

DAFTAR PUSTAKA

- Abrar, M., & Hussain, I. (2019). Impact of Customer Animosity and Attitude on Purchase Intention in Fast-Food Industry of Pakistan Sana-ud-Din. In *Pakistan Journal of Social Sciences (PJSS)* (Vol. 39, Issue 3).
- Aburumman, O. J., Omar, K., Al Shbail, M., & Aldoghan, M. (2023). How to Deal with the Results of PLS-SEM? *Lecture Notes in Networks and Systems*, 495 LNNS, 1196–1206. https://doi.org/10.1007/978-3-031-08954-1_101
- Ahn, J. (2024). Individual characteristics linking cognitive, affective and conative mechanisms among vegetarian restaurant customers. *Asia Pacific Journal of Marketing and Logistics*, 36(2), 374–389. <https://doi.org/10.1108/APJML-03-2023-0208>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I. (2001). Nature and Operation of Attitudes. *Annual Review of Psychology*. www.annualreviews.org
- Ajzen, I. (2006). *Constructing a Theory of Planned Behavior Questionnaire*. <https://www.researchgate.net/publication/235913732>
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, 2(4), 314–324. <https://doi.org/10.1002/hbe2.195>
- Ajzen, I., & Fishbein, M. (1973). Attitudinal and normative variables as predictors of specific behavior. *Journal of Personality and Social Psychology*, 27(1), 41–57. <https://doi.org/10.1037/H0034440>
- Ajzen, I., & Fishbein, M. (1977). Attitude-behavior relations: A theoretical analysis and review of empirical research. *Psychological Bulletin*, 84(5), 888–918. <https://doi.org/10.1037/0033-2909.84.5.888>
- Ajzen, I., Heilbroner, R. L., Fishbein, M., & Thurow, L. C. (1980). Understanding Attitudes and Predicting Social Behavior. In *Prentice-Hall* (3rd ed., Vol. 13, pp 249-259). Prentice Hall. https://s.id/BookAjzen1980_PrenticeHall

- All Top Everything. (2024). *Top 10 Largest Fast Food Chains in the World*. Alltopeverything. <https://www.alltopeverything.com/largest-fast-food-restaurant-chains/>. Accessed Nov 4, 2024
- Allport, G. W., & Ross, J. M. (1967). Personal Religious Orientation And Prejudice. *Journal of Personality and Social Psychology*, 5(4), 432–443.
- Amir, Y. (2021). Pengembangan Skala Religiusitas untuk Subyek Muslim. *Indonesian Journal for The Psychology of Religion*, 1(1). <https://doi.org/10.24854/ijpr403>
- Amoako, G. K., Dzogbenuku, R. K., & Abubakari, A. (2020). Do green knowledge and attitude influence the youth's green purchasing? Theory of planned behavior. *International Journal of Productivity and Performance Management*, 69(8), 1609–1626. <https://doi.org/10.1108/IJPPM-12-2019-0595>
- PT Fast Food Indonesia Tbk. (2024). *Annual Report PT Fast Food Indonesia Tbk 2024*. <https://annual-reports.kfcku.com/2024/mobile/index.html>. Accessed Jun 15, 2025
- Asnawi, N., Dwisetyaningsih, N., Djakfar, M., & Id, M. C. (2019). Predicting Muslim Consumer Intention to Boycott a Product-a Test of the Theory of Planned Behavior Background of Research. In *International Journal of Innovation, Creativity and Change*. www.ijicc.net (Vol. 5, Issue 2). www.ijicc.net
- Averill, J. R. (1983). Studies on Anger and Aggression Implications for Theories of Emotion. *American Psychological Association*.
- Awaludin, A. A., Al-Khaidar, M. A., & Ratnasari, R. T. (2023). Opinion Leaders and Product Boycott Intentions: Factors Influencing Consumer Behavior in Support of Israel Boycott. *Journal of Digital Marketing and Halal Industry*, 5(2), 243–264. <https://doi.org/10.21580/jdmhi.2023.5.2.20166>
- Azizi, M. N., Ishak, Z., & Hilmi, F. (2022). Development And Validation Of Religiosity And Practice In Education By Using Confirmatory Factor Analysis. *Muallim Journal of Social Science and Humanities*, 1–12. <https://doi.org/10.33306/mjssh/187>
- Badan Pusat Statistik. (2024). *Indikator Kesejahteraan Rakyat Tahun 2024* (Vol. 53). Badan Pusat Statistik.

