



Drivers of Boycott Intention and Loyalty: Evidence from McDonald's Indonesia

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Article Information:

Received November 22, 2025

Revised December 27, 2025

Accepted January 26, 2026

Keywords: *Consumer ethnocentrism, social media influence, perceived efficacy, boycott intention, McDonald's Indonesia*

Abstract

This study examines the influence of consumer ethnocentrism, social media exposure, and perceived efficacy on boycott intention toward McDonald's Indonesia, as well as its implications for consumer boycott loyalty. The research is motivated by the intensifying boycott movements in Indonesia following the issuance of the Indonesian Ulema Council (MUI) Fatwa No. 83 of 2023, which prohibits support for Israeli aggression. A quantitative approach was employed through an online survey of 251 active social media users exposed to boycott-related discourse. Data were analyzed using SmartPLS with the PLS-SEM method. The results reveal that consumer ethnocentrism, social media influence, and perceived efficacy significantly and positively affect boycott intention. Furthermore, boycott intention exerts a positive impact on consumer boycott loyalty. These findings highlight the critical role of national values, digital media dynamics, and collective efficacy in shaping consumer participation in boycott movements, while also reinforcing loyalty to boycott actions against McDonald's Indonesia. The study contributes to the literature on consumer behavior and activism by demonstrating how socio-cultural and digital factors interact to strengthen boycott-driven loyalty.

INTRODUCTION

The dynamics of the global market and the development of information technology have fundamentally transformed the landscape of consumer behavior. In this digital era, consumers are not only influenced by traditional factors such as price and product quality but also by social, political, and ethical issues that spread easily through social media. In recent years, Indonesian society has become increasingly active in expressing solidarity with Palestine in various ways, one of which is by participating in the boycott movement against products associated with supporting Israel. This movement aligns with the global Boycott, Divestment, Sanctions (BDS) campaign launched in 2005 and has gained religious legitimacy in Indonesia through the Indonesian Ulema Council (MUI) Fatwa No. 83 of 2023, which states that supporting Israeli aggression including through the purchase of products from companies considered pro-Israel is prohibited (*haram*) for Muslims.

How to cite:

Chandra, L., Roostika, R. (2026). Drivers of Boycott Intention and Loyalty: Evidence from McDonald's Indonesia. *International Journal of Multidisciplinary of Higher Education (IJMURHICA)*, 9(1), 118-129.

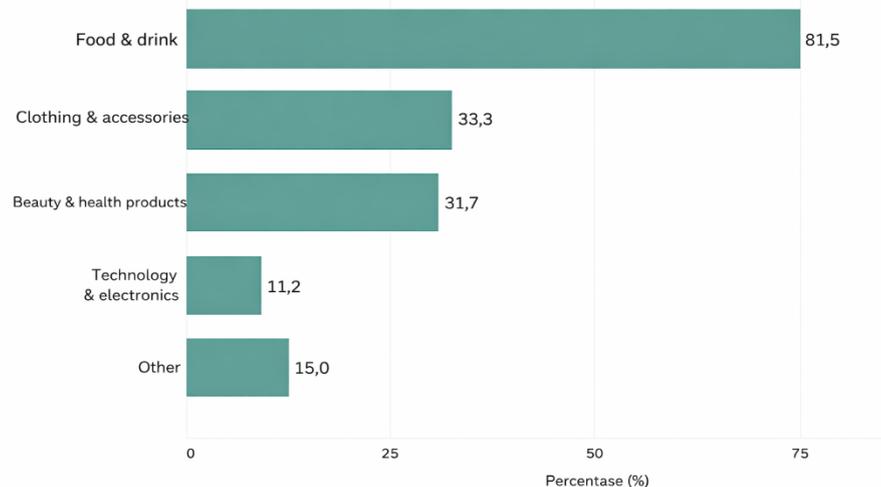
E-ISSN:

2622-741x

Published by:

Islamic Studies and Development Center Universitas Negeri Padang

From figure 1, it can be seen that the majority of boycotted products targeted by the public are food and beverages (81.5%), indicating that consumer goods are the main targets of the boycott. Fast food products are among the most frequently replaced categories, such as McDonald's and Starbucks. This situation demonstrates that the boycott is not merely a moral discourse but also a tangible form of consumer behavior that affects alternative brand choices and consumer boycott loyalty toward global brands.



