food today (Bogard et al., 2024). North America contributes the largest portion of global fastfood consumption because globalization has shaped American consumer behavior in significant ways (Bhatoolaul et al., 2024). The fast paced lifestyle and mass media consumption in South Asia and Southeast Asia lead to similar food preference changes according to Arya and Dubey (2023). The Indonesian middle class expansion together with urbanization and globalization has transformed eating habits among twenty to twenty four year old young adults (Dutta et al., 2025; Mazwan et al., 2022; Syaifullah et al., 2024). The research by Briawan et al. (2023) shows that urban teenagers in Java and Bali choose to eat fast food instead of their local traditional meals. In Surabaya, this pattern is strengthened by consumerism, social media,

and environmental factors (Ufrida and Harianto, 2022).

In Indonesia's fastfood industry, global and local brands use different methods to build trust among customers. Global brands focus on quality and prestige, while local brands rely on emotional connection and cultural identity (Sembhodo et al., 2023). McDonald's is one example of a global brand that uses glocalization by adjusting its products to local tastes without losing its global identity (Nugraha et al., 2024; Misir, 2024; Shu, 2024). Globally, McDonald's is one of the strongest brands in the fastfood sector and ranks second with a brand value of 36.86 billion United States dollars (Statista, 2024). McDonald's globalizes excellently that economists use its menu to test inequality within regions, which were called The Big Mac Affordability (BMA) index. It emphasizes the differences in purchasing power between core and peripheral nations, as well as between wealthy and low-income households (Akarsu et al., 2024). The company maintains its position through international franchising and joint venture strategies that allow local adaptation while protecting global standards (Brooker and Hayward, 2023; Akarsu et al., 2024; Pinem et al., 2024). In Indonesia, McDonald's strengthens its presence through localized menus such as uduk rice and through advertisements that use local language to increase emotional closeness with consumers (Pradani, 2024; Akbar and Wahyudi, 2024; Yue, 2023).

The Indonesian market receives conflicting reactions from consumers because McDonald's implements cultural adaptations in their business strategy. The localization efforts at McDonald's receive positive feedback from some customers according to Citamani and Firdausy (2024). Some consumers view McDonald's as a Western company which tries to match local market preferences instead of fully embracing Indonesian culture. The perception of McDonald's as a Western brand affects brand attitudes in Aceh and other provinces with strong cultural identity because political boycotts become more common (Dzikhrullah and Vania, 2024). People who live in cities tend to choose brands that offer international standards of quality and status (Yusuf and Adi, 2023). People who live in smaller cities tend to choose brands which demonstrate authentic cultural connections (Yang, 2024). People perceive brands differently depending on whether they see them as global or local, and these perceptions do not always clearly explain why consumers develop positive attitudes toward a brand. Notably, there is a lack of research exploring how brand authenticity acts as a bridge between these perceptions and consumer attitudes, especially among people in Java, Indonesia, highlighting a need for more studies in this area.

Perceived brand globalness is about how consumers view a brand as international, trustworthy, and high-quality (Steenkamp et al., 2024; Jadach and Pluta Olearnik, 2024; Ghorbanzadeh et al., 2024; Safeer and Zhou, 2023; Yang, 2024; Perody and Sudhakara, 2024). On the other hand, perceived brand localness reflects how consumers feel a brand connects with their local culture and values, which often boosts positive feelings and the likelihood of purchase because people tend to prefer brands that feel culturally familiar (Safeer and Nazir, 2024; Safeer and Zhou, 2023; Safeer et al., 2021; Jadach and Pluta Olearnik, 2024; Hurma and Can, 2024; Safeer et al., 2022). Brand authenticity is about how true a brand stays to its core identity and values, encompassing qualities like consistency, originality, reliability, naturalness, and honest communication (Tristandinata and Kusumawati, 2024; Rosado Pinto and Loureiro, 2022; Suo and Huang, 2024; Kirkby et al., 2023; Salem, 2023; Joo and Guevremont, 2024). Brand attitude refers to the overall way consumers think, feel, and behave toward a brand (Elanchelian, 2022; Serralvo, 2024; Kabbout, 2025). For example, McDonald's blends both global and local elements in its approach, but the effect of this strategy is still unclear. While globalness often enhances brand prestige and leads to positive attitudes, its relationship with authenticity is still debated (Steenkamp et al., 2024).

Similarly, local menu items may feel more authentic when they reflect cultural identity, but localness does not always strengthen authenticity (Corciolani, 2024). The connection between perceived brand globalness, perceived brand localness, and brand authenticity can be explained through glocalization strategies.

The connection between perceived brand globalness, perceived brand localness, and brand authenticity can be explained through glocalization strategies. When global brands successfully adapt to local tastes while maintaining their global identity, consumers may see them as more authentic (Misir, 2024). Research shows that brands which maintain strong ties to their origin location create authentic perceptions among customers ("EXPRESS: How to Go Glocal: Omni-Brand Orientation Framework," 2022; Corciolani, 2024). Napoli et al. (2014) demonstrate that brand authenticity functions as a connecting factor which establishes relationships between perceived brand globalness and perceived brand localness to their overall brand attitude. The current research gaps studies which investigate this relationship within Java's fastfood industry.

