

ABSTRACT

Consumer behavior is an important aspect in understanding individual behavior in making purchasing decisions. This study aims to analyze the effect of attitudes, subjective norms, behavioral control, and consumer animosity on the intention to boycott McDonald's products in the Israel-Palestine conflict in Generation Z Muslims in West Java.

This research was conducted on Generation Z Muslims in West Java using a sample of 117 respondents selected using purposive sampling technique. The data collection method was carried out by distributing questionnaires to respondents. This study uses multiple linear regression analysis techniques processed using SPSS Statistics 26.

The results of this study showed that attitudes, subjective norms, behavioral control, and consumer animosity have a positive and significant effect on the intention to boycott McDonald's products for Generation Z Muslims in West Java both partially and simultaneously. The coefficient of determination shows that 73.6% of the dependent variable intention to boycott can be explained by the variables attitude, subjective norms, perceived behavioral control, and consumer animosity.

Keywords: Consumer behavior, attitude, subjective norms, perceived behavioral control, consumer animosity, intention to boycott