

INTISARI

Gerakan boikot terhadap merek global yang dikaitkan dengan konflik Israel–Palestina memengaruhi perilaku konsumen di Indonesia, termasuk terhadap KFC. Penelitian ini menganalisis pengaruh permusuhan konsumen terhadap perilaku pembelian, dengan mempertimbangkan mediasi sikap boikot dan moderasi afinitas merek. Berdasarkan survei terhadap 150 responden dan analisis PLS-SEM, hasil menunjukkan bahwa permusuhan konsumen tidak berpengaruh langsung terhadap perilaku pembelian, namun berpengaruh signifikan secara tidak langsung melalui sikap boikot. Sementara itu, afinitas terhadap merek tidak mampu memperlemah pengaruh tersebut secara statistik. Temuan ini menekankan peran sikap boikot sebagai jalur utama pengaruh emosi negatif terhadap keputusan pembelian.

Kata Kunci: permusuhan konsumen, sikap boikot, afinitas merek, perilaku pembelian, KFC

ABSTRACT

The boycott movement against global brands associated with the Israel–Palestine conflict has influenced consumer behavior in Indonesia, including toward KFC. This study analyzes the effect of consumer animosity on purchase behavior by examining the mediating role of boycott attitude and the moderating role of brand affinity. Based on a survey of 150 respondents and analyzed using PLS-SEM, the results indicate that consumer animosity does not directly affect purchase behavior but has a significant indirect effect through boycott attitude. Meanwhile, brand affinity does not statistically weaken this effect. These findings highlight the key role of boycott attitude as the main pathway through which negative emotions influence consumer purchase decisions.

Keywords: *consumer animosity, boycott attitude, brand affinity, purchase behavior, KFC*