

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh permusuhan konsumen, norma subjektif, dan efikasi yang dirasakan terhadap niat berpartisipasi boikot makanan cepat saji merek Amerika. Fokus penelitian ini terkait dengan kebijakan politik Amerika dalam konflik Israel dan Hamas-Palestina. Subjek penelitian mencakup mahasiswa aktif yang berkuliah di Daerah Istimewa Yogyakarta, aktif di media sosial, pernah mengonsumsi, dan mengetahui seruan boikot makanan cepat saji merek Amerika. Pendekatan kuantitatif digunakan dengan teknik analisis *Partial Least Square-Structural Equation Model* (PLS-SEM) dan metode *purposive sampling*. Data dikumpulkan melalui kuesioner 257 responden yang disebar secara daring dan luring. Hasil penelitian menunjukkan bahwa norma subjektif, efikasi diri, dan permusuhan konsumen berpengaruh positif terhadap niat berpartisipasi dalam boikot. Namun, penilaian merek dan argumen kontra tidak terbukti mengurangi pengaruh negatif permusuhan konsumen terhadap niat berpartisipasi boikot.

Kata Kunci: Norma Subjektif, Efikasi yang Dirasakan, Permusuhan Konsumen, Niat Berpartisipasi Boikot, Penilaian Merek, Argumen Kontra

ABSTRACT

This study aims to analyze the influence of consumer animosity, subjective norms, and perceived efficacy on boycott intention to participate in a boycott of American-brand fast food. The focus of this research is related to American political policies in the Israeli and Hamas-Palestinian conflicts. The research subjects included active students studying in the Special Region of Yogyakarta, active on social media, who had consumed, and were aware of the call to boycott American-brand fast food. A quantitative approach was used with the Partial Least Square-Structural Equation Model (PLS-SEM) analysis technique and purposive sampling method. Data was collected through a questionnaire of 257 respondents distributed online and offline. The results showed that subjective norms, perceived efficacy, and consumer animosity have a positive effect on the boycott intention. However, brand judgment and contra argument are not proven to reduce the negative influence of consumer animosity on boycott intention.

Keywords: Subjective Norms, Perceived Efficacy, Consumer Animosity, Boycott Intention, Brand Judgment, Contra Argument