



The Influence Of Animosity, Ethnocentrism, And Religiosity On Boycott Intentions At Mcdonald's In Jabodetabek

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Abstract

The escalating Israeli-Palestinian conflict has sparked a global wave of solidarity, including in Indonesia. Boycotts against American products, such as McDonald's, have become a popular form of protest. The purpose of this study is to analyze animosity, ethnocentrism, and religiosity on boycott intentions at McDonald's in Jabodetabek. The method of analysis in this study uses quantitative methods using primary data obtained from distributing questionnaires as many as 130 respondents. The sampling method in this study is non probability sampling with purposive sampling technique with the testing tool used is SmartPLS. The results of this study indicate that the animosity, ethnocentrism and religiosity variable affects boycott intentions.

Keywords: Animosity, Ethnocentrism, Religiosity, Boycott Intentions

Introduction

The Israeli Zionist movement has aggressively fought a war to vacate the Palestinian territories for more than 75 years and received official support from developed countries such as the United States, Britain, France, and so on. Then on October 7, 2023, Hamas, a Palestinian missile group finally carried out an unprecedented attack and resulted in further escalation of the conflict. Israel's attack was no longer a war, it was genocide or group hostilities and violated the Geneva Convention. This has caused many people around the world, including Indonesia, to get emotional and call for boycotting products that support the Zionist movement. With this boycott, it is hoped that companies will suffer huge losses, thus inhibiting financial inputs that are used to help Israel attack Palestine. All those involved in the boycott suggested that all products of America and its allies be boycotted, both conventional and franchised companies.

McDonald's was boycotted in Indonesia because it was linked to the humanitarian issue in Gaza. McDonald's Israel announced on social media that it had donated thousands of free meals to the Israeli military amid the war in Gaza. Many consumers in Indonesia are boycotting McDonald's and other Western companies that are seen as supporting Israel in the Israel-Hamas conflict. This boycott is a form of solidarity with the Palestinian people who are suffering from the conflict. People feel that consuming products from these companies means supporting Israeli actions that are considered to be violating human rights in Gaza. (Republika.co.id, 2024)

Boycott Intention

Boycott is a restriction or prohibition on the entry of a type of goods or commodities into the country, especially from a certain country. Fishbein & Ajzen (1975) define “intention” as a person's position on a subjective probability dimension involving the relationship between himself and an action. Therefore, behavioral “intention” refers to the probability that a person will perform a behavior. Boycott intention is an individual's strategy to harm a specific target (company, person, group, region, country, etc.) that may lead to the purchase (or not) behavior of a particular product or brand (Cruz, 2016).

The intention to participate in a boycott is measured from a scale formed from five indicators and used in previous research conducted by Cossío-Silva, et al (2019). The following are the indicators of boycott intention:

1. Political Awareness

An individual's level of awareness of political issues relating to the product or company to be boycotted. This includes an understanding of the social and political impacts of their purchasing decisions.

2. Emotional Motivation

A sense of emotional attachment to the issue behind the boycott, such as social justice or human rights, that drives consumers to participate in the boycott.

3. Perception of the Brand

How consumers perceive the brand involved in a particular political issue, including whether they believe that the brand supports or opposes their values.

4. Social Influence

The impact of the opinions and actions of friends, family or other social groups that may motivate individuals to take part in a boycott.

5. Availability of Alternatives

The ease of finding substitute products that are not involved in the same issue, which can influence the decision to boycott.

Animosity

Animosity refers to consumers' angry attitude towards a country, which results in consumers avoiding products from that country and can even be a motivation to boycott products originating from that country (Klein & Ettensoe, 1999). According to Haidt (2003), Animosity is a consumer response to the actions of other countries that are considered immoral. Animosity generates negative sentiment and has the potential to pose a serious threat to a company or country, manifested in rejection, negative judgment, and participation in boycott movements.

There are two indicators of Animosity according to Klein, Ettenson, & Morris (1998), namely:

1. War animosity or anger due to war, which is caused by previous wars or military problems
2. Economic animosity, which is caused by strong economic competition between countries.