The fastfood industry expansion in Indonesia and McDonald's dual global and local approach make it essential to study how global and local elements affect authenticity and brand attitude. The inconsistent responses from Indonesian consumers show that more research is needed to explain these relationships. For this reason, this study aims to examine how perceived brand globalness and perceived brand localness influence brand authenticity and how these factors shape brand attitude toward McDonald's in Java, Indonesia.

Theory of Planned Behavior (TPB)

Ajzen's Theory of Planned Behavior (TPB) says that our environment, attitudes, perceived control, and intentions all affect our behavior and is often used in marketing and consumer research to learn more about how people make decisions and what affects their behavior (Mandal et al., 2023; Zulfikar et al., 2023; Pedrinelli et al., 2024). In branding, TPB highlights the influence of experience, social norms, and trust on consumer attitudes, comprising three components: attitudes, subjective norms, and perceived behavioral control (Wang & Kim, 2023). Attitudes reflect favorable or unfavorable assessments of performing a behavior, subjective norms involve social pressures that affect behavioral choices, and perceived behavioral control refers to an individual's confidence in executing a behavior; all of these factors enhance the possibility of performing particular behavior when they are positive (Pai et al., 2024). Consequently, the Theory of Planned Behavior (TPB) is an appropriate grand theory for this study as it reflects the connections between perceptions of brand globalness (PBG), brand localness (PBL), and brand authenticity in influencing customer brand attitudes.

Perceived Brand Globalness

Perceived Brand Globalness (PBG) describes how consumers view a brand as international, widely recognized, and present across many countries, which often leads them to associate the brand with higher quality, prestige, and stronger value (Steenkamp et al., 2024; Jadach & Pluta Olearnik, 2024; Rambocas & Narsingh, 2022). Perceived Brand Globalness is how consumers perceive a brand as having international strength and relevance throughout different regions (Safeer & Zhou, 2023). Globally available brands tend to make more positive impressions among consumers because they are associated with prestige and high quality (Sembhodo et al., 2023; Steenkamp et al., 2024). PBG consists of four key elements: According to Mandler, Bartsch, and Han (2020), Mandler (2019), as cited in Liu et al. (2020): perceived wide market reach, recognition as a global brand, global consumer culture positioning, and perceived standardization.

This global image reinforces positive attitudes toward the brand by instilling the ideas of prestige and quality among consumers, according to Steenkamp et al. (2024) and Safeer et

al. (2022), an apparent concept and relation that will also apply to the Theory of Planned Behavior, where beliefs viewed positively about a brand lead to more positive attitudes (Yoon & Bae, 2024). What is more, PBG does not just directly shape attitudes; it also enhances perceptions of brand authenticity, especially in Asian markets where the brand authenticity mediates the relationship between PBG and brand attitude alike (Safeer et al., 2021; Steenkamp et al., 2024; Safeer et al., 2022).

Brand authenticity reflects the extent to which a brand behaves consistently with its values, shaping trust and acceptance based on Rosado Pinto & Loureiro, 2022, and is reinforced when consumers associate global brands with international quality and social approval, according to Mandal et al. 2023; Li et al., 2024. According to TPB, perceived globalness of a brand shapes favorable behavioral beliefs because it associates a brand with international quality and social approval, and subjective norms may nurture the concept that globally recognized brands are credible and legitimate, thus strengthening perceptions of authenticity (Mandal et al., 2023; Li et al., 2024).

Given that authenticity builds emotional connection and allows for trust to develop, as highlighted by Salem (2023), it could also heighten the effect of PBG on brand attitude by allowing the brand to emerge as more credible and aligned with values (Yin et al., 2023; Rodrigues et al., 2023). In the frame of TPB, although PBG influences behavioral beliefs, subjective norms, and perceived behavioral control, these elements come across as allowing a more positive attitude toward a brand only when authenticity supports such elements. Brand authenticity therefore becomes the key mediator explaining how PBG optimizes brand attitude through displaying an image of a brand being genuine and thus trustworthy.

Perceived Brand Localness

Coming from the other side, perceived brand localness, or PBL, is defined as the degree to which consumers consider a brand as representative of their culture and identity (Ghorbanzadeh et al., 2024). Especially for foreign brands, local belonging and values displayed in developing countries help the brand resonate with consumers. Based on a social identity perspective, PBL provides a sense of belonging through cultural familiarity, and from a consumer connection point of view, it builds emotional closeness and relatability (Safeer and Nazir, 2024; Ghorbanzadeh et al., 2024). A brand communicating local culture would, therefore, become symbolic of the community by being aligned with local traditions and values and thus would strengthen positive attitudes toward the brand (Sembodo et al., 2023).

Emphasizing local heritage strengthens brand identity, increases loyalty, and gives consumers pride and emotional comfort (Kim, 2022), which helps create long term attachment to the brand (Sembhodo et al., 2023). According to Mandler et al., 2020, Torelli and Ahluwalia, 2015, Steenkamp et al., 2003, Sichtmann et al., 2019, Davvetas et al., 2016, Mohan et al., 2018, and Legendre et al., 2018, in Liu et al., 2020, PBL includes several indicators such as local iconness, local connectedness, perceived regional availability, perceived domestic production, and perceived national origin.

