

**THE EFFECT OF CONTEXT, COMMUNICATION, COLLABORATION,
CONNECTION ON PURCHASE DECISIONS AT
MCDONALD'S IN JEMBER REGENCY**

Muhammad Holid

Study Program of International Marketing Management

Department of Business

ABSTRACT

This study aims to analyze the influence of context, communication collaboration, and connection on purchasing decisions at McDonald's in Jember Regency. This study adopted a quantitative approach through a nonprobability sampling technique with a sample size of 50 people who are McDonald's consumers in Jember Regency. The questionnaire was used as a data collection tool, while data analysis was carried out using multiple linear regression tests assisted by SPSS software. The results of the study obtained that simultaneously, context, communication collaboration, and connection have a significant effect on purchasing decisions. Partially, the variables context ($\beta = 0.164$; $p = 0.253$), communication ($\beta = 0.092$; $p = 0.562$), and connection ($\beta = 0.734$; $p = 0.000$) have a significant effect. Meanwhile, the collaboration variable ($\beta = -0.035$; $p = 0.789$) is not significant. The coefficient of determination (Adjusted R^2) of 0.703 indicates that 70.3% of the variation in purchasing decisions is influenced by context, communication collaboration, and connection. In conclusion, McDonald's continues to need to evaluate and adapt its social media marketing efforts to be more relevant to local consumer characteristics and preferences. Suggestions for future researchers include exploring additional variables such as brand reputation or external factors like market competition.

Keywords: *context, communication, collaboration, connection, purchasing decisions*