<https://www.bps.go.id/id/publication/2024/11/06/3ef10d3d82ed93f616ba9113/indikator-kesejahteraan-rakyat-2024.html>. Accessed Feb 3, 2025

- Balatbat, M. S., Ang, A. J. C., Castillo, K. C. O., Nañoz, J. E. R., Blasa-Cheng, A. C., Vergara, R. A. G., & Vergara, K. C. S. (2023). Check Out or Call Out: Attitude-Driven Boycott Intention in The Fashion Industry. *International Journal of Multidisciplinary: Applied Business and Education Research*, 4(10), 3653–3673. <https://doi.org/10.11594/ijmaber.04.10.20>
- Bananuka, J., Kasera, M., Najjemba, G. M., Musimenta, D., Ssekiziyivu, B., & Kimuli, S. N. L. (2020). Attitude: mediator of subjective norm, religiosity and intention to adopt Islamic banking. *Journal of Islamic Marketing*, 11(1), 81–96. <https://doi.org/10.1108/JIMA-02-2018-0025>
- Bansal, H. S., Taylor, S. F., & James, Y. S. (2005). “Migrating” to new service providers: Toward a unifying framework of consumers’ switching behaviors. In *Journal of the Academy of Marketing Science* (Vol. 33, Issue 1, pp. 96–115). <https://doi.org/10.1177/0092070304267928>
- Batz Liñeiro, A., Romero Ochoa, J. A., & Montes de la Barrera, J. (2024). Exploring entrepreneurial intentions and motivations: a comparative analysis of opportunity-driven and necessity-driven entrepreneurs. *Journal of Innovation and Entrepreneurship*, 13(1). <https://doi.org/10.1186/s13731-024-00366-8>
- Bdnaash. (2024). Home : bdnaash. <https://bdnaash.com/>. Accessed Jan 9, 2025
- BDS Movement. (2024). Act Now Against These Companies Profiting from the Genocide of the Palestinian People | BDS Movement. <https://www.bdsmovement.net/act-now-against-these-companies-profiting-from-genocide>. Accessed Jan 9, 2025
- Bizumic, B. (2019). Effects of the dimensions of ethnocentrism on consumer ethnocentrism: An examination of multiple mediators. *International Marketing Review*, 36(5), 748–770. <https://doi.org/10.1108/IMR-04-2018-0147>
- Bizumic, B., Monaghan, C., & Priest, D. (2021). The Return of Ethnocentrism. *Political Psychology*, 42(S1), 29–73. <https://doi.org/10.1111/pops.12710>
- Branscum, P. (2022). A perspective on the Motivation to Comply social norms construct. *Health Behavior Research*, 5(2). <https://doi.org/10.4148/2572-1836.1109>

- Buheji, M., Ahmed, D., & Ahmed, A. (2023). Keeping the Boycott Momentum- from “War on Gaza” Till ’Free-Palestine. *International Journal of Management (IJM)*, 14(7), 205–229. <https://doi.org/10.17605/OSF.IO/NC75D>
- Calcalistech. (2021). *Israel’s Tictuk acquired by Yum! Brands, owner of KFC, Pizza Hut, and Taco Bell - CTech*. Calcalistech.Com. <https://www.calcalistech.com/ctech/articles/0,7340,L-3901254,00.html>. Accessed Jan 9, 2025
- Campo, S., & Alvarez, M. D. (2017). Consumer Animosity and Affective Country Image. In *Tourism on the Verge: Vol. Part F1055* (pp. 119–131). Springer Nature. https://doi.org/10.1007/978-3-319-44108-5_10
- Campo, S., & Alvarez, M. D. (2019). Consumer animosity and its influence on visiting decisions of US citizens. *Current Issues in Tourism*, 23(9), 1166–1180. <https://doi.org/10.1080/13683500.2019.1603205>
- Charseatd, P. (2016). Role of religious beliefs in blood donation behavior among the youngster in Iran: A theory of planned behavior perspective. *Journal of Islamic Marketing*, 7(3), 250–263. <https://doi.org/10.1108/JIMA-05-2014-0037>
- Chart Expo. (2025). *6-Point Likert Scale: Interpreting Responses for Insights*. <https://chartexpo.com/blog/6-point-likert-scale#>. Accessed Feb 6, 2025
- Chatters, L. M. (2000). RELIGION AND HEALTH: Public Health Research and Practice. In *Public Health* (Vol. 21). www.annualreviews.org
- Chin, W. W. (1998). The Partial Least Squares Approach to Structural Equation Modeling. In *Modern methods for business research*. Mahwah, NJ: Lawrence Erlbaum Associates Publishers, 295–336. <https://www.researchgate.net/publication/311766005>
- Conner, M. (2020). Theory of Planned Behavior. In G. Tenenbaum & R. C. Eklund (Eds.), *Handbook of Sport Psychology* (Fourth, Vol. 1). John Wiley & Sons.
- Cruz, B. de P. A. (2017). Social Boycott. *Review of Business Management*, 19(63), 5–29. <https://doi.org/10.7819/rbgn.v0i0.2868>
- Davidson, J. D. (1975). Glock’s Model of Religious Commitment: Assessing Some Different Approaches and Results. *Review of Religious Research*, 16(2), 83–93. <http://www.jstor.orgStableURL:http://www.jstor.org/stable/3510518>

