

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh sikap terhadap boikot, norma subjektif terhadap boikot, kontrol perilaku terhadap boikot, dan kesadaran boikot terhadap perilaku beralih konsumsi dari produk makanan cepat saji pro-Israel di Indonesia. Latar belakang penelitian ini didasari oleh meningkatnya kesadaran masyarakat, khususnya Generasi Z, terhadap isu-isu sosial-politik global seperti konflik Palestina-Israel, yang mendorong perilaku boikot terhadap produk tertentu. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Sampel penelitian adalah Generasi Z di Indonesia yang telah melakukan peralihan konsumsi dari produk makanan cepat saji pro-Israel. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dengan jumlah responden sebanyak 216 orang. Pengolahan dan analisis data dilakukan menggunakan metode *Structural Equation Modeling* berbasis *Partial Least Squares* (SEM-PLS). Hasil penelitian menunjukkan bahwa sikap terhadap boikot, norma subjektif terhadap boikot, kontrol perilaku terhadap boikot dan kesadaran boikot berpengaruh positif signifikan terhadap perilaku beralih konsumsi. Penelitian ini memberikan kontribusi teoritis dengan mengintegrasikan kesadaran boikot ke dalam kerangka *Theory of Planned Behavior*, serta kontribusi praktis bagi pelaku bisnis, aktivis sosial, dan pembuat kebijakan dalam memahami faktor-faktor yang memengaruhi keputusan konsumsi berbasis nilai.

Kata Kunci : sikap, norma subjektif, kontrol perilaku, kesadaran boikot, perilaku beralih konsumsi, makanan cepat saji, produk pro-Israel, Generasi Z.

ABSTRACT

This study aims to analyze the influence of attitude, subjective norm, perceived behavioral control, and boycott awareness on switching consumption behavior from pro-Israel fast food products in Indonesia. The background of this research is based on the rising awareness among Indonesian society, especially Generation Z, regarding global socio-political issues such as the Palestine-Israel conflict, which has triggered boycotting behavior toward certain brands. This research adopts a quantitative approach using a survey method. The sample consists of Generation Z individuals in Indonesia who have switched their consumption from pro-Israel fast food products. The sampling technique used is purposive sampling with a total of 216 respondents. Data were analyzed using Structural Equation Modeling with the Partial Least Squares (SEM-PLS) approach. The results indicate that attitude, subjective norm, perceived behavioral control, and boycott awareness have a significant positive influence on switching consumption behavior. This study contributes theoretically by integrating boycott awareness into the Theory of Planned Behavior framework, and practically for businesses, social activists, and policymakers in understanding value-driven consumption decisions.

Keywords : *attitude, subjective norm, perceived behavioral control, boycott awareness, switching consumption behavior, fast food, pro-Israel products, Generation Z*