Ethnocentrism

Ethnocentrism is the belief that the values and standards that exist within a particular cultural community are correct and should be used as the standard for evaluating and acting

towards other cultures (Saragih, Sibarani, & Darma, 2022). Ethnocentrism consumers exhibit beliefs about the ethics and compliance required to purchase domestic goods. Shimp & Sharma (1987) developed a tool called CETSCALE (Consumer Ethnocentric Tendencies Scale) to measure consumer ethnocentrism tendencies related to the habit of buying foreign products over domestic products. The indicators are as follows:

1. Patriotism

Patriotism is a high sense of love for the country. This indicator tries to measure whether patriotism affects consumers' desire to consume local products.

1. Economic Threat

The economic threat indicator measures whether consumers feel that buying a product will threaten the domestic economy.

2. Job Losses

The job losses indicator measures whether consumers think that job loss among employees in the local industry is one of the risks if consumers consume foreign products.

3. Unemployment

The unemployment indicator measures whether consumers feel that consuming foreign products can cause unemployment for employees in the local industry.

Religiosity

Religiosity is related to an individual with the religion he adheres to and believes in, so that religiosity makes a person always interpret his life from a religious point of view so that it affects his mindset, behavior in the environment, and solutions to his life problems (Wardanani & Pitensah, 2021). Indicators of religiosity according to Mokhlis (2006), namely:

1. Personal beliefs

The level of individual belief in the teachings of the religion adhered to, which reflects personal commitment to these beliefs.

2. Religious Practice

An individual's involvement in personal religious practices, such as prayer, meditation, and other rituals performed individually.

3. Moral Values

The influence of values taught by religion on individual attitudes and behaviors in the context of daily life.

4. Understanding of Religious Teachings

The extent to which individuals understand and internalize religious teachings in everyday life.

5. Spiritual Reflection

The ability of individuals to reflect on and evaluate spiritual experiences and how these affect their lives.

6. Religious Activity Participation

Active involvement in events or activities organized by a religious organization or community.

The Relationship Between Animosity and Boycotts

Animosity, or feelings of hostility, can drive boycott intentions by triggering negative emotions such as anger and hatred. Boycott campaigns often utilize animosity to mobilize public participation and raise issue awareness. Based on research conducted by Jiali Xie, Ho Jung Choo, and Ha Kyung Lee (2023) shows that Animosity positively affects Boycott. Based on research by Bella Pratiwi, et al (2021), it shows that Animosity affects Intention to Boycott. H1: Animosity affects Boycott Intention.

The Relationship Between Ethnocentrism and Boycotts

Ethnocentrism, which is the view that one's own culture is the best, can influence boycott intentions. Consumers with high ethnocentrism tend to boycott foreign products because they feel local products are better. However, the success of a boycott is also influenced by other factors such as campaigns, availability of alternatives, and emotional involvement. In research by Azrul Afrillana and Moch Aridhi Al-Khaidar (2023) and Khoiruman and Wariati (2023) showed that Consumer's Ethnocentrism has a positive influence on Boycott Intention. H2: Ethnocentrism affects Boycott Intention.

The Relationship Between Religiosity and Boycotts

Religiosity, or one's devotion to religion, may influence boycott intentions. Religious individuals may boycott products that are inconsistent with religious values, such as those that contain haram ingredients or support practices that go against religious teachings. In addition, the urge to uphold social justice can also be a boycott motivation for them. Based on research conducted by Rouza Fakriza and Ridwan Nurdin (2019), it shows that religiosity has a positive effect on boycotts. However, in Bella Pratiwi's research (2021) Intrinsic Motivation Religion does not affect Intention to Boycott. H3: Religiosity affects Boycott Intention.

Method

Based on the problem formulation and similar research studies, the following research model can be prepared:.