PBL also shapes brand attitude because consumers feel more familiar, more trusting, and more culturally connected to brands that represent their local identity (Sembhodo et al., 2023; Li et al., 2024). Local brands are valued because they carry cultural meaning and support national pride and country of origin associations (Jadach and Pluta Olearnik, 2024). In the context of the Theory of Planned Behavior TPB, strong perceptions of localness contribute to more favorable attitudes, reinforce subjective norms that support culturally appropriate choices, and increase perceived behavioral control by making consumers more confident in choosing familiar local brands. In markets where cultural fit plays a major role, PBL tends to have a strong influence on brand attitude because of this (Duc and Mujahida, 2024).

PBL also influences brand authenticity because consumers see local brands as more genuine and aligned with their cultural values (Ghorbanzadeh et al., 2024; Harun et al., 2023; Safeer et al., 2021). According to the Theory of Planned Behavior, PBL shapes behavioral beliefs because consumers think the brand is credible and respects local values, and subjective norms strengthen this when people around them view local brands positively as authentic and acceptable (Zulfikar et al., 2023). Perceived behavioral control also increases when local brands feel familiar, close, and easy to relate to, which makes consumers more confident to choose them. Based on this, the researcher proposes that perceived brand localness PBL has a significant effect on brand authenticity.

Brand authenticity is how genuine and trustworthy a brand feels to customers, which builds loyalty, and the Theory of Planned Behavior explains that this is shaped by behavioral beliefs, subjective norms, and perceived behavioral control affect a person's attitude towards a behavior (Zulfikar et al., 2023). A consumer's attitude toward a brand can be shaped by how local and authentic it feels, and when a brand is seen as culturally rooted it can create familiarity and closeness that strongly influence consumer attitudes (Safeer et al., 2022). When consumers view a brand as local and also perceive it as authentic, meaning aligned with cultural values, traditions, and personal relevance, it strengthens their behavioral beliefs and positive norms toward that brand (Kim, 2022). Brand authenticity, thus, mediates the relationship between PBL and brand attitude by translating localness into meaningful and credible brand experiences that shape consumer evaluation.

Brand Authenticity

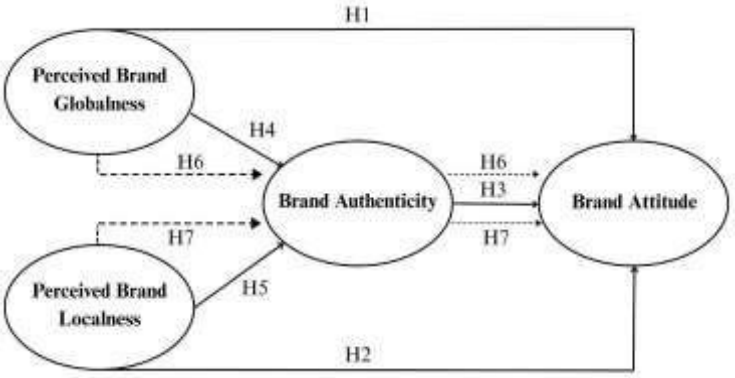
Brand authenticity is the extent to which consumers see a brand as genuine, transparent, and loyal to its core values, and this perception comes from originality, consistency, integrity, and cultural meaning (Kang and Ro, 2024; Panyekar, 2024; Rodrigues et al., 2023; Halwani and Cherry, 2023). It is shaped by culture, personal background, and emotional connection, and it helps build long term trust and loyalty because consumers feel the brand truly represents what it claims to stand for (Rodrigues et al., 2023). Based on Napoli et al. (2014), Brown et al. (2003), Chhabra et al. (2003), Penaloza (2000), Postrel (2003), Beverland et al. (2008), Pocock (1992), Kates (2004), Carroll and Swaminathan (2000), and Fine (2003), the indicators of brand authenticity are heritage, nostalgia, cultural symbolism, sincerity, and quality commitment.

Brand authenticity reflects a brand's honesty and consistency with its values, which helps create trust and emotional connection and leads consumers to form positive attitudes toward the brand (Rosado Pinto and Loureiro, 2022; Li et al., 2024; Huang and Teo, 2023; Zogaj et al., 2024; Lee et al., 2023). Within the Theory of Planned Behavior (TPB), authenticity strengthens favorable behavioral beliefs, supports subjective norms through cultural or peer endorsement, and increases perceived behavioral control by giving consumers confidence in choosing a reliable, honest brand (Terrazas, 2022; Luo, 2024).

