

THE INFLUENCE OF CONSUMER ANIMOSITY, ELECTRONIC WORD OF
MOUTH, AND PERCEIVED EFFICACY ON PURCHASE DECISIONS
DURING THE MCDONALD'S BOYCOTT IN INDONESIA

Arranged in order to fulfill the requirement in obtaining a bachelor's degree

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Written by:

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UNIVERSITAS GADJAH MADA

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APPROVAL PAGE



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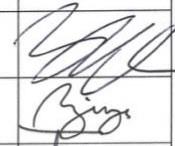
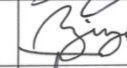
Dengan ini saya menyatakan bahwa tugas akhir dengan judul:

*The Influence of Consumer Animosity, Electronic Word of Mouth, and
Perceived Efficacy on Purchase Decisions During The Mcdonald's
Boycott in Indonesia*

Disusun oleh
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Telah saya baca dengan seksama dan telah dinyatakan memenuhi standar ilmiah, baik
jangkauan maupun kualitasnya, sebagai skripsi jenjang Pendidikan Sarjana (S1).

Telah diujikan pada 17 Oktober 2025

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Mengetahui,
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