Source: GoodStats Survey (Jan 2024)

GoodStats

Fig 1. GoodStats Survey

Amid global conflict, the consumption of multinational products such as McDonald's in Indonesia has become increasingly influenced not only by price and quality but also by socio-political factors. According to CNBC Indonesia, one of the international brands under scrutiny in this boycott context is McDonald's Indonesia, which has faced widespread public boycotts due to alleged support for Israel, even though the company has stated that its operations in Indonesia are independent and not directly related to the conflict (Salsabilla, 2024). In Muslim-majority countries, including Indonesia and Malaysia, the boycott movement has gained significant momentum. Cahyani et al., (2024) explain that the boycott movement has led to a decline in corporate revenue, stock sales withdrawal, and even the suspension of expansion operations.

Awaludin et al., (2023) revealed that consumer ethnocentrism refers to the tendency or attitude of consumers to assign higher value to products or services originating from their own country, while devaluing or discounting those from other countries. In the study by Herani & Angela, (2024) Indonesian consumers' readiness is driven by a strong combination of religious beliefs, solidarity with the Palestinian struggle, and loyalty to deeply rooted national values. Indonesian society demonstrates a strong ethnocentric attitude their belief in the impact of boycotts reinforces their commitment to the local industry by purchasing domestic products (Herani & Angela, 2024). This has encouraged people to support the boycott movement against foreign products such as McDonald's and shift toward local alternatives. The belief that boycotting can bring real impact empowers society and ultimately strengthens loyalty to domestic products. In this context, social media plays a crucial role as a channel for disseminating information and reinforcing collective solidarity.

According to Zejjari & Benhayoun, (2025) social media has emerged as a dynamic platform that greatly influences consumer behavior, serving as a space for users to interact and share information. Platforms such as Instagram,

X (formerly Twitter), and TikTok function as key channels for spreading and amplifying boycott messages. Zejjari & Benhayoun, (2025) argue that social media facilitates consumer boycotts by enabling efficient organization and dissemination of information. Avci, (2024) adds that consumers who are active on social media and exposed to boycott-related posts are more likely to participate in boycott actions. Research by Almira & Effendi, (2025) shows that the intensity of social media exposure increases consumer engagement in collective boycotts, which often leads to real-world actions. The intersection between consumer boycotts and social media influence has become an expanding area of interest in public relations, marketing, and consumer behavior research (Zejjari & Benhayoun, 2025).

Posts shared by Instagram accounts such as @inf_boikot illustrate how geopolitical narratives and U.S. economic tensions are used to shape negative perceptions of foreign brands. This phenomenon reflects strong social influence, where ethnocentric attitudes and beliefs in the effectiveness of boycotts drive consumers to change their consumption preferences. For instance, posts by @inf_boikot depict symbolic acts in front of McDonald's outlets to convey that McDonald's is seen as complicit in supporting violence portraying consumption as equivalent to "drinking blood" or "eating the victims' flesh." Such imagery fosters awareness among other social media users, encouraging a sense of social responsibility in choosing the products they consume.

Perceived efficacy is defined by Klein et al., (2004) as the consumer's belief that certain actions are practical and that their participation can influence outcomes. Awaludin et al., (2023) describe perceived efficacy as the belief among individuals or groups of consumers that their boycott actions are impactful and can achieve intended goals. According to Salma & Aji, (2023) the boycott phenomenon not only fuels resentment among Indonesian Muslims but also strengthens their perceived efficacy the belief that boycott actions can produce tangible effects. Salma & Aji, (2023) note that in collectivist cultures like Indonesia, the stronger the influence of the surrounding environment, the higher the perceived efficacy for individuals to take action. Their findings also indicate that perceived efficacy serves as a strong motivator for Muslim consumers to participate in boycotts.