Brand Attitude

Brand attitude refers to consumers' overall psychological tendency, feelings, and evaluations toward a brand, shaped by emotional connections, personal experiences, and perceptions of the brand's qualities, attributes, and benefits (Kabbout, 2025; Bundu et al., 2024; Rakhmawati & Tuti, 2023; Prya & Prastyani, 2024). Reflecting customers' beliefs and levels of liking or disliking, this would be influenced by brand experience, reliability, and perceived value ("Brand Attitude and Purchase Intention Linkages in Smartphone Advertising: Moderating Role of Psychological Contract Violation," 2023; Dewi et al., 2024). Positive brand attitude enhances trust, strengthens loyalty, and directly increases consumers' intention to purchase.

The three essential brand attitude indicators according to Assael (2001), Till and Baack (2005), Chang et al. (2008), Chaudhuri (1999), and Febriana et al. (2015) which Sigit (2018) references include the following: (1) Brand Remember measures how well consumers remember the brand after being asked to do so because it shows how well the brand stays in their minds and how well it stands out in their memory. (2) Brand Preferred indicates when consumers select the brand instead of other options because it shows their positive assessment and their preference for the brand. (3) Brand Chosen indicates when consumers pick the brand for their purchase because it demonstrates their actual brand loyalty.



Source: (Safeer et al., 2021)

Note: H1: Perceived Brand Globalness has a significant effect on Brand Attitude.
H2: Perceived Brand Localness has a significant effect on Brand Attitude.
H3: Brand Authenticity has a significant effect on Brand Attitude.
H4: Perceived Brand Globalness has a significant effect on Brand Authenticity.
H5: Perceived Brand Localness has a significant effect on Brand Authenticity.
H6: Perceived Brand Globalness has a significant indirect effect on Brand Attitude through Brand Authenticity.
H7: Perceived Brand Localness has a significant indirect effect on Brand Attitude through Brand Authenticity.

METHOD

This study uses a quantitative approach that collects numerical data and analyzes it using PLS SEM, which is suitable for theory development and for testing complex models with indirect effects and latent variables (Haji Othman et al., 2024; Vasilica Maria et al., 2023). The study follows a deductive logic where existing theories and hypotheses are tested with empirical data (Fife, 2024). It is classified as causal research because the goal is to examine cause and effect relationships between perceived brand globalness, perceived brand localness, brand authenticity, and brand attitude, with brand authenticity acting as a mediator. The study also extends and replicates the work of Safeer et al. (2021) in the context of McDonald's Indonesia.

The population includes Gen Z and Millennials who purchased McDonald's products at least once between January and December 2025, live in Indonesia, have internet access, and provide informed consent. These groups are chosen because they are digital natives whose brand perceptions are shaped by online communication and identity expression (Zilka, 2023; Chen and Ha, 2023; Jayatissa, 2023; Yang, 2024; Balalrishnan et al., 2025). Previous studies on McDonald's consumers also used similar populations (Nurbintang and Julaeha, n.d.; Sugiharto and La Are, 2020). Quota based purposive sampling is used across East Java, Central Java, and West Java (Ajithakumari, 2024; Turner, 2020; Hazari, 2023).

This study refers to the guideline proposed by Hair et al. (2010), suggesting that the sample size required to attain the degree of reliability and generalization needed is approximately ten respondents per indicator. Thus, with 17 indicators, the minimum required sample size is 170 respondents. After questionnaires were distributed, a total of 185 valid responses were recovered, which is more than the recommended minimum, and, therefore, all the data collected could be analyzed. Sampling was planned based on population proportions: West Java having the highest, followed by East Java and Central Java (Badan Pusat Statistik, 2025). However, most responses came from East Java owing to time limits and voluntary participation-a common characteristic of online surveys.

Primary data is collected using an online questionnaire shared through Google Forms. Primary data refers to original information collected directly from participants (Proessdorf et al., 2023). SmartPLS 3 is used for analysis because it applies the partial least squares method for variance based SEM (Sakaria, Maat, & Mohd Matore, 2023; Sarica et al., 2013). Online questionnaires allow fast and cost effective data collection across regions (Yu, 2024; Hadley et al., 2024; Shiyab et al., 2023). Snowball sampling is used in order that initial participants can share the survey link with others who meet the criteria (Pasikowski, 2024; Gierczyk et al., 2024).

All variables are measured using a seven point Likert scale, which allows respondents to show different levels of agreement or disagreement (Baghaei and Effatpanah, 2024; Kankaraš and Capecchi, 2024). The scale includes a neutral option that can improve reliability for respondents who are undecided (Mattei et al., n.d.). It offers more detail than a five point scale and is less overwhelming than a nine point scale (Lindner and Lindner, 2024; Costa Júnior et al., 2024).

Validity refers to how well an instrument measures what it is supposed to measure (van Buuren and Eekhout, 2023) and includes many types such as content, face, convergent, discriminant, nomological, construct, criterion, and predictive validity (Lim, 2024; Spence et al., 2023). Convergent validity is achieved when outer loadings exceed 0.70 and AVE exceeds 0.50 (Gallo et al., 2025; Ruopsa et al., 2022; García Machado et al., 2023). Discriminant validity is checked using HTMT to ensure constructs are different from each other (Panzeri et al., 2024; Dirgiatmo, 2023). Reliability is the consistency of measurement results (Ludvik et al., 2023) and is tested using Composite Reliability values above 0.70 (Soares et al., n.d.; Li and Lay, 2024).