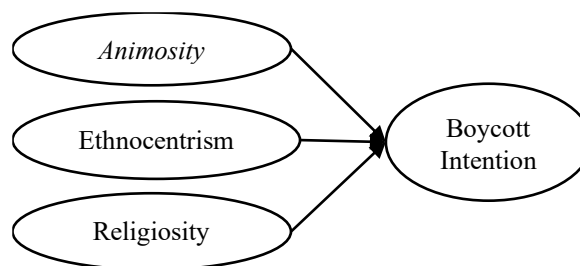


Figure 1 Research Model
 Source: (Pratiwi et al, 2021) (Fakriza & Nurdin, 2019) (Afrillana & Al-Khaidar, 2023)



Objects and Subjects of Research

The object focuses on the influence of animosity, ethnocentrism, and religiosity on boycott intentions at McDonald's in the Greater Jakarta area. The subjects in this study are consumers who have visited and consumed McDonald's in the Greater Jakarta area. The main focus of this study is to analyze and explain how Animosity, Ethnocentrism, and Religiosity influence Boycott Intention at McDonald's.

Types and Sources of Data

Primary data is the data used in this study generated by distributing questionnaires using Google Form with the link <https://forms.gle/QaiPjsMuN2V4oDQJ6> to customers who have visited and consumed McDonald's products.

Population

Population is a group of people, objects, or anything that can be used as a source of sampling (Hardi, 2022). The population used in this study are consumers over 17 years of age who have visited and consumed McDonald's in Jabodetabek.

Sample

A sample is a small part of a research population that is selected and used to represent the entire population. Samples are used in research to obtain information about the population without having to examine all members of the population. The sampling method in this study uses non-probability sampling where the technique does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample (Siyoto & Sodik, 2015).

The following criteria for determining respondents in this study include:

- a. Respondents aged 17 years and over
- b. People who have visited and consumed McDonald's
- c. Residing in Jabodetabek

Data Analysis Method

The analysis method used in this research is SEM-PLS analysis. One of the variance-based equation models used in this study is the Partial Least Square (PLS) analytic approach. The PLS-SEM analysis mechanism generally has two types of measurements, including measurement models or called outer models and structural models or called inner models (Ghozali, 2021).

Result and Discussion

Validity Test

Convergent Validity

Convergent validity aims to determine the validity of each relationship between indicators and their constructs or latent variables. This measurement can be demonstrated through the average value of the variance extracted (AVE). AVE can be said to be valid if the value is > 0.50 . The results of the AVE value in this study are described in Table 1

Table 1 Convergent Validity Results

Variable	Average Variance Extracted (AVE)	Description
Animosity	0.875	Valid
Ethnocentrism	0.794	Valid
Religiosity	0.704	Valid
Boycott Intention	0.833	Valid

Source: PLS-SEM Analysis Output SmartPLS, 2024

Based on the table above, the Average Variance Extracted (AVE) value on the Animosity variable has an AVE value of 0.875. The Ethnocentrism variable has an AVE value of 0.794. The Religiosity variable has an AVE value of 0.704. The Boycott Intention variable has an AVE value of 0.833. It can be concluded that the five variables are valid because they have an AVE value greater than 0.5.

Discriminant Validity

Discriminant validity test is assessed based on cross loading measurements with their constructs. In the following loading score table, it can be seen that each concept of each latent model is different from other variables.

Table 2. Discriminant Validity

Varia-bel	Animo-sity	Ethnocentris m	Religiosit y	Boycott Intention
Animo-sity				
A1	0.954	0.769	0.257	0.683
A2	0.959	0.744	0.265	0.668
A3	0.928	0.717	0.321	0.670
A4	0.921	0.735	0.271	0.678
A5	0.914	0.708	0.264	0.678
Ethnocentri sm				
E1	0.689	0.894	0.309	0.717
E2	0.706	0.922	0.292	0.708
E3	0.685	0.900	0.256	0.711
E4	0.717	0.846	0.192	0.709
Religiosity				
R1	0.310	0.277	0.833	0.273
R2	0.155	0.133	0.873	0.154
R3	0.230	0.200	0.863	0.185

R4	0.354	0.345	0.872	0.307
R5	0.228	0.278	0.869	0.238
R6	0.057	0.121	0.713	0.133
Boycott Intention				
NB1	0.715	0.775	0.305	0.939
NB2	0.723	0.765	0.303	0.947
NB3	0.641	0.720	0.217	0.908
NB4	0.542	0.650	0.184	0.854
NB5	0.660	0.727	0.238	0.912