- Delistavrou, A., Krystallis, A., & Tilikidou, I. (2020). Consumers' decision to boycott "unethical" products: the role of materialism/post materialism. *International Journal of Retail and Distribution Management*, 48(10), 1121–1138. <https://doi.org/10.1108/IJRDM-04-2019-0126>
- Delistavrou, A., & Tilikidou, I. (2024). Important Referents and Post-Materialist Values Guide Intentions to Boycott. *The Central and Eastern European Online Library*, 1. <https://www.ceeol.com/search/article-detail?id=837940>
- Devina, F., Andita, A., & Hermawan, D. (2023). The role of product knowledge on purchase intention: Case study of agriculture biological product. In *International Journal on Social Science, Economics and Art* (Vol. 12, Issue 4).
- Dini, S. A., & Astuti, R. D. (2024). From Flash in the Pan to Continuous Ban: How the Power of Theory of Planned Behavior in Continuous Boycott Intention. *Asian Journal of Management Entrepreneurship and Social Science*. <https://ajmesc.com/index.php/ajmesc>
- Eagly, A. H., & Chaiken, S. (1998). *Attitude structure and function*. In D. T. Gilbert, S. T. Fiske, & G. Lindzey (Eds.) (Mc Graw-Hill, Ed.; 4th ed.). The Handbook of Social Psychology. <https://psycnet.apa.org/record/1998-07091-007>
- Eagly, A. H., Mladinic, A., & Otto, S. (1994). Cognitive and affective bases of attitudes toward social groups and social policies. *Journal of Experimental Social Psychology*, 30 No. 2, 113–137.
- Edelman Trust Barometer. (2024). *Special Report: Brands and Politics*. Accessed Feb 12, 2025
- Ernst, R., & Haar, J. (2019). Globalization, Competitiveness, and Governability. In *Globalization, Competitiveness, and Governability*. Springer Nature Switzerland AG. <https://doi.org/10.1007/978-3-030-17516-0>
- Farah, M. F., & Mehdi, N. I. (2021). Consumer ethnocentrism and consumer animosity: A literature review. *Strategic Change*, 30(1), 19–28. <https://doi.org/10.1002/jsc.2384>
- Farley, S. D., & Stasson, M. F. (2003). Relative Influences of Affect and Cognition on Behavior: Are Feelings or Beliefs More Related to Blood Donation Intentions? *Experimental Psychology*, 50 No. 1, 55–62. <https://doi.org/10.1026/1618-3169.50.1.55>

- Fee Yean, T., & Johari, J. (2015). The influence of attitude, subjective norms, and perceived behavioural control on intention to return to work: A case of socso's insured employees. *Kajian Malaysia*, 33, 141–154. <https://www.researchgate.net/publication/305432662>
- Firdausi, S. A. M., & Dharmmesta, B. S. (2023). The Effect of Push, Pull, and Mooring Factors on Customers' Switching Intention to Green Cosmetics. *Gadjah Mada International Journal of Business*, 25(3), 2023. <http://journal.ugm.ac.id/gamaijb>
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Reading, Mass. : Addison-Wesley Pub. Co.
- Fishbein, Martin., & Ajzen, Icek. (2010). *Predicting and changing behavior : the reasoned action approach* (1st ed). Psychology Press, Taylor & Francis Group. <https://doi.org/https://doi.org/10.4324/9780203838020>
- Fitri, A., Fitriansyah, R., & Maulidia Alfian, A. (2024). Muslim Consumer Intentions Towards Boycotted Products Affiliated with Israel in Indonesia. *Journal Of Social Science Research*, 4, 13926–13945.
- Florencio, B. P., Revilla-Camacho, M. Á., Garzón, D., & Prado-Román, C. (2021). Explaining the boycott behavior: A conceptual model proposal and validation. *Journal of Consumer Behaviour*, 20(5), 1313–1325. <https://doi.org/10.1002/cb.1937>
- Florencio, B. P., Revilla-Camacho, M. Á., & Garzón-Benítez, L. (2019). The Attitude Towards Boycotts: Determining Factors. *Harvard Deusto Business Research*, 8(2), 110–122. <https://doi.org/10.3926/hdbr.242>
- Friedman, M. (1985). Consumer boycotts in the United States. *Journal of Consumer Affairs*, 19, 96–117.
- Garrett, D. E. (1987). The Effectiveness of Marketing Policy Boycotts: Environmental Opposition to Marketing. *Journal of Marketing*, 51(2), 46–57.
- Ghafur, N., & Hendayani, R. (2020). The Effect Of Place Emotion, Perceived Behaviour Control, Subjective Norm, On Behaviour Intention With Mediating Attitude On Consumers Linkaja In Telkom University. *Manajemen Bisnis Telekomunikasi Dan Informatika*, 7(1).

<https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/11665/11530>

Global Sources. (2024, August 8). *Fast Food Trends 2024: Speed, Convenience & Evolving Tastes*. <https://www.globalsources.com/knowledge/fast-food-industry-trends/>. Accessed Oct 30, 2024

Glock, C. Y., & Stark, R. (1965). *Religious and Society in Tension*. Chicago, Rand McNally. <https://search.worldcat.org/en/title/614376737>

González-Cabrera, C., & Trelles-Arteaga, K. (2021). Consumer ethnocentrism and purchasing intention in developing countries. *Retos(Ecuador)*, 11(21), 165–179. <https://doi.org/10.17163/ret.n21.2021.10>