Descriptive analysis is used to summarize data through frequency, central tendency, and dispersion (Gevisa & Kurniati, 2024). Frequency distributions help show how often responses appear and can be presented using charts and graphs (Mutah & Nuhu, 2024). PLS SEM is used to test relationships among the variables because it works well with complex models, small samples, and non normal data (Sudirman et al., 2024; Mohamad Fauzi, 2022; Cepeda Carrión et al., 2022; Hair and Alamer, 2022). The measurement model is evaluated using indicator reliability, AVE, and Composite Reliability (Gallo et al., 2025; Ludvik et al., 2023; Soares et al., n.d.; Li and Lay, 2024). The structural model is then tested using path coefficients, t statistics, and p values (Haji Othman et al., 2024; Awogbemi et al., 2022; Keerthivarman, 2022). R squared shows how much variance in the dependent variables is explained by the predictors (Liu et al., 2023; Berggren, 2023; Hair et al., 2022; Ruan, 2024). Effect size f squared shows the strength of each predictor (Fey et al., 2022; Nordahl Hansen et al., 2023). Predictive relevance Q squared shows whether the model can predict omitted data (Kim and Hwang, 2022; Strauss et al., 2023; Hair et al., 2022).

Table 1. Description of Survey Respondents

Age	Number of Respondent	Percentage
17–22 (Gen Z)	148	78.3%
23–38 (Millennial)	41	21.7%
Total	189	100%
Gender	**Number of Respondent**	**Percentage**
Male	85	45%
Total	189	100%
Purchase Frequency in the Past 6 Months	**Number of Respondent**	**Percentage**
3 - 5	56	29.6%
> 5	53	28%
Total	189	100%
Usual Purchase Methods	**Number of Respondent**	**Percentage**
Takeaway	59	31.2%
Drive-thru	118	62.4%
Delivery App Usage	74	39.2%
Advertisement Source	**Number of Respondent**	**Percentage**
TV Advertisement	29	15.3%
Social Media	156	82.5%
Friends/Family	52	27.5%
Within 150 meters from home	1	0.5%
Directly seeing the outlet/location	1	0.5%
Never seen	1	0.5%
Grab App	1	0.5%
Billboard	2	1%
YouTube Advertisement	1	0.5%

Source: Processed Data (2024)

Mediation analysis examines whether brand authenticity covers the effect of perceived brand globalness and perceived brand localness on brand attitude (Woldesenbet et al., 2023). Mediation types are identified by checking the significance of direct and indirect paths (Hair et al., 2017; Law et al., 2024; Chang et al., 2024). These types include full mediation, partial mediation, direct only effect, and no effect.

RESULTS AND DISCUSSION

Description of Respondent Data

The data include key characteristics such as age, gender, and purchase behavior, along with information on usual purchase methods and advertisement exposure. In total, 189 respondents participated in the survey. The results show that most of the respondents are from Gen z (78.3%) meaning most of the perspectives in this survey are from young people who use social media actively. The number of female and male respondents is quite similar. A common finding was that a large number of respondents only bought McDonald's 1-2 times over the last six months (42.3%). This indicates that people are well aware of the brand, yet do not buy it often. Most people prefer to dine in (61.9%) or use the drive-thru (62.4%), meaning most people prefer direct experience that makes the brand feel more real and involved in local life. Most of them know McDonald's from social media (82.5%), showing that digital media contributes significantly to the perception of McDonald's as a global brand and a local brand.

Validity refers to the degree to which an instrument measures what it should measure (van Buuren and Eekhout 2023), while reliability concerns the stability of measurement

results across repeated tests (Ludvik et al 2023). In this research, several indicators such as PBG3, PBG4, PBL3, BAU1, BAU3, and BA1 were deleted to improve accuracy and model fit. Convergent validity is confirmed when outer loadings exceed 0.70 and the Average Variance Extracted is above 0.50, which follow the standards stated by Gallo et al. (2025). Discriminant validity ensures that each construct is different from the others with which it is expected to correlate. Reliability is assessed through Composite Reliability using PLS SEM in SmartPLS 3, and values above 0.70 show that the items are internally consistent and stable (Soares et al n.d.; Li and Lay 2024). Based on these criteria, all retained indicators meet the required validity and reliability standards, therefore, the measurement model is accepted.