Source: PLS-SEM Analysis Output SmartPLS, 2024

Based on the table above, the cross loading value of each indicator of each variable has a value greater than other indicators. The cross loading value of the Animosity variable ranges from 0.914 - 0.959, the cross loading value on the Ethnocentrism variable ranges from 0.846 - 0.922, the cross loading value on the Religiosity variable ranges from 0.713 - 0.873, and on the Boycott Intention variable the cross loading value ranges from 0.854 - 0.947. It can be concluded that the five variables are valid because they have different cross loading values with indicators in other constructs and collect on the intended construct.

Reliability Test

Composite Reliability

Reliability test can be seen from the Composite Reliability value. Composite Reliability is used to measure the true value of the reliability of a construct. The guideline used to assess Composite Reliability is that the value must be > 0.7. The results of the Composite Reliability value in this study can be seen in Table 3 below.

Table 3 Composite Reliability

Variable	Composite Reliability	Descriptions
Animosity	0.972	Reliable
Ethnocentrism	0.939	Reliable
Religiosity	0.934	Reliable
Boycott Intention	0.961	Reliable

Source: PLS-SEM Analysis Output SmartPLS, 2024

When viewed in Table 4.9, the Composite Reliability of the Animosity variable has a Composite Reliability value of 0.972, the Ethnocentrism variable has a Composite Reliability value of 0.939, the Religiousness variable has a Composite Reliability value of 0.934, and the Boycott Intention variable has a Composite Reliability value of 0.961. So it can be concluded

that based on the Composite Reliability value, the five variables are considered reliable and meet the requirements because the value is greater than 0.7.

Cronbach's Alpha

Cronbach's Alpha is used to measure the lower limit of the reliability value of a construct. The Cronbach's Alpha value is more than 0.6, so it can be said that a construct is reliable. The results of the Cronbach's Alpha value in this study can be seen in Table 4 below.

Table 4 Cronbach's Alpha

Variable	Cronbach's Alpha	Descriptions
Animosity	0.964	Reliable
Ethnocentrism	0.913	Reliable
Religiosity	0.917	Reliable
Boycott	0.950	Reliable
Intention		

Source: PLS-SEM Analysis Output SmartPLS, 2024

Based on the table above, it can be seen that the Animosity variable has a Cronbach's Alpha value of 0.964, the Ethnocentrism variable has a Cronbach's Alpha value of 0.913, the Religiosity variable has a Cronbach's Alpha value of 0.917, and the Boycott Intention variable has a Cronbach's Alpha value of 0.950. So it can be concluded that the five variables in this study meet the provisions of the reliability test because they have a Cronbach's Alpha value greater than 0.6.

Coefficient of Determination (R2)

The R square (R2) value is the coefficient of determination to show how well the model on a particular endogenous construct. The criteria for the value of R2 consist of substantial, moderate, and weak with each value being 0.75, 0.50, and 0.25 (Hair, Hult, Ringle, & Sarstedt, 2022). The R2 test results in the study are presented in Table 5 below.

Table 5 Coefficient of Determination (R2)

Variable	R Square	R Square Adjusted
Boycott Intention	0.663	0.655

Source: PLS-SEM Analysis Output SmartPLS, 2024



The table above shows the R square value of the endogenous latent variable in this study, namely Boycott Intention of 0.663. This value indicates that the exogenous latent variables in this study, namely animosity, ethnocentrism, and religiosity, are able to explain the variation in the endogenous latent variable by 63.3%, while the remaining 36.7% is explained by other variables outside this research model. The model with an R square value of 0.663 can be said to be good because the value is greater than 0.50.

Goodness of Fit

The overall structural model and measurement model are both validated by goodness of fit. In this study, the SRMR value was used to test the fit of the model. An SRMR value of zero indicates a perfect fit. However, SRMR values between 0.05 - 0.10 model fit are still acceptable. The results of the model fit test in this study can be seen in Table 6 below.

