

**PENGARUH PENDIDIKAN ETIKA BISNIS DAN FANATISME  
TERHADAP KEPUTUSAN BOIKOT KARYA IDOLA K-POP YANG  
TERDAFTAR PADA AKUN @ZIONISTSINKPOP MENGGUNAKAN  
PERSPEKTIF DEONTOLOGI**

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**INTISARI**

Penelitian ini bertujuan untuk mengidentifikasi pengaruh antara pendidikan etika bisnis, fanatisme, dan gender terhadap keputusan boikot karya idola yang terdaftar pada akun @zionistsinkpop. Penelitian ini menggunakan metode survei kuesioner berbentuk Google Formulir, sebaran via media sosial kepada subjek penelitian, yaitu mahasiswa S1 Akuntansi FEB UGM. Dari penyebaran kuesioner tersebut, diperoleh 100 jawaban responden yang berasal dari angkatan 2021-2024. Hasil jawaban responden, kemudian, diuji analisis regresi linear berganda menggunakan bantuan perangkat lunak SPSS versi 27.0. Hasil penelitian menjelaskan bahwa pendidikan etika bisnis berpengaruh positif signifikan terhadap keputusan boikot, sedangkan fanatisme dan gender terbukti secara statistik tidak berpengaruh signifikan. Lebih lanjut, berdasarkan hasil uji *independent sample t-test*, menunjukkan bahwa terdapat perbedaan signifikan antara mahasiswa yang belum maupun sedang/sudah mengambil mata kuliah etika bisnis dan profesi terhadap nilai pendidikan etika bisnis. Namun, hasil uji t menjelaskan bahwa keikutsertaan mata kuliah etika bisnis sebagai variabel kontrol tidak berpengaruh signifikan terhadap keputusan boikot. Dengan demikian, keputusan mahasiswa lebih dipengaruhi oleh internalisasi pemahaman etika bisnis.

Kata kunci : Pendidikan Etika Bisnis, Fanatisme, Gender, Keputusan Boikot

**THE INFLUENCE OF BUSINESS ETHICS EDUCATION AND  
FANATICISM ON THE BOYCOTT DECISION TO K-POP IDOL WORKS  
REGISTERED ON THE @ZIONISTSINKPOP ACCOUNT USING A  
DEONTOLOGICAL PERSPECTIVE**

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**ABSTRAK**

*This study aims to identify the influence of business education ethics, fanaticism, and gender on the decision to boycott the work of K-pop idols registered under the account @zionistsinkpop. This study employed a questionnaire survey method, administered via Google Forms distributed through social media, to research subjects, specifically undergraduate students of Accounting at the Faculty of Economics and Business, Universitas Gadjah Mada. From the distribution of the questionnaire, 100 respondents from the 2021-2024 intake were obtained. The answers of the respondents were then tested using multiple linear regression analysis by SPSS software version 27.0. The results indicate that business ethics has a significant positive effect on the boycott decision, while fanaticism and gender were statistically proven to have no significant effect. Furthermore, based on the independent sample t-test results, there is a significant difference between students who have not or are currently/taking a business and professional ethics course regarding the score of business ethics education. However, the t-test results showed that participation in business ethics course as a control variable did not significantly influence the decision to boycott. Thus, students decisions were more influenced by their internalized understanding of business ethics.*

*Keywords: Business ethics education, Fanaticism, Gender, Boycott Decision*