GoodStats. (2024a). *KFC: 47 Gerai Tutup, 2.000 Lebih Karyawan Kena PHK*. GoodStats. <https://goodstats.id/article/kfc-47-gerai-tutup-2000-lebih-karyawan-di-phk-chdNZ>. Accessed Feb 3, 2025

GoodStats. (2024b, August 8). *Survei GoodStats: Mayoritas Warga Indonesia Dukung Aksi Boikot Produk Terafiliasi Israel*. GoodStats. <https://goodstats.id/article/survei-goodstats-mayoritas-warga-indonesia-dukung-aksi-boikot-produk-terafiliasi-israel-IOhHj>. Accessed Dec 4, 2024

Greenwald, A. G., & Banaji, M. R. (1995). Implicit Social Cognition: Attitudes, Self-Esteem, and Stereotypes Implicit Social Cognition: Introduction and Overview. *American Psychological Association*, 102(1), 4–27.

Hackney, C. H., & Sanders, G. S. (2003). Religiosity and Mental Health: A Meta-Analysis of Recent Studies. *Journal for the Scientific Study of Religion*, 42:1, 43–55.

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2022). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-80519-7>

Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. In *European Business Review* (Vol. 26, Issue 2, pp. 106–121). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-10-2013-0128>

- Hair, J. F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science*, 40(3), 414–433. <https://doi.org/10.1007/s11747-011-0261-6>
- Halim, E., & Karami, R. H. (2020). Information Systems, Social Media Influencers and Subjective Norms Impact to Purchase Intentions in E-commerce. *International Conference on Information Management and Technology*.
- Hasanah, A. N., Luqman, Y., Dwiningtyas, H., Studi, P., & Komunikasi, I. (2024). Pengaruh Terpaan Media Sosial Instagram Mengenai Produk Boikot Dan Konflik Palestina – Israel Terhadap Keputusan Pembelian Produk Boikot. 12(4). <http://www.fisip.undip.ac.id>
- Hati, S. R. H., Gayatri, G., & Indraswari, K. D. (2021). Migration (Hijra) to Islamic bank based on push–pull–mooring theory: a services marketing mix perspective. *Journal of Islamic Marketing*, 12(8), 1637–1662. <https://doi.org/10.1108/JIMA-07-2019-0157>
- Hermawanto, A., & Anggraini, M. (2020). *Globalisasi, Revolusi Digital dan Lokalitas: Dinamika Internasional dan Domestik di Era Borderless World* (I. G. Muhammad, Ed.). LPPM Press UPN “Veteran” Yogyakarta.
- Hino, H., & Nebenzahl, I. D. (2021). Applying information integration theory to the study of boycott–spillover to linked regions. *Quality and Quantity*, 55(5), 1889–1915. <https://doi.org/10.1007/s11135-020-01093-4>
- Hoffmann, S., Mai, R., & Smirnova, M. (2011). Development and validation of a cross-nationally stable scale of consumer animosity. *Journal of Marketing Theory and Practice*, 19(2), 235–252. <https://doi.org/10.2753/MTP1069-6679190208>
- Hussain, T., Abbas, H., & Wang, D. (2021). Contributing Agents For Forest Management Of Rural Areas-An Analysis Through Smart Pls Methods. *Journal of Intelligent Business Strategies*, 15(1), 109–134. [https://doi.org/10.29270/JBS.15.1\(21\).07](https://doi.org/10.29270/JBS.15.1(21).07)
- Ikhsan, M. C., Astuti, V. S., Wijaya, A. A., Finuliyah, F., & Miskatul Qulub, A. (2022). Does Paid Promote Influences User Frequency To Purchase? An Analysis Using Aida Dimension. *Airlangga Journal of Innovation Management*, 3(2). <https://doi.org/10.20473/ajim.v3i1.20460>

- Johnson, D. N., Shipley, N. J., van Riper, C. J., Kyle, G. T., Wallen, K. E., Landon, A., & Absher, J. (2021). Place based motivations and normative beliefs predict pro-environmental behavior across involvement profiles. *Journal of Outdoor Recreation and Tourism*, 35. <https://doi.org/10.1016/j.jort.2021.100377>
- Julina, Asnawi, A., & Robinson Sihombing, P. (2021). The Antecedent of Intention to Visit Halal Tourism Areas Using the Theory of Planned Behavior: The Moderating Effect of Religiosity. *Journal of Tourism Management Research*, 127–135. <https://doi.org/10.18488/journal.31.2021.82.127.135>
- Jung, K., Ang, S. H., Leong, S. M., Tan, S. J., Pornpitakpan, C., & Kau, A. K. (2002). A typology of animosity and its cross-national validation. *Journal of Cross-Cultural Psychology*, 33(6), 525–539. <https://doi.org/10.1177/0022022102238267>
- Kaynak, E., & Kara, A. (2002). Consumer perceptions of foreign products: An analysis of product-country images and ethnocentrism. *European Journal of Marketing*, 36(7–8), 928–949. <https://doi.org/10.1108/03090560210430881>
- Khraim, H. S. (2022). Exploring Factors Affecting Consumers' Intentions to Boycott French Products in Jordan. *Journal of Consumer and Family Economics*, 28. <https://www.researchgate.net/publication/361407995>
- Kim, C., Yan, X., Kim, J., Terasaki, S., & Furukawa, H. (2022). Effect of consumer animosity on boycott campaigns in a cross-cultural context: Does consumer affinity matter? *Journal of Retailing and Consumer Services*, 69. <https://doi.org/10.1016/j.jretconser.2022.103123>
- Kiriri, P. N. (2019). Consumer Ethnocentrism and Attitudes towards Local Products: A Case of Kenyan Consumers. *The University Journal*, 1, 2519–0997.
- Klein, J. G., Ettenson, R., & Morris, M. D. (1998). The Animosity Model of Foreign Product Purchase: An Empirical Test in the People's Republic of China. *Journal of Marketing*, 62(1), 89–100. <http://www.jstor.orgURL:http://www.jstor.org/stable/1251805>
- Kotler, Keller, K. L., Brady, M., Victor Goodman, M. R., & Hansen, T. (2019). Marketing management . In *Soldering & Surface Mount Technology* (4th European edition, Vol. 13, Issue 3).