Table 6 Goodness of Fit

GoF	Value	Description
SRMR	0.063	Acceptable

Source: PLS-SEM Analysis Output SmartPLS, 2024

Based on the table above, it can be seen that the SRMR value of this study is 0.063. This shows that empirical data can explain the influence between variables in the model. Empirical data is able to explain the structural model and measurement model with an acceptable level of fit because the value is between 0.05 - 0.10.

Path Coefficient

Hypothesis testing in this study used Partial Least Square (PLS) analysis by looking at the path coefficient values in Table 4.17. Thus, a structural model can be developed consisting of several exogenous variables, namely animosity, ethnocentrism, and religiosity on the endogenous variable, namely boycott intention. The final modeling results from the SmartPLS 4.0 output can be seen below.

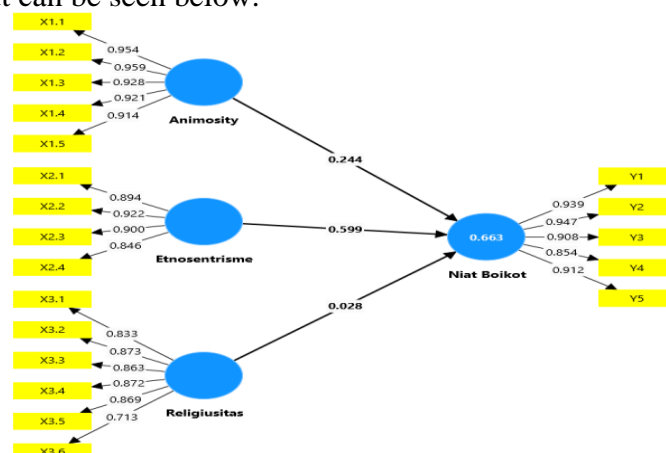


Figure 2 Structural Model

Bootstrapping

Figure 2 shows the results of the structural model which shows the effect of exogenous variables on endogenous variables. These results can be used to answer the hypothesis of this study. The path coefficient value shows the level of significance in hypothesis testing. A measure of the significance of hypothesis support can use a comparison of t-tables and t-statistics for a confidence level of 95% (alpha 5%), must be > 1.96 and p-value < 0.05 . Table 4.17 below shows the results of the SmartPLS path coefficient calculation with the bootstrapping method.

Table 7 Path Coefficient Value

Relationship between Variables		Original Sample	T-Statistic	P-Values	Description
Animosity	->	0.244	2.250	0.024	Accepted
Boycott Intention					
Ethnocentrism	->	0.599	6.869	0.000	Accepted
Boycott Intention					
Religiosity	->	0.028	0.441	0.659	Rejected
Boycott Intention					

Source: PLS-SEM Analysis Output SmartPLS, 2024

The results of the path coefficient value can be described as follows, based on Table 7.

Animosity to Boycott Intention

Based on the results of the path coefficient in Table 4.17, the path coefficient value of the animosity variable on boycott intentions with a T-Statistic value of $2.245 > 1.96$ at a significant level of alpha 0.05 and a P-Value of $0.025 < 0.05$. So it can be interpreted that animosity has an effect on boycott intentions. Respondents consider the animosity factor in the intention to boycott McDonald's. Respondents feel that McDonald's operates in a way that is considered unfair or unethical, especially in the context of international relations, which provides support to Israel in the conflict in Gaza. Respondents were motivated to boycott as a form of expression of justice or moral retribution.

Respondents expressed anger towards McDonald's for helping Israel in the attack on Palestine. And felt that McDonald's should be held accountable for its support. Although McDonald's as a company is not directly involved in the conflict, its actions by providing food for Israeli soldiers in Gaza have created a perception among the public that the company supports Israel. The path coefficient value of 0.245 indicates the direction of a moderate positive relationship between the animosity variable and boycott intention. The higher the level of animosity or hostility of consumers towards McDonald's, the higher their intention to boycott. This is in line with previous research conducted by Pratiwi, et al (2021) which states that there is a positive influence between animosity on boycott intentions. Previous research conducted by Xie, Choo, & Lee (2023) also stated that animosity has a positive influence on boycott intentions.