Table 2. Validity and Reliability Test

Variable	Indicators	Item	Outer Loading	AVE	CR
Perceived Brand Globalness	Perceived wide market reach	PBG1	0.953	0.851	0.920
	Recognition as Global	PBG2	0.891		
Perceived Brand Localness	Local Iconness	PBL1	0.776	0.589	0.851
	Local Connectedness	PBL2	0.729		
	Perceived Domestic Production	PBL4	0.771		
	Perceived National Origin	PBL5	0.793		
Brand Authenticity	Nostalgia	BAU2	0.736	0.671	0.859
	Sincerity	BAU4	0.862		
	Quality Commitment	BAU5	0.853		
Brand Attitude	Brand Preferred	BA2	0.912	0.885	0.939
	Brand Chosen	BA3	0.861		

The reliability and validity tests of the four constructs Perceived Brand Globalness PBG, Perceived Brand Localness PBL, Brand Authenticity BAU, and Brand Attitude BA show strong measurement properties. All indicators have high outer loadings, demonstrating strong correlations with their latent variables. PBG indicators, such as PBG1 0.953 and PBG2 0.891, with an AVE of 0.851 and CR of 0.920, indicate excellent convergent validity and internal consistency. Similarly, PBL indicators 0.729 to 0.793 with an AVE of 0.589 and CR of 0.851 confirm reliability and sufficient variance explanation. BAU items BAU2 0.736, BAU4 0.862, and BAU5 0.853 and its AVE 0.671 and CR 0.859 show good convergent validity and measurement stability. The BA construct exhibits strong loadings BA2 0.912 and BA3 0.861 with an AVE of 0.701 and CR of 0.875, indicating minimal measurement error and accurate representation. These results provide a solid foundation for hypothesis testing and structural model estimation.

Table 3. Discriminant Validity Result by Fornell Larcker Criterion

Variable	Brand Attitude	Brand Authenticity	Perceived Brand Globalness	Perceived Brand Localness
Brand Attitude	0.838			
Brand Authenticity	0.549	0.819		
Perceived Brand Globalness	0.229	0.255	0.923	
Perceived Brand Localness	0.367	0.506	0.187	0.768

The table indicates all constructs fulfilled this criterion, thereby confirming discriminant validity. The square roots of the AVE values for Brand Attitude (0.838), Brand Authenticity (0.819), Perceived Brand Globalness (0.923) and Perceived Brand Localness (0.768) are more than their correlations with other variables. This means that each construct is different and measures a different concept from another.

Table 4. Hypothesis Testing Table

Hypothesis	Path	Path Coefficient	t-statistics	p-value	Decision	Effect
H1	Perceived Brand Globalness → Brand Attitude	0.087	1.166	0.244	Not Supported	Direct
H2	Perceived Brand Localness → Brand Attitude	0.113	1.410	0.159	Not Supported	Direct
H3	Brand Authenticity → Brand Attitude	0.470	6.355	0.000	Supported	Direct
H4	Perceived Brand Globalness → Brand Authenticity	0.167	2.840	0.005	Supported	Direct
H5	Perceived Brand Localness → Brand Authenticity	0.475	7.999	0.000	Supported	Direct
H6	Perceived Brand Globalness → Brand Authenticity → Brand Attitude	0.078	2.390	0.017	Supported	Indirect
H7	Perceived Brand Localness → Brand Authenticity → Brand Attitude	0.223	5.484	0.000	Supported	Indirect

The test results of the hypotheses regarding perceived brand globalness (PBG), perceived brand localness (PBL), brand authenticity (BAU), and brand attitude (BA) are shown in Table 4. Out of the seven hypotheses, five support while two do not. The first hypothesis (H1) that examines the impact of PBG on BA shows that the path coefficient for H1 is 0.087, t-statistic is 1.166 and p-value is 0.244. Thus, the t-statistic being lesser than 1.96 and the p-value being greater than 0.05. The second hypothesis (H2) tests the direct relationship between PBL and BA. While the path coefficient is 0.113 (t-statistic = 1.410, p-value = 0.159), thus also indicating no significant effect. This means customers' global and local perspectives may not impact their broad attitude towards the brand, all by themselves.

H3, which checks brand authenticity impact on brand attitude, is supported with path coefficient 0.470, t-statistic 6.355, and p-value 0.000, thus indicating significant positive impact of brand authenticity on brand attitude. This means that the greater the perception of the brand's authenticity, the more favorable consumer attitudes will be. Also, both H4 and H5 that assess the impact of PBG and PBL on Brand Authenticity are supported. PBG has a path coefficient of 0.167 (t-stat = 2.840, p-value = 0.005). Whereas, PBL has a path coefficient of 0.475 (t-stat = 7.999, p-value = 0.000). The findings indicated that both local and global perception significantly enhanced Brand Authenticity, with an effect of localness being greater than globalness.

Since the direct effects of PBG and PBL on Brand Attitude (H6 and H7) are not significant while their indirect effects through Brand Authenticity are significant, the results indicate full mediation. The impact of PBG on BA when mediated by BAU (H6) is positive in which the path coefficients, T-statistics, and p-values are 0.078, 2.390, and 0.017 respectively. In the same way, the indirect effect of PBL on BA via BAU is significant, which has a path coefficient of 0.223, t-statistic of 5.484, and p-value of 0.000. According to the results, PBG and PBL have no direct impact on brand attitude but indirectly boost it by increasing brand authenticity. In conclusion, the findings reveal that brand authenticity is a critical factor impacting consumers' attitudes, mediating reactions to global and local brands.