- Kumar, J. A., Bervell, B., Annamalai, N., & Osman, S. (2020). Behavioral intention to use mobile learning: Evaluating the role of self-efficacy, subjective norm, and whatsapp use habit. *IEEE Access*, 8, 208058–208074. <https://doi.org/10.1109/ACCESS.2020.3037925>
- Latipah, Y., Supriani, I., & Sudarsono, H. (2024). What Drives The Intention Of Millennials And Generation Z To Pay Zis Via Digital Platform? Religiosity As The Moderating Variable. *Jurnal Ekonomi Dan Bisnis Islam (Journal of Islamic Economics and Business)*, 10(2). <https://doi.org/10.20473/jebis.v10i2.62338>
- Lee. (1966). A Theory of Migration. *Demography Population Association of America.*, 3(1), 47–57.
- Lee, Y., Chon, M.-G., & Yeunjae Lee, C. (2021). “Don’t Go, Don’t Buy” Understanding the Motivations of the Anti-Japan Boycott Movement in South Korea During an International Conflict. *Negotiation and Conflict Management Research*.
- Liao, J., Li, M., Wei, H., & Tong, Z. (2020). Antecedents of smartphone brand switching: a push–pull–mooring framework. *Asia Pacific Journal of Marketing and Logistics*, 33(7), 1596–1614. <https://doi.org/10.1108/APJML-06-2020-0397>
- Lim, W. M., & Weissmann, M. A. (2021). Toward a theory of behavioral control. *Journal of Strategic Marketing*, 31(1), 185–211. <https://doi.org/10.1080/0965254X.2021.1890190>
- Location | McDonald’s Indonesia. (2024). <https://www.mcdonalds.co.id/locations>. Accessed Dec 29, 2024
- Maimunah, A., & Nurhidayati. (2024). Peran Religiusitas Sebagai Variabel Moderasi Dalam Mendorong Intensi Berwirausaha Pada Mahasiswi Muslim Melalui Pendekatan Theory Planned Behavior. *Jurnal Studi Manajemen Organisasi*, 21(2), 31. <http://ejournal.undip.ac.id/index.php/smo>
- Majelis Ulama Indonesia. (2023). *Fatwa Mui No.83 Tahun 2023 Tentang Hukum Dukungan Terhadap Perjuangan Palestina*. <https://www.mui.or.id/public/index.php/baca/fatwa/hukum-dukungan-terhadap-perjuangan-palestina>. Accessed Feb 4, 2025

- Maksan, M. T., Kovačić, D., & Cerjak, M. (2019). The influence of consumer ethnocentrism on purchase of domestic wine: Application of the extended theory of planned behaviour. *Appetite*, 142. <https://doi.org/10.1016/j.appet.2019.104393>
- Memon, Y. J., Azhar, S. M., Haque, R., & Bhutto, N. A. (2020). Religiosity as a moderator between theory of planned behavior and halal purchase intention. *Journal of Islamic Marketing*, 11(6), 1821–1836. <https://doi.org/10.1108/JIMA-01-2019-0006>
- Miftari, I., Cerjak, M., Tomić Maksan, M., Imami, D., & Prenaj, V. (2021). Consumer ethnocentrism and preference for domestic wine in times of covid-19. *Studies in Agricultural Economics*, 123(3), 103–113. <https://doi.org/10.7896/j.2173>
- Miguel, L., Marques, S., & Duarte, A. P. (2022). The influence of consumer ethnocentrism on purchase of domestic fruits and vegetables: application of the extended theory of planned behaviour. *British Food Journal*, 124(13), 599–618. <https://doi.org/10.1108/BFJ-11-2021-1208>
- Miles, M. B., & Huberman, A. M. (1994). Qualitative Data Analysis. In *An expanded sourcebook* (Vol. 3). <https://doi.org/10.1080/0140528790010406>
- Misra, R., Singh, S., & Singh, D. (2018). Analysing the Role of Consumer Ethnocentrism and Social Responsibility in the Preference of Ayurvedic Products. *Management and Labour Studies*, 43(4), 263–276. <https://doi.org/10.1177/0258042X18797752>
- Moon, B. (1995). Paradigms in migration research: Exploring ‘moorings’ as a schema. *Progress in Human Geography*, 19(4), 504–524. <https://doi.org/10.1177/030913259501900404>
- Mrad, S. Ben, Sheng, S. Y., & Hart, L. K. (2013). Do Rumbblings Lead to Real Action? A Case of Animosity and Boycott in China. *International Journal of China Marketing*, 3(2).
- Nora, L., & Sriminarti, N. (2023). The Determinants of Purchase Intention Halal Products: The Moderating Role of Religiosity. *Journal of Consumer Sciences*, 8(2), 220–233. <https://doi.org/10.29244/jcs.8.2.220-233>
- Nurmalasari, N. (2024). *Urutan 10 Kota Termaju dan Terbesar di Pulau Jawa, Daerah Mana yang Paling Mendominasi? - Timenews*. Time News.