Consumer loyalty is an essential aspect of consumer behavior that can be affected by boycott actions. Loyal consumers not only continue using a product but also recommend it to others, even in the face of boycott calls. According to Abosag & Farah (2014) once a boycott campaign begins, time becomes a significant factor religion-driven boycotts tend to have more enduring and long-term effects on brand loyalty compared to other types of boycotts. The decline in McDonald's customer loyalty in Indonesia is strongly believed to be triggered by the rising intention to boycott. Wang et al., (2021) assert that a reduction in consumer loyalty toward products or brands targeted by boycotts can result directly from consumers' active participation in such movements.

The phenomenon of consumer boycott loyalty also emerges when individuals consistently support boycott movements and integrate them into their identity and consumption behavior. This form of loyalty is characterized by a long-term commitment to refrain from purchasing certain products, avoiding brands associated with controversial issues, and even encouraging others to do the same. According to Klein et al., (2004) consumers who exhibit boycott loyalty are typically driven by strong values, ideologies, or social solidarity, meaning their decision to boycott is no longer a spontaneous

reaction but rather an emotional attachment to the movement. Thus, boycott loyalty can be viewed as the opposite of brand loyalty, where the commitment shown is not to maintain a relationship with a brand but to preserve consistency in resistance against it.

Research by [Avci, \(2024\)](#) shows that perceived efficacy and social pressure have a positive and significant influence on boycott intention, with social media acting as a partial mediating variable. Additionally, discount sensitivity was found to moderate the relationship between social pressure and boycott intention. This study highlights the importance of social media in spreading boycott movements and shaping beliefs about their effectiveness. Research by [Zejjari & Benhayoun, \(2025\)](#) in Morocco on boycotts of Israeli substitute products revealed that consumer animosity, subjective norms, and social media influence significantly affect boycott intention, while positive and negative anticipatory emotions do not show significant effects.

Previous research by [Awaludin et al., \(2023\)](#) conducted in Indonesia emphasized the influence of opinion leaders, consumer ethnocentrism, and perceived efficacy on boycott intention toward products supporting Israel. The findings showed that ethnocentrism and efficacy significantly influence boycott intention, while religiosity and opinion leaders do not have a direct effect. The study employed the SEM-PLS method with a quantitative approach and provided an important contribution to the socio-religious consumer context in Indonesia. However, previous studies have shown inconsistent findings, particularly in determining which factors truly influence boycott intention and loyalty. For example, [Sugiarto, \(2024\)](#) found that pro-humanitarian campaign content on Instagram positively affected McDonald's loyalty during the boycott period, but e-WOM did not have a significant effect contradicting the results of [Almira & Effendi, \(2025\)](#) who stated that overall social media exposure intensity can drive real consumer engagement in boycott actions.

These inconsistencies indicate that social media as a variable needs to be re-examined more specifically using a structured quantitative approach. Previous research by [Herani & Angela, \(2024\)](#) showed that ethnocentrism drives consumers to prefer local products as a form of solidarity and nationalism. However, this result is not always consistent across contexts high ethnocentrism does not necessarily lead to rejection of foreign products, especially if such products are perceived to have superior quality or fulfill essential needs. Therefore, it is important to clarify whether ethnocentrism directly influences consumer loyalty or if it primarily drives boycott intention, which subsequently impacts loyalty reduction.

Studies by [Salma & Aji \(2023\)](#); [Zejjari & Benhayoun, \(2025\)](#); [Avci, \(2024\)](#) have explored the factors driving boycott intention such as animosity, efficacy, social pressure, and social media. However, the long-term effects on consumer brand loyalty, particularly for brands like McDonald's, have not been widely explored, even though loyalty is a crucial indicator in marketing and brand equity. Most previous research discussed boycotts of French products ([Salma & Aji, 2023](#)), Denmark ([Abosag & Farah, 2014](#)), or Israel ([Zejjari & Benhayoun, 2025](#)), with few studies focusing specifically on McDonald's Indonesia. The McDonald's case represents a real example of a consumer boycott movement that became widespread in Indonesia following the 2023 Gaza conflict.

