

## DAFTAR ISI

|  |             |
|--|-------------|
| <b>HALAMAN JUDUL .....</b>   | <b>i</b>    |
| <b>LEMBAR PENGESAHAN .....</b>                                       | <b>i</b>    |
| <b>PERNYATAAN KEASLIAN KARYA TULIS .....</b>                         | <b>ii</b>   |
| <b>LEMBAR BEBAS PLAGIASI.....</b>                                    | <b>iii</b>  |
| <b>KATA PENGANTAR.....</b>   | <b>iv</b>   |
| <b>HALAMAN PERSEMBAHAN.....</b>                                      | <b>v</b>    |
| <b>INTISARI.....</b>   | <b>vi</b>   |
| <b>ABSTRACT .....</b>  | <b>vii</b>  |
| <b>DAFTAR ISI.....</b>   | <b>viii</b> |
| <b>DAFTAR TABEL.....</b>   | <b>xi</b>   |
| <b>DAFTAR GAMBAR.....</b>  | <b>xii</b>  |
| <b>BAB I PENDAHULUAN.....</b>  | <b>1</b>    |
| 1.1 Latar Belakang .....   | 1           |
| 1.2 Rumusan Masalah .....  | 7           |
| 1.3 Pertanyaan Penelitian .....                                      | 8           |
| 1.4 Tujuan Penelitian .....  | 9           |
| 1.5 Manfaat Penelitian .....   | 9           |
| 1.6 Ruang Lingkup Penelitian .....                                   | 10          |
| 1.6.1 Model Penelitian.....  | 10          |
| 1.6.2 Objek Penelitian .....   | 10          |
| 1.6.3 Lokasi Penelitian .....  | 11          |
| 1.6.4 Waktu Penelitian .....   | 11          |
| <b>BAB II LANDASAN TEORI .....</b>                                   | <b>12</b>   |
| 2.1 <i>Protection Motivation Theory</i> (PMT).....                   | 12          |
| 2.2 Pengembangan Hipotesis .....                                     | 14          |
| 2.2.1 Pengaruh <i>Consumer Animosity</i> Terhadap Sikap Merek.....   | 14          |
| 2.2.2 Pengaruh Sikap Merek Terhadap Boikot Merek .....               | 15          |
| 2.2.3 Pengaruh Sikap Merek Terhadap <i>Brand-Country Image</i> ..... | 18          |
| 2.2.4 Peran Moderasi <i>Perceived Intrusiveness</i> .....            | 19          |
| 2.2.5 Peran Moderasi Perilaku Altruisme .....                        | 20          |

|  |           |
|--|-----------|
| 2.3 Kerangka Teori.....  | 23        |
| <b>BAB III METODE PENELITIAN .....</b>                         | <b>24</b> |
| 3.1 Desain Penelitian .....                                    | 24        |
| 3.2 Definisi Operasional Variabel .....                        | 24        |
| 3.2.1 <i>Consumer Animosity</i> (CA).....                      | 25        |
| 3.2.2 Sikap Merek (SM) .....                                   | 26        |
| 3.2.3 Boikot Merek (BM) .....                                  | 27        |
| 3.2.4 <i>Brand-Country Image</i> (BCI).....                    | 27        |
| 3.2.5 <i>Perceived Intrusiveness</i> (PI).....                 | 28        |
| 3.2.6 Perilaku Altruisme (PA) .....                            | 29        |
| 3.3 Populasi dan Sampel Penelitian .....                       | 30        |
| 3.3.1 Populasi.....  | 30        |
| 3.3.2 Sampel.....  | 30        |
| 3.3.3 Metode Pengambilan Sampel .....                          | 32        |
| 3.3.4 Ukuran Sampel.....                                       | 32        |
| 3.4 Jenis Data .....   | 32        |
| 3.5 Metode Pengumpulan Data .....                              | 33        |
| 3.6 Instrumen Penelitian .....                                 | 33        |
| 3.7 Metode Analisis Data .....                                 | 35        |
| 3.7.1 Analisis Model Pengukuran ( <i>Outer Model</i> ) .....   | 35        |
| 3.7.2 Analisis Model Struktural ( <i>Inner Model</i> ) .....   | 37        |
| <b>BAB IV PEMBAHASAN.....</b>                                  | <b>38</b> |
| 4.1 Hasil Pengumpulan Data .....                               | 38        |
| 4.2 Analisis Deskriptif .....                                  | 38        |
| 4.3 Karakteristik Responden.....                               | 42        |
| 4.3.1 Jenis Kelamin .....                                      | 42        |
| 4.3.2 Usia .....   | 43        |
| 4.3.3 Pekerjaan .....  | 44        |
| 4.3.4 Domisili .....   | 45        |
| 4.3.5 Frekuensi Pembelian Sebelum Konflik.....                 | 46        |
| 4.3.6 Frekuensi Pembelian Selama Konflik.....                  | 47        |
| 4.4 Analisis Uji Model Pengukuran ( <i>outer model</i> ) ..... | 48        |
| 4.4.1 Uji Validitas Konvergen.....                             | 48        |

|   |    |
|---|----|
| 4.4.2 Uji Validitas Diskriminan .....   | 51 |
| 4.4.3 Uji Reliabilitas .....  | 53 |
| 4.6 Uji Hipotesis .....   | 56 |
| 4.6.1 <i>Consumer Animosity</i> terhadap Sikap Merek (H1).....  | 57 |
| 4.6.2 Sikap Merek terhadap Boikot Merek (H2).....   | 57 |
| 4.6.3 Sikap Merek terhadap <i>Brand-Country Image</i> (H3).....   | 58 |
| 4.6.4 Peran Moderasi <i>Perceived Intrusiveness</i> pada Pengaruh <i>Consumer Animosity</i> dan Sikap Merek (H4) .....  | 58 |
| 4.6.6 Peran Moderasi Perilaku Altruisme pada Pengaruh Sikap Merek dan <i>Brand-Country Image</i> (H5b) .....            | 59 |
| 4.6.7 Ringkasan Hasil Uji Hipotesis .....   | 59 |
| 4.7 Pembahasan .....  | 60 |
| 4.7.1 Pengaruh <i>Consumer Animosity</i> terhadap Sikap Merek (H1) .....  | 60 |
| 4.7.2 Pengaruh Sikap Merek terhadap Boikot Merek (H2) .....   | 61 |
| 4.7.3 Pengaruh Sikap Merek terhadap <i>Brand-Country Image</i> (H3) .....   | 62 |
| 4.7.4 Peran Moderasi <i>Perceived Intrusiveness</i> dalam Pengaruh <i>Consumer Animosity</i> dan Sikap Merek (H4) ..... | 63 |
| 4.7.5 Peran Moderasi Perilaku Altruisme dalam Pengaruh Sikap Merek dan Boikot Merek (H5a) .....                         | 64 |
| 4.7.6 Peran Moderasi Perilaku Altruisme dalam Pengaruh Sikap Merek dan <i>Brand-Country Image</i> (H5b) .....           | 65 |
| BAB V KESIMPULAN.....   | 67 |
| 5.1 Simpulan.....   | 67 |
| 5.2 Implikasi Penelitian.....   | 68 |
| 5.2.1 Implikasi Teoritis .....  | 68 |
| 5.2.2 Implikasi Manajerial.....   | 70 |
| 5.3 Keterbatasan Penelitian.....  | 73 |
| 5.4 Saran.....  | 74 |
| DAFTAR PUSTAKA .....  | 76 |
| LAMPIRAN.....   | 82 |