<https://www.timenews.co.id/ragam/99514197106/urutan-10-kota-termaju-dan-terbesar-di-pulau-jawa-daerah-mana-yang-paling-mendominasi>.

Accessed Jun 15, 2025

- Palacios-Florencio, B., Revilla-Camacho, M. Á., Garzón, D., & Prado-Román, C. (2021). Explaining the boycott behavior: A conceptual model proposal and validation. *Journal of Consumer Behaviour*, 20(5), 1313–1325. <https://doi.org/10.1002/cb.1937>
- Palestinian BDS National Committee (BNC). (2024, December). *Guide to BDS Boycott & Pressure Corporate Priority Targeting | BDS Movement*. <https://bdsmovement.net/Guide-to-BDS-Boycott>
- Pavlič, I. (2024). Baby Boomers And Generation Z: The Role Of Consumer Ethnocentrism On Purchase Intention. *DIEM Dubrovnik International Economic Meeting*, 9(1), 59–72. <https://doi.org/10.17818/DIEM/2024/1.15>
- Pilatin, A., & Dilek, Ö. (2022). Customer Preference for Islamic Banks in Turkey A Model of Planned Behavior Theory *. *Turkish Journal of Islamic Economics*, 10(2), 1–32. <https://doi.org/10.26414/A3777>
- Pinazo-Dallenbach, P., & Castelló-Sirvent, F. (2024). Gender, Perceived Insecurity, Corruption Perception, Subjective Norm, and Household Income: A Configurational Approach to Entrepreneurial Intention. *Journal of the Knowledge Economy*, 15(2), 5864–5892. <https://doi.org/10.1007/s13132-023-01387-6>
- Pratiwi, B., Miftahul Jannah, K., Saraswati, R., Raihanah, S., & Suhud, U. (2021). Analisis Pengaruh Intention to Boycott pada Konsumen Produk Perancis di Indonesia. *Jurnal Bisnis, Manajemen, Dan Keuangan*, 2(1).
- Qureshi, M. A., Khaskheli, A., Qureshi, J. A., Raza, S. A., & Khan, K. A. (2023). Factors influencing green purchase behavior among millennials: the moderating role of religious values. *Journal of Islamic Marketing*, 14(6), 1417–1437. <https://doi.org/10.1108/JIMA-06-2020-0174>
- Ramadania, R., Suh, J., Rosyadi, R., Purmono, B. B., & Rahmawati, R. (2023). Consumer ethnocentrism, cultural sensitivity, brand credibility on purchase intentions of domestic cosmetics. *Cogent Business and Management*, 10(2). <https://doi.org/10.1080/23311975.2023.2229551>

- Ratnasari, R. T., Prajasari, A. C., & Kassim, S. (2023). Does religious knowledge level affect brand association and purchase intention of luxury cars? Case of the Lexus cars in Indonesia. *Journal of Islamic Marketing*, 14(4), 988–1006. <https://doi.org/10.1108/JIMA-01-2020-0004>
- Refaldy, A., & Rodhiah. (2023). Pengaruh subjective norm and religiosity terhadap purchase intention dari halal brands melalui attitude. *Jurnal Ilmiah Ekonomi Islam*, 9(01), 1523–1533.
- Reuters, T. (2025, January 10). *Gaza war death toll could be 40% higher, says study.* https://www.reuters.com/world/middle-east/gaza-war-toll-likely-significantly-undercounts-deaths-says-study-2025-01-09/?utm_source=chatgpt.com
- Reutter, K. K., & Bigatti, S. M. (2014). Religiosity and Spirituality as Resiliency Resources: Moderation, Mediation, or Moderated Mediation? *Journal for the Scientific Study of Religion*, 53(1), 56.
- Riptiono, S. (2020). Pengaruh Allocentris dan Animosity Terhadap Niat Beli Konsumen Pada Produk Makanan Lokal dengan Ethnocentrism Sebagai Intervening Variabel. *Jurnal Aplikasi Bisnis Dan Manajemen*. <https://doi.org/10.17358/jabm.6.2.379>
- Roswinanto, W., & Suwanda, S. N. (2023). Religious boycott in Indonesia: investigation of antecedents and the effect of religiosity dimensions. *Journal of Islamic Marketing*, 14(1), 174–195. <https://doi.org/10.1108/JIMA-08-2020-0246>
- Sari, D. K., & Games, D. (2024). Investigating young consumer's boycott behavior in an emerging market. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2362444>
- Shimp, T. A. (1984). Consumer Ethnocentrism: the Concept and a Preliminary Empirical Test. *Advances in Consumer Research*.
- Shimp, T. A., & Sharma, S. (1987). Consumer Ethnocentrism: Construction and Validation of the CETSCALE. *Journal of Marketing Research*, 24(3), 280–289. <https://doi.org/10.2307/3151638>
- Simply Psychology. (2025). *Components of Attitude: ABC Model*. Simply Psychology. <https://www.simplypsychology.org/attitudes.html#>