[Herani & Angela, \(2024\)](#) also highlighted that young consumers (Gen Z) possess unique characteristics they are religious yet cosmopolitan. However, only a few studies have deeply explored the psychographic responses of young

Indonesian consumers toward foreign brand boycotts. Meanwhile, older generations (e.g., Gen X or Baby Boomers) tend to exhibit stronger and more stable brand loyalty, as they have longer consumption experiences. According to [Abosag & Farah \(2014\)](#), older consumers are more influenced by functional preferences and product quality, rather than ideological values.

This study can thus examine how generational differences moderate the relationship between boycott intention and loyalty, as well as how ethnocentrism, social media, and perceived efficacy interact in shaping cross-generational consumer behavior toward foreign brand boycotts such as McDonald's. Therefore, this research is significant in addressing these uncertainties while providing practical contributions for companies in developing communication and crisis management strategies, and theoretical contributions in the field of consumer marketing management particularly in emerging markets with collectivist cultures like Indonesia.

Additionally, the indicators used in this study are tailored to the research context: consumer ethnocentrism uses indicators from [Awaludin et al., \(2023\)](#) social media influence uses indicators from [Acampa et al. \(2023\)](#); [Shah et al. \(2024\)](#); [Djafarova and Bowes, \(2021\)](#) dalam [Zejjari & Benhayoun \(2025\)](#) and [Avci \(2024\)](#), perceived efficacy uses indicators from [Avci \(2024\)](#) and [Awaludin et al., \(2023\)](#), boycott intention uses indicators from [Smith & Li, \(2010\)](#); [Abosag & Farah, \(2014\)](#), and loyalty uses indicators from [Zeithmal et al., \(1996\)](#); [Abosag & Farah \(2014\)](#).

Consumer ethnocentrism refers to consumers' tendency to prefer domestic products and reject foreign ones because they are perceived as a threat to the national economy. This attitude is associated with loyalty to local products and often leads to the intention to boycott foreign goods ([Shimp & Sharma, 1987](#)). According to [Balabanis et al., \(2001\)](#) Consumer ethnocentrism drives consumers to avoid imported products for reasons related to patriotism, social norms, or moral values tied to nationalism. [Sharma et al., \(1995\)](#) Consumer ethnocentrism further explain that consumer ethnocentrism influences purchasing decisions by encouraging a preference for local products over imported ones, not solely based on quality but also out of patriotic motives.

According to [Kaplan & Haenlein, \(2010\)](#) Social media influence social media influence is the power of social media to shape opinions, behaviors, and consumer decisions through two-way online interactions. Social media serves as a hybrid element of the promotional mix traditionally enabling companies to communicate with their customers, and non-traditionally allowing customers to interact with one another ([Mangold & Faulds, 2009](#)). Social media influence occurs when a message alters the audience's opinions, behaviors, or attitudes ([Tuten & Solomon, 2018](#)). According to [Pérez-Torres \(2024\)](#) adds that social media is used for self-expression, building connections and bonds with peers, and engaging with online social references such as influencers, YouTubers, or Instagrammers.

Perceived efficacy refers to an individual's belief in their ability to produce certain effects or influence outcomes ([Bandura, 1997](#)). In the context of social participation, perceived efficacy reflects how strongly individuals believe that their collective actions (e.g., boycotts) can bring about change ([Klandermans, 1984](#)). According to [Klein et al., \(2004\)](#) perceived efficacy represents the extent to which consumers believe their participation in a boycott will significantly impact the social or economic change they desire. [Avci, \(2024\)](#) notes that boycott behavior can also be triggered by consumers' perceptions of a brand's wrongdoing. Although boycott participants act

individually, they often believe they are part of a larger group of consumers who share the same values and interests (Farah & Newman, 2010; Engkizar et al., 2021; 2023; 2025).

Boycott intention refers to consumers' willingness or tendency to avoid purchasing products from certain companies as a form of protest or social pressure (Friedman, 1985). According to Oliver (1999) intention is a strong predictor of actual behavior. Bennett & Kottasz, (2000) emphasize that boycott intentions are not driven solely by economic motives but also by social, political, and moral factors.