Table 5. R-Square Table

	R-Square Adjusted
Brand Attitude	0.308
Brand Authenticity	0.275

Table 5 presents the R-Square (R^2) and adjusted R-Square values for Brand Attitude and Brand Authenticity. This study uses the coefficient of determination, or R^2, to assess how much variance in an endogenous (dependent) latent variable is explained by exogenous (independent) latent variables. In this regard, Liu et al. (2023) present R^2 as a key measure of the model's explanatory power. For the construct Brand Attitude, the R^2 is 0.308, which means it explains 30.8% of the variance, whereas for Brand Authenticity, the R^2 is 0.275, hence explaining 27.5% of its variance.

According to Hair et al. (2022), R^2 values of 0.75 are considered substantial, 0.50 moderate, and 0.25 small. Therefore, it can be established that the model has small-to-moderate explanatory power for these constructs. It follows that independent constructs, such as Perceived Brand Globalness and Perceived Brand Localness, along with the mediator Brand Authenticity, are significantly contributing to the prediction of Brand Attitude. The remaining variance may, however, be attributed to variables not included in the study or random error, as identified by Ruan (2024) and Berggren (2023). Overall, the R^2 values indicate that the model is moderately effective in explaining the dependent constructs, demonstrating its reliability in capturing the key relationships in the study.

The first hypothesis proposes that perceived brand globalness (PBG) positively influences brand attitude. Earlier research generally supports this claim, noting that global brands are often associated with high quality, prestige, and popularity (Steenkamp et al., 2003; Safeer et al., 2022; Yoon & Bae, 2024). Consequently, PBG was expected to have a significant positive impact on brand attitude. However, the results of this study show that the effect is positive but statistically insignificant ($\beta = 0.087$, $p = 0.244$), meaning that simply perceiving a brand as global does not automatically improve how respondents feel about it. Although many previous studies found significant positive effects, some reported otherwise. Liu et al. (2021), for example, found a negative direct correlation between PBG and brand attitude for foreign companies ($\beta = –0.051$, $p = 0.009$), indicating that excessive globalness may even reduce consumer preference in certain contexts. In contrast, the current study involving respondents from Java reveals a positive yet insignificant effect, suggesting that while Gen Z consumers still appreciate global brands, authenticity and relatability seem to matter more than global image in shaping brand attitude. Survey findings support this interpretation. Most respondents make purchases only once or twice every six months (42.3 percent) and are heavily exposed to brand promotions on social media (82.5 percent). Since their interactions with brands happen mainly online, they become more sensitive to whether a brand feels consistent, honest, and real because their frequent exposure to digital promotions helps them quickly recognize signs of authenticity, such as whether a message matches the

brand's identity or feels overly edited (Prachi et al., 2025; S. & Veenashree, 2025; Fatima & Ishrat, 2025). As a result, their attitudes toward brands are shaped more by relatability and authenticity than by global recognition. Therefore, even though perceived brand globalness does not directly influence brand attitude in a significant way, the findings indicate that it may still have an indirect effect through brand authenticity. This is in line with the behavior of Gen Z consumers in Java, who tend to favor brands that feel genuine and culturally relevant over brands that are only known for their global image.

The second hypothesis states that perceived brand localness has a positive but not significant effect on brand attitude ($\beta = 0.113$, $t = 1.410$, $p = 0.159$). This means that even though customers notice McDonald's local adaptation efforts, such as offering local menu items, these efforts do not meaningfully improve their attitude toward the brand. The sample is dominated by Generation Z (148 respondents or 78.3 percent) followed by Millennials (41 respondents or 21.7 percent), with more females (104 respondents or 55 percent) than males (85 respondents or 45 percent). Generation Z tends to value brand authenticity and strong brand stories more than surface level cultural cues, therefore, local menu items alone are not enough to shape their perception (S. & Veenashree, 2025; Prasanna & Priyanka, 2024). Short interviews with three Generation Z respondents confirm this. They stated that McDonald's local menu items do not feel fully authentic because the taste is not strong or unique enough, making the localness appear more like a marketing strategy rather than something meaningful. This supports the statistical result showing that perceived brand localness does not significantly influence brand attitude. The purchasing pattern of respondents further explains the lack of significance. A total of 80 respondents (42.3 percent) only bought McDonald's one or two times in six months, and most learned about the brand through social media (156 respondents or 82.5 percent). This means their contact with the brand is mostly passive and observational instead of based on frequent or deep experience, which limits the emotional connection needed to improve brand attitude. These findings differ from earlier studies that found a significant positive effect of perceived brand localness on brand attitude. These findings differ from earlier studies that reported a significant positive effect of perceived brand localness on brand attitude. Studies such as Bourdin et al. (2021) and Halkias et al. (2016) explain this effect through cultural closeness and national identity. While these concepts are not the same as brand authenticity, they relate closely because cultural connection and national identity often function as signals that a brand is genuine and consistent with what it claims to represent. Therefore, the stronger emphasis that younger and digitally oriented consumers place on authenticity rather than on surface level local elements provides a reasonable explanation for the non-significant effect of perceived brand localness on brand attitude in this study.

