

ABSTRACT

The outbreak of Israeli attacks on Palestine that resulted in many casualties gave rise to a phenomenon of consumer behavior in Indonesia. The phenomenon is a movement to boycott all products of companies affiliated with Israel. One of them that has been proven to be affiliated with Israel and is the target of the boycott is McDonald's.

This study aims to analyze the factors that influence the decision to boycott McDonald's products by generation z Muslim consumers in Semarang City. The sampling technique in this study used purposive sampling with data collection conducted online via a google form questionnaire. The sample in this study amounted to 108 respondents who bought McDonald's products in Semarang City. The analysis method used is multiple linear regression analysis with the help of SPSS Statistic 25.

The results of the analysis show that religiosity, consumer animosity, and consumer ethnocentrism have a positive and significant effect on the decision to boycott McDonald's products by generation z Muslim consumers in Semarang City, both partially and simultaneously. The three variables have a strong enough influence as indicated by the coefficient of determination (R^2) of 57%.

Keywords: *Religiosity, consumer animosity, consumer ethnocentrism, boycott decisions, consumer behavior.*