Loyalty refers to consumers' intention to remain engaged with an organization (Zeithaml et al., 1996). Consumer loyalty represents a deep commitment to repurchase a product or service consistently in the future, despite situational pressures or competitors' marketing efforts (Oliver, 1999). Oliver (1999) divides loyalty into cognitive, affective, conative, and behavioral dimensions. In the context of boycotts, loyalty may weaken if consumers perceive that their beloved brand is involved in controversial issues. Chaudhuri & Holbrook (2001) identify two dimensions of loyalty attitudinal loyalty and behavioral loyalty. Broader syntheses show that brand–consumer relationships (e.g., trust, attachment) generally foster loyalty, though the strength of these relationships varies (Khamitov et al., 2019). Loyalty is typically evaluated through indicators such as repurchase intention, willingness to recommend to others (word of mouth), and resistance to competitors' marketing efforts (Kumar & Kaushik, 2020).

METHODS

This study employs a quantitative approach aimed at testing theories regarding the relationships among elements within a decision-making model through the analysis of primary data collected directly from active social media users in Indonesia using the purposive sampling method. Data were gathered online via Google Forms distributed through various platforms such as WhatsApp, Instagram, TikTok, and X (Twitter), using a seven-point Likert scale (1–7) questionnaire as the research instrument. The study population consists of Indonesian citizens who are active social media users, while the sample was determined based on the criteria of being active users who have been exposed to the McDonald's boycott issue. The sample size was calculated using the formula $5\alpha \leq x \leq 10\alpha$, where α represents the total number of indicators and latent variables, amounting to 27, resulting in a range of 135–270 respondents. The study ultimately included 251 respondents, in accordance with the guidelines proposed by Hair et al. (2019). This approach was chosen to obtain data that are relevant, representative, and scientifically reliable.

RESULT AND DISCUSSION

The data analysis process begins with a description of the respondents' characteristics, followed by instrument validity and reliability testing, descriptive analysis of each research variable, and testing of the structural equation model (SEM). The findings from this data processing then serve as the basis for the researchers to test the validity of the proposed hypotheses and draw conclusions from the research.

Table 1. Descriptive Profile of Respondents

| Classification | Category | Frequency | Percentage (%) |
|----------------|----------|-----------|----------------|
| Gender | Male | 86 | 34.3% |

| | | | |
|----------------|--------------------------------|----------------|-------|
| | Female | 165 | 65.7% |
| Age | <18 | 2 | 0.8% |
| | 18-25 | 164 | 65.3% |
| | 26-40 | 77 | 30.7% |
| | > 40 | 8 | 3.2% |
| Last Education | Junior High School | 5 | 2% |
| | Senior High School | 107 | 42.6% |
| | Bachelor | 127 | 50.6% |
| | Magister | 12 | 4.8% |
| Occupation | Student | 143 | 57% |
| | Self-employee/ Entrepreneur | 56 | 22.3% |
| | Public/Private employee | 42 | 16.7% |
| | Housewife | 7 | 2.8% |
| | Freelance | 1 | 0.4% |
| | Unemployed | 1 | 0.4% |
| | Freshgraduate | 1 | 0.4% |
| | Monthly Income | Rp. <1.000.000 | 39 |
| | Rp.1.000.000 – Rp 3.000.000 | 109 | 43.4% |
| | Rp.3.000.000 – Rp 6.000.000 | 79 | 31.5% |
| | Rp.>6.000.000 | 24 | 9.6% |

Collinearity Test

The collinearity test is one of the approaches used in structural model evaluation, assessing the relationships between latent variables. In the context of PLS-SEM, a tolerance value of 0.20 or a VIF value below 5 indicates no multicollinearity issues. Values higher than these thresholds may indicate potential collinearity problems (Hair et al., 2014). However, according to SmartPLS developer Becker (2019), when a reflective measurement model is used, researchers do not need to consider the outer model's VIF values. In fact, high VIF values in reflective models are acceptable if the indicators have strong outer loadings. Therefore, in this study, VIF values greater than 5 are tolerated since the outer loadings exceed 0.8. The relationship between the variables Boycott Loyalty and Boycott Intention yielded a VIF value of 1.000, while the relationship between Boycott Intention and Consumer Ethnocentrism produced a VIF of 1.704.