Ethnocentrism on Boycott Intention

Based on the results of the path coefficient in Table 4.17, the path coefficient value of the ethnocentrism variable on boycott intentions with a T-Statistic value of $6.864 > 1.96$ at a significant level of alpha 0.05 and a P-Value of $0.000 < 0.05$. So it can be interpreted that ethnocentrism affects boycott intentions. McDonald's, as a symbol of American products, is associated with support for Israeli actions, which triggered strong reactions from groups in solidarity with Palestine. US support for Israel reinforces the view that McDonald's represents not only an American product, but also a foreign policy that is perceived as unjust. The boycott of McDonald's is expected to raise consumer awareness of local products as alternatives that better support their values and the domestic economy.

Respondents felt it was important to support the local economy by choosing local fastfood products over McDonald's, which was perceived to harm the local food industry and cause unemployment. While McDonald's excels in economies of scale and marketing, local restaurants find it difficult to compete in terms of pricing and marketing strategies, thus risking losing customers and revenue. The path coefficient value of 0.598 indicates a positive direction of relationship between the ethnocentrism variable and boycott intention. Thus, the higher a person's level of ethnocentrism, the higher their intention to boycott. This finding is consistent with previous research by Khan, Daryanto and Liu (2019); Mishra, Shukla, Malhotra, & Arora (2023) who confirm that consumers' tendency to use local products can influence their reluctance to buy imported products. In the context of this study, boycotts are triggered by consumer behavior that prefers local products as substitutes. This provides an opportunity for local businesses and the government to work together to strengthen local industries, improve their competitiveness in the national market, and even prepare to compete in the global market. These results are in line with research conducted previously by Afrillana and Al-Khaidar (2023) and Khoiruman and Wariati (2023), that consumer ethnocentrism has a positive influence on boycott intentions.

Religiosity on Boycott Intention

Based on the results of the path coefficient in Table 4.17, the path coefficient value of the religiosity variable on boycott intention with a T-Statistic value of $0.441 < 1.96$ at a significant level of alpha 0.05 and a P-Value of $0.659 > 0.05$. So it can be interpreted that religiosity has no effect on boycott intentions. The intention to boycott does not consider the religiosity factor. Some people may see boycotts as an ineffective action. Even though a person is religious, there are other priorities or values that may dominate the respondent's decision, such as economic needs, habits, convenience, or personal preferences.

The path coefficient value of 0.031 indicates the direction of a very weak positive relationship between the religiosity variable and boycott intention. If religiosity increases, for example, carrying out religious practices, such as praying five times properly or attending services, praying, fasting, or following other religious rituals.

Consumer decisions in choosing fast food products such as McDonald's are influenced by various factors such as economics, convenience, habits, and taste preferences, despite calls for boycotts based on religious or political reasons. Some consumers continue to choose McDonald's despite pressure to boycott. Although respondents were highly religious and viewed religion as the main guide to life, religiosity did not play a significant role in influencing

boycott intentions towards McDonald's. More influential factors in boycott intentions are ethnocentrism, animosity, and solidarity with human rights violations by Israel, which are widely spread via the internet. The results of this study are in line with research conducted by Pratiwi, et al (2021), Afrillana & Al Khaidar (2023), where religiosity has no effect on boycott intentions. This finding contradicts several previous studies Fakriza and Nurdin (2019), Muhamad. Khamaruddin and Fauzi (2018), which state that religiosity affects a person's boycott intention.

Dominant Variable

The dominant variable is used to determine which independent variable has the greatest effect on the dependent variable by comparing several other exogenous variables. When viewed in Table 4.17, the ethnocentrism variable is the most dominant variable, which is 6.869.

Conclusion

The following conclusions can be made based on the results and discussion described in the previous chapter. Animosity affects boycott intentions on McDonald's products in Jabodetabek. Ethnocentrism affects boycott intentions on McDonald's products in Jabodetabek. Religiosity has no effect on boycott intentions on McDonald's products in Jabodetabek. The variable that has the strongest effect on boycott intentions on McDonald's products in Jabodetabek is ethnocentrism. Therefore, in an effort to increase boycott intentions on McDonald's in Jabodetabek, this variable needs special attention.

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