- Singh, M., Mittal, M., Mehta, P., & Singla, H. (2021). Personal values as drivers of socially responsible investments: a moderation analysis. *Review of Behavioral Finance*, 13(5), 543–565. <https://doi.org/10.1108/RBF-04-2020-0066>
- Souiden, N., Ladhari, R., & Chang, L. (2018). Chinese perception and willingness to buy Taiwanese brands: The role of ethnocentrism and animosity. *Asia Pacific Journal of Marketing and Logistics*, 30(4), 816–836. <https://doi.org/10.1108/APJML-09-2017-0203>
- Stimson, R. J., & Minnery, J. (1998). Why People Move to the “Sun-belt”: A Case Study of Long-distance Migration to the Gold Coast, Australia. In *Urban Studies* (Vol. 35, Issue 2).
- Store || KFC Indonesia. (2024). <https://kfcku.com/store>. Accessed Dec 29, 2024
- Sugiyono. (2021). *Metode penelitian komunikasi (Kuantitatif, kualitatif, dan cara mudah menulis artikel pada jurnal internasional)*. Alvabeta Bandung. <https://scholar.google.com/scholar?cluster=9873234911183584696&hl=en&oi=scholar>
- Sumiati. (2019). Dampak Etnosentrisme Dan Budaya Populer Terhadap Sikap Konsumen Serta Implikasinya Terhadap Minat Beli Konsumen. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 4(2), 27–31.
- Sumner, W. G. 1840-1910. (1906). *Folkways: A Study of the Sociological Importance of Usages, Manners, Customs, Mores, and Morals*. Ginn and Company. <https://www.gutenberg.org/cache/epub/24253/pg24253-images.html>
- Syed, A., Gul, N., Khan, H. H., Danish, M., Ul Haq, S. M. N., Sarwar, B., Azhar, U., & Ahmed, W. (2021). The Impact of Knowledge Management Processes on Knowledge Sharing Attitude: The Role of Subjective Norms. *Journal of Asian Finance, Economics and Business*, 8(1), 1017–1030. <https://doi.org/10.13106/jafeb.2021.vol8.no1.1017>
- Tiliouine, H., & Belgoumidi, A. (2009). An exploratory study of religiosity, meaning in life and subjective wellbeing in muslim students from Algeria. *Applied Research in Quality of Life*, 4(1), 109–127. <https://doi.org/10.1007/s11482-009-9076-8>
- Times Prayer. (2025). *Global Muslim Population*. <https://timesprayer.com/en/muslim-population/>. Accessed Feb 4, 2025