Table 2. Collinearity Test (Inner VIF Values)

| | Boycott Intention | Consumer Ethnocentrism | Boycott Loyalty | Perceived Efficacy | Social Media Influence |
|------------------------------|----------------------|---------------------------|--------------------|-----------------------|------------------------------|
| Boycott Intention | | | 1,000 | | |
| Consumer Ethnocentrism | 1,704 | | | | |
| Boycott Loyalty | | | | | |
| Perceived Efficacy | 2,215 | | | | |
| Social Media Influence | 2,368 | | | | |

Coefficient of Determination (R-Square)

R-square is one of the most commonly used measures to evaluate and test the extent to which exogenous variables explain endogenous variables. This coefficient represents the predictive power of the model and is calculated as the squared correlation between the actual and predicted values of a specific endogenous construct. It essentially reflects the combined effects of exogenous latent variables on endogenous latent variables.

Table 3. R-Square Results

| | R Square | R Square Adjusted |
|-------------------|----------|-------------------|
| Boycott Intention | 0,598 | 0,593 |
| Boycott Loyalty | 0,619 | 0,618 |

As shown in table 2, Boycott Intention is explained by its antecedent variables by 59.3%, indicating that 40.7% of the variance is influenced by other factors not included in the model. Meanwhile, Boycott Loyalty is explained by its antecedent variables by 61.8%, leaving 38.2% of its variance influenced by other variables outside the model.

Predictive Relevance (Q-Square)

Q-Square is an indicator of the predictive accuracy of the structural model, measuring how well the model predicts data points not used in the estimation process (Hair et al., 2016). In a structural model, the Q-Square value must be greater than zero ($Q^2 > 0$) to indicate predictive relevance for a particular endogenous construct (Hair et al., 2016).

Table 4. Q-Square Results

| | SSO | SSE | Q ² (=1-SSE/SSO) |
|------------------------|----------|----------|-----------------------------|
| Boycott Intention | 1255,000 | 838,854 | 0,332 |
| Consumer Ethnocentrism | 1004,000 | 1004,000 | |
| Boycott Loyalty | 1004,000 | 657,557 | 0,345 |
| Perceived Efficacy | 1255,000 | 1255,000 | |
| Social Media Influence | 1004,000 | 1004,000 | |

As shown in Table 3, the variable Boycott Intention has a Q-square value of 0.332, and Boycott Loyalty has a Q-square value of 0.345. Meanwhile, the variables Consumer Ethnocentrism, Perceived Efficacy, and Social Media Influence have Q-square values of 0. Although the value is zero, this result is normal because Consumer Ethnocentrism, Perceived Efficacy, and Social Media Influence are independent variables.

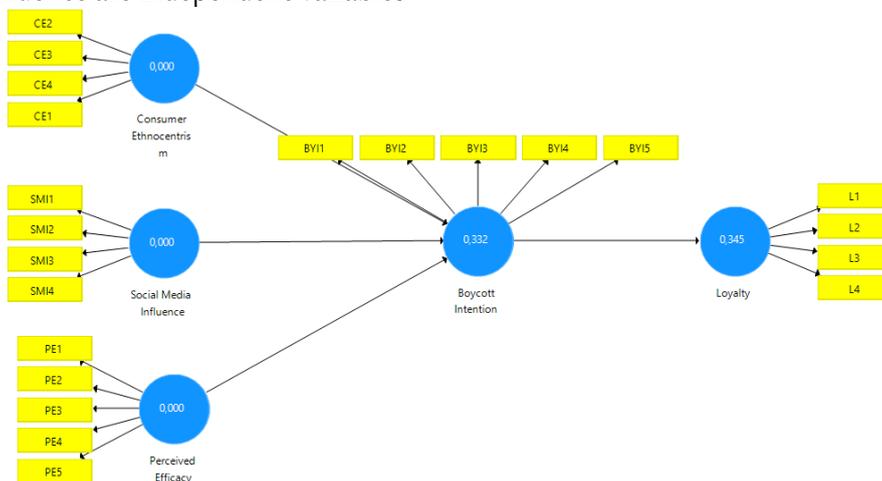


Fig 2. Q-Square Blindfolding Results

Path Coefficients (Hypothesis Testing)

Path coefficients are used to test the research hypotheses, calculated using the SmartPLS application through the bootstrapping technique. Based on the bootstrapping results in table 4, all hypotheses are supported. This is consistent with the principle of [Hair et al., \(2016\)](#), which states that the T-statistics value must be greater than 1.96, and the P-value must be less than 0.05. Therefore, all hypotheses are supported.