The third hypothesis was supported. The results show that brand authenticity has a positive effect on brand attitude. When consumers feel that McDonald's is real, honest, and stays true to what it promises, they tend to form a better attitude toward the brand. Most respondents are Generation Z at 78.3 percent. They are very active on digital platforms and often see global campaigns and international brand content. Social media is the main source of advertising for 82.5 percent of them, which means they observe the brand through online interactions more often than through traditional media. This constant exposure helps them judge whether McDonald's communicates in a clear and consistent way. Social media also shows how the brand interacts with customers, how it responds, and how it maintains the same message across its content. These things help consumers feel that the brand is honest and reliable. In addition, social validation plays a role. A total of 27.5 percent of respondents learned about McDonald's from friends or family. When people see real and relatable content shared by others, they are more likely to trust the brand. The combination of digital exposure and support from peers strengthens the feeling of authenticity. As a result, when McDonald's

is seen as authentic, respondents feel more connected to it and develop a more positive attitude toward the brand.

The fourth hypothesis asserts that perceived brand globalness has a direct and significant effect on brand authenticity, which is supported by the statistical results (β = 0.167, t = 2.840, p = 0.005). This finding can be understood by examining the respondent characteristics. A large portion of respondents rely on social media as their main source of brand information (82.5%), while many have limited purchase frequency (42.3% buy only once or twice in six months). Given this pattern, digital exposure becomes a more dominant basis for evaluating brand authenticity than direct brand experience. This tendency is reinforced by the demographic profile, with most respondents belonging to Generation Z (78.3%), a group that commonly engages with brands through digital platforms. In online environments, global brand cues such as international campaigns and worldwide presence are especially visible. Therefore, perceived brand globalness becomes an important foundation in forming brand authenticity, helping explain its positive and significant effect on brand authenticity in this study.

The fifth hypothesis examines whether perceived brand localness influences brand authenticity, and the results show that this relationship is significant. The data indicates that many respondents frequently use dine-in services (61.9%) and drive-thru services (62.4%), which helps explain this outcome. These purchasing methods reflect regular, real-world interactions with McDonald's in local settings rather than purely digital exposure. Through these in-person visits, customers experience the brand's familiar environment, local language use, and menu adaptations that match Indonesian preferences. These experiences strengthen the perception that McDonald's is not only a global brand but also one that understands and fits within local culture, which enhances its authenticity in the eyes of Indonesian consumers.

The sixth hypothesis was supported. The results show that perceived brand globalness affects brand attitude only when consumers see the brand as authentic. Most respondents are Generation Z at 78.3 percent, a group that is very familiar with global brand content because 82.5 percent learn about McDonald's through social media. This means they often see McDonald's global identity online and already recognize it as an international brand. However, familiarity alone does not create a positive attitude. When they visit the store through dine in at 61.9 percent or drive through at 62.4 percent, they compare the global image they see online with the real experience they receive. Gen Z usually evaluates brands by looking for consistency across platforms, therefore, authenticity becomes the standard they use to judge whether the global reputation of McDonald's feels true in daily life. Short interviews with three Generation Z respondents support this pattern. They explained that McDonald's looks global online, but their attitude only becomes positive when the in store experience matches that image. They also said that global branding alone is not enough for them to trust the brand unless it feels honest and consistent. These statements strengthen the argument that perceived brand globalness improves brand attitude only when consumers experience the brand as authentic.

The seventh hypothesis (H7) has been supported, demonstrating that perceived brand localness influences brand attitude solely through brand authenticity. People choose McDonald's because the restaurant has locations in their area and because it creates a sense of authenticity that connects to their everyday experiences. The survey results show that most participants (61.9% for dine-in and 62.4% for drive-thru) choose these options because they want to experience McDonald's in places that feel comfortable and familiar. The survey results show that 39.2% of respondents use GrabFood and GoFood as their local delivery apps. McDonald's adjusts its services to match local digital behaviors which enables the brand to become an integral part of community life. The brand becomes more culturally relevant when it adds menu items that reflect local tastes because this strengthens the connection between the brand and its customers. The combination of emotional closeness and familiarity

through authentic experiences leads people to develop more positive feelings about the brand which results in stronger brand attitudes.

CONCLUSION

This study examined how perceived brand globalness, perceived brand localness, and brand authenticity influence brand attitude toward McDonalds in Java. The results show that both globalness and localness do not directly improve brand attitude because respondents care more about whether the brand feels honest, relatable, and consistent. Even though globalness and localness do not significantly shape brand attitude on their own, both variables significantly increase brand authenticity. This means that international reputation and local cultural fit help consumers see McDonalds as a real and trustworthy brand. As a result, authenticity becomes the strongest factor that improves brand attitude, and both globalness and localness influence brand attitude only when authenticity is present.

Local fastfood competitors can use their strong cultural roots to build authenticity as a strategic advantage when competing with multinational brands. More broadly, the study offers useful guidance for brand managers across industries who want to build deeper and more authentic connections with Indonesian, particularly Javanese consumers. This study is limited because the majority of respondents come from East Java, which reduces representation across the island. Future research should balance data from West Java and Central Java and include more diverse consumer profiles. Overall, the results emphasize that brands must maintain global strength and local relevance while communicating in a clear and consistent way in order that authenticity can develop and create a positive brand attitude.

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