

## PENGARUH KAMPANYE MEDIA SOSIAL, EFIKASI YANG DIRASAKAN, DAN TEKANAN SOSIAL TERHADAP NIAT BOIKOT MEREK AYAM GORENG CEPAT SAJI

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### INTISARI

Industri makanan cepat saji termasuk merek global ayam goreng menghadapi gelombang boikot sebagai respons konsumen terhadap isu geopolitik global. Penelitian ini bertujuan untuk menganalisis pengaruh kampanye media sosial, efikasi yang dirasakan, dan tekanan sosial terhadap niat boikot dengan sensitivitas diskon sebagai variabel moderasi. Dilakukan menggunakan desain eksplanatori dengan pendekatan survei. Studi dilakukan dengan mengumpulkan data primer pada September-Oktober 2025 secara daring dari 350 konsumen yang dipilih menggunakan teknik *purposive sampling* dengan kriteria meliputi warga negara Indonesia yang pernah membeli dan mengonsumsi produk ayam goreng cepat saji dari merek yang diboikot, berpendidikan minimal SMA, dan aktif menggunakan media sosial. Data dianalisis menggunakan Regresi dengan perangkat lunak SPSS Versi 31. Seluruh instrumen yang digunakan diuji validitas dan reliabilitasnya. Hasil analisis menunjukkan bahwa kampanye media sosial ( $\beta=0,280$ ;  $p<0,001$ ) dan efikasi yang dirasakan ( $\beta=0,488$ ;  $p<0,001$ ) terdukung berpengaruh terhadap niat boikot. Sebaliknya, tekanan sosial ( $\beta=0,041$ ;  $p=0,211$ ) tidak ditemukan memiliki pengaruh langsung terhadap niat boikot. Akan tetapi, uji moderasi terdukung ( $\beta=0,033$ ;  $p<0,001$ ) mengonfirmasi bahwa sensitivitas diskon memperkuat hubungan antara tekanan sosial dan niat boikot.

(Kata kunci: Efikasi yang dirasakan, kampanye media sosial, niat boikot, sensitivitas diskon, tekanan sosial).

**THE INFLUENCE OF SOCIAL MEDIA CAMPAIGNS, PERCEIVED EFFICACY, AND SOCIAL PRESSURE ON BOYCOTT INTENTIONS TOWARD FAST-FOOD FRIED CHICKEN BRANDS**

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**ABSTRACT**

The fast-food industry, including global fried chicken brands, is currently facing a wave of boycotts as a consumer response to global geopolitical issues. This study aims to analyze the influence of social media campaigns, perceived efficacy, and social pressure on boycott intentions, with discount sensitivity as a moderating variable. This research employed an explanatory design with a survey approach. Primary data were collected online from September to October 2025 from 350 consumers selected using purposive sampling. The criteria included Indonesian citizens who had purchased and consumed fast-food fried chicken from the boycotted brands, possessed at least a high school education, and were active users of social media. The data were analyzed using regression analysis with SPSS Version 31 software. All instruments used were tested for validity and reliability. The results indicate that social media campaigns ( $\beta=0.280$ ;  $p<0.001$ ) and perceived efficacy ( $\beta=0.488$ ;  $p<0.001$ ) are supported as having a significant influence on boycott intentions. Conversely, social pressure ( $\beta=0.041$ ;  $p=0.211$ ) was not found to have a direct influence on boycott intentions. However, the supported moderation test ( $\beta=0.033$ ;  $p<0.001$ ) confirms that discount sensitivity strengthens the relationship between social pressure and boycott intentions.

(Keywords: Boycott intention, discount sensitivity, perceived efficacy, social media campaigns, social pressure).