Table 5. Path Coefficients Results Mean, STDEV, T-Values, P-Values

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values | |
|---|---------------------|-----------------|----------------------------|--------------------------|----------|--------------|
| Ethnocentrism -> Boycott Intention | 0,175 | 0,182 | 0,068 | 2,562 | 0,011 | H1 Supported |
| Social Media Influence -> Boycott Intention | 0,363 | 0,359 | 0,071 | 5,128 | 0,000 | H2 Supported |
| Perceived Efficacy -> Boycott Intention | 0,303 | 0,305 | 0,072 | 4,201 | 0,000 | H3 Supported |
| Boycott Intention -> Boycott Loyalty | 0,741 | 0,743 | 0,047 | 15,690 | 0,000 | H4 Supported |

Based on the bootstrapping results in Table 4, it can be seen that all hypotheses with direct relationships are accepted and significant. Each tested relationship also shows a positive direction, as the path coefficient (original sample) value is greater than zero. Referring to the guidelines of [Hair et al. \(2021\)](#), a hypothesis is considered significant if the T-statistic value is greater than 1.96 and the P-value is less than 0.05.

The explanation of the hypothesis testing results for each variable relationship is as follows:

H1: Consumer Ethnocentrism has a positive and significant effect on Boycott Intention. The analysis shows a T-statistic value of 2.562 and a P-value of 0.011. Since the T-statistic is greater than 1.96 and the P-value is less than 0.05, H1 is accepted and significant.

H2: Social Media Influence has a positive and significant effect on Boycott Intention. The obtained T-statistic value is 5.128 with a P-value of 0.000. As the T-statistic exceeds 1.96 and the P-value is below 0.05, the second hypothesis is accepted.

H3: Perceived Efficacy has a positive and significant effect on Boycott Intention. The analysis results show a T-statistic value of 4.201 and a P-value of 0.000. This indicates that the tested relationship meets the significance criteria, thus supporting the third hypothesis.

H4: Boycott Intention has a positive and significant effect on Boycott Loyalty. The data processing results show a T-statistic value of 15.690 and a P-value of 0.000. This confirms that the T-statistic is greater than 1.96 and the P-value is less than 0.05, meaning that the fourth hypothesis is supported.

CONCLUSION

Based on the data processing and analysis conducted using 251 respondent samples, several important conclusions can be drawn as follows:

Consumer ethnocentrism has been proven to have a positive and significant effect on the intention to boycott McDonald's in Indonesia. This indicates that the higher a person's level of ethnocentrism, the greater their tendency to avoid foreign products. In this case, potential consumers prefer domestic products as a form of support for the national economy and as an

act of boycott. Social media influence has been shown to have a positive and significant effect on the intention to boycott McDonald's. The higher the consumers' exposure to information, discussions, or boycott campaigns on social media platforms, the greater their tendency to participate in boycott actions. Social media plays an essential role as an information and mobilization channel that strengthens consumers' collective awareness.

Perceived efficacy also has a positive and significant effect on the intention to boycott McDonald's. This means that the stronger consumers' belief that boycott actions can have a real impact on the targeted company or issue, the more likely they are to engage in the boycott. The perception that every contribution no matter how small matters serves as a motivating factor for consumer participation. Boycott intention has been proven to have a positive and significant effect on boycott loyalty among McDonald's consumers in Indonesia. In other words, the stronger consumers' intention to boycott, the higher their level of boycott loyalty toward McDonald's. This includes a reduced likelihood of repurchasing, recommending, or maintaining a preference for McDonald's in the future.

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International Journal of Multidisciplinary of Higher Education (IJMURHICA)

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