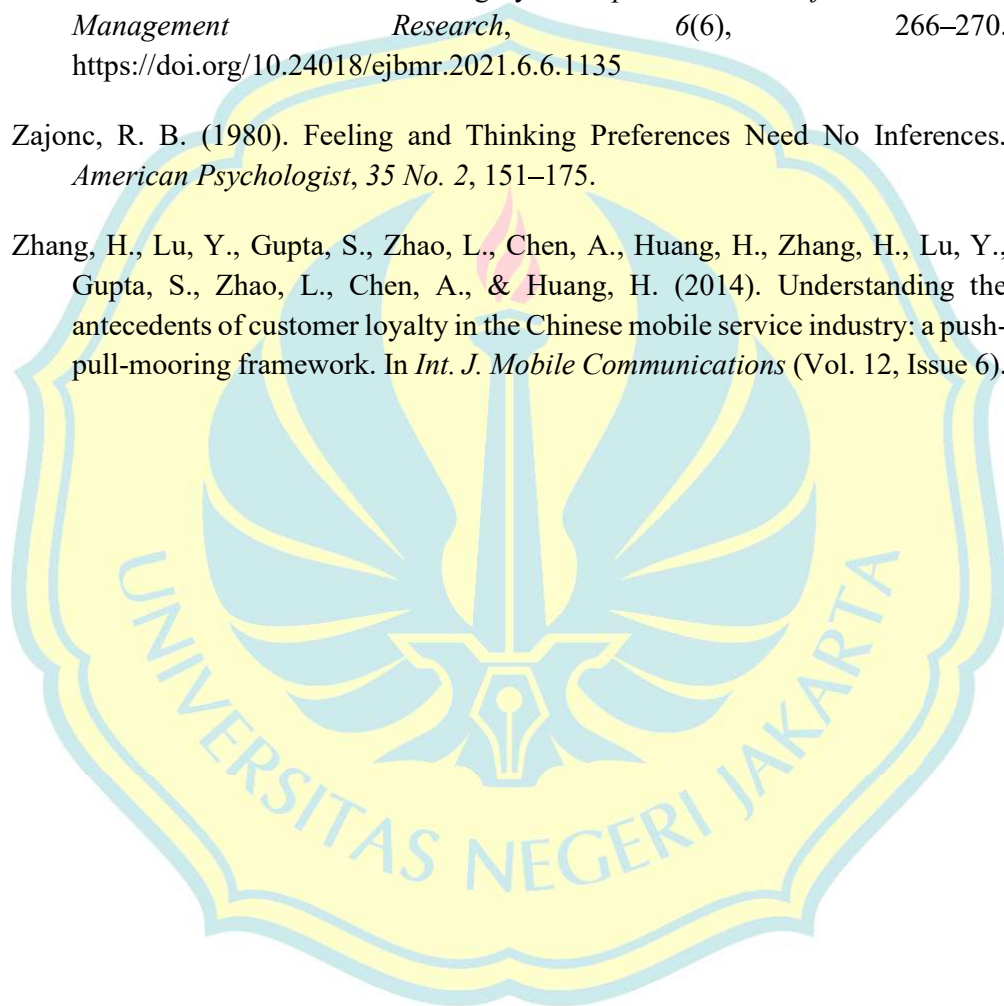
- Top Brand Award. (2024). *Komparasi Index Restoran Fast Food 5 Tahun Terakhir*. <https://s.id/KomparasiTopBrandFastFood>. Accessed Feb 4, 2025
- Vamvaka, V., Stoforos, C., Palaskas, T., & Botsaris, C. (2020). Attitude toward entrepreneurship, perceived behavioral control, and entrepreneurial intention: dimensionality, structural relationships, and gender differences. *Journal of Innovation and Entrepreneurship*, 9(1). <https://doi.org/10.1186/s13731-020-0112-0>
- Vristiyana, V. M. (2019). *Pengaruh Religiusitas Dan Pengetahuan Produk Halal Terhadap Penilaian Produk Halal Dan Minat Pembelian Produk Halal*.
- Wang, Luo, X. (Robert), Yang, X., & Qiao, Z. (2019). Easy come or easy go? Empirical evidence on switching behaviors in mobile payment applications. *Information and Management*, 56(7). <https://doi.org/10.1016/j.im.2019.02.005>
- Wang, X., Qin, X., & Zhou, Y. (2020). A comparative study of relative roles and sequences of cognitive and affective attitudes on tourists' pro-environmental behavioral intention. *Journal of Sustainable Tourism*, 28(5), 727–746. <https://doi.org/10.1080/09669582.2019.1704297>
- Wolff, H. N.-. (2024, April). *Fast food industry in Indonesia - statistics and facts*. Statista. <https://www.statista.com/topics/12242/fast-food-industry-in-indonesia/#topicOverview>
- Worldometer. (2025). *World Population Clock: 8.2 Billion People (LIVE, 2025)*. <https://www.worldometers.info/world-population/>. Accessed Feb 4, 2025
- Xie, J., Choo, H. J., & Lee, H. K. (2023). Effects of consumer animosity on boycotts: the role of cognitive-affective evaluations and xenocentrism. *Journal of Fashion Marketing and Management*, 28(1), 45–60. <https://doi.org/10.1108/JFMM-11-2022-0235>
- Yassin, S., Labeeb, A., & Rasheed, H. (2022). The Mediation Role of Attitude toward Purchase in the Relationship between Country of Origin Image, Religiosity, Ethnocentrism, Animosity and Intentions to Purchase in the Egyptian Context. *International Journal of Social Science And Human Research*. <https://doi.org/10.47191/ijssshr/v5-i1-32>
- Yin, R. K. (2018). Case Study Research and Applications Design and Methods Sixth Edition. In *Japan Marketing Journal* (6th ed., Vol. 43, Issue 2). SAGE

Publications. <https://uk.sagepub.com/en-gb/eur/case-study-research-and-applications/book250150>

Yusuf, D. M., & Zulfitri, . (2021). Effect of Attitude Mediating Subjective Norm, Perceived Behaviour Control, and Perceived Ease of Use on Online Purchase Intention Fashion Product Category. *European Journal of Business and Management Research*, 6(6), 266–270. <https://doi.org/10.24018/ejbmr.2021.6.6.1135>

Zajonc, R. B. (1980). Feeling and Thinking Preferences Need No Inferences. *American Psychologist*, 35 No. 2, 151–175.

Zhang, H., Lu, Y., Gupta, S., Zhao, L., Chen, A., Huang, H., Zhang, H., Lu, Y., Gupta, S., Zhao, L., Chen, A., & Huang, H. (2014). Understanding the antecedents of customer loyalty in the Chinese mobile service industry: a push-pull-mooring framework. In *Int. J. Mobile Communications* (Vol. 12, Issue 6).



Intelligentia - Dignitas