

WILLINGNESS TO BUY PRO-ISRAEL FAST FOOD POST-BOYCOTT: A JAKARTA CONSUMER STUDY

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ABSTRACT

This study aims to examine the effect of animosity and consumer ethnocentrism on willingness to buy through product judgement among consumers of pro-Israel fast food products in DKI Jakarta following the boycott movement. A quantitative method was applied using a survey of 231 respondents who had consumed KFC within the past six months. Data were analyzed using Structural Equation Modeling (SEM) with SPSS and AMOS. Results revealed that animosity significantly affects product judgement but not directly willingness to buy. Consumer ethnocentrism showed no significant effect on either product judgement or willingness to buy. Product judgement significantly influences willingness to buy and mediates the relationship between animosity and willingness to buy. The study contributes to understanding social-value-based marketing.

Keyword: animosity, consumer ethnocentrism, product judgement, willingness to buy, boycott

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *animosity* dan *consumer ethnocentrism* terhadap *willingness to buy* melalui *product judgement* pada konsumen *fast food* pro-Israel pascaboikot di DKI Jakarta. Metode yang digunakan adalah kuantitatif dengan pendekatan survei terhadap 231 responden yang pernah mengonsumsi KFC dalam enam bulan terakhir. Data dianalisis menggunakan *Structural Equation Modeling* (SEM) dengan bantuan SPSS dan AMOS. Hasil penelitian menunjukkan bahwa *animosity* berpengaruh signifikan terhadap *product judgement*, namun tidak berpengaruh langsung terhadap *willingness to buy*. *Consumer ethnocentrism* tidak berpengaruh signifikan terhadap *product judgement* maupun *willingness to buy*. *Product judgement* berpengaruh signifikan terhadap *willingness to buy* dan memediasi hubungan antara *animosity* dan *willingness to buy*. Studi ini memberikan kontribusi pada strategi pemasaran berbasis nilai sosial.

Kata kunci: animosity, consumer ethnocentrism, product judgement, willingness to buy, boikot

INTRODUCTION

The resurgence of the Israeli–Palestinian conflict has sparked global consumer activism, particularly in Muslim-majority countries like Indonesia. One prominent response has been the boycott of products associated with Israel. In Indonesia, this movement intensified after the Indonesian Ulema Council (MUI) issued Fatwa No. 83/2023, urging Muslims to avoid

purchasing products that support Israel. Among the affected brands is KFC, a well-known fast food chain perceived by many consumers to have ties to pro-Israel entities. This phenomenon underscores the importance of investigating how political and emotional factors influence consumer behavior, especially in socially charged contexts.

This study focuses on KFC consumers in DKI Jakarta, a region with the highest fast food consumption and high digital media exposure. It seeks to examine how animosity (negative feelings toward another country) and consumer ethnocentrism (preference for domestic products) affect willingness to buy, with product judgement (evaluation of quality and value) acting as a mediator. The scope is relevant because consumers in such urban settings are not only informed but also emotionally reactive to global socio-political issues.

Previous research, such as Hoang et al. (2022) and Danilwan et al. (2020), has explored similar variables and confirmed that animosity and ethnocentrism can affect consumer attitudes toward foreign brands. However, these studies lack specific context, such as the impact of post-boycott situations in predominantly Muslim markets. Moreover, they often underestimate the role of product judgement—a factor that may reduce the negative effects of animosity or ethnocentrism when consumers perceive high product quality.

The state of the art of this research lies in integrating emotional and evaluative perspectives to better explain consumer intentions in controversial product categories. While animosity and ethnocentrism represent emotional and normative resistance, product judgement introduces a rational counterbalance that can influence purchase decisions, especially in industries like fast food where habit, taste, and convenience play a central role.

The objective of this study is to assess the direct and indirect effects of animosity and consumer ethnocentrism on willingness to buy KFC post-boycott, mediated by product judgement. The novelty of this research lies in its specific post-boycott context and its contribution to the understanding of how conflicting personal values and perceptions interact in shaping consumer behavior. The findings are expected to offer both theoretical insight for academic development and practical guidance for brand strategy in politically sensitive markets.

LITERATURE REVIEW

Animosity

According to Jin et al. (2023), animosity refers to political, economic, military, or diplomatic tensions either past or present that lead consumers to develop negative attitudes toward products or services from certain countries and to avoid purchasing them. Ghufran et al. (2022) define animosity as anti-consumption behavior directed at foreign products, services, or brands, aimed at raising public awareness and influencing the actions of organizations or governments in conflict. Yolanda et al. (2023) describe animosity as a societal attitude toward another country that can influence individual perceptions. Khoiruman and Wariati (2023) explain that animosity refers to consumer patterns and behaviors influenced by anger and negative sentiment between countries or regions. The dimensions of animosity used in this study are: war animosity, economic animosity, political animosity, cultural animosity, and religious animosity.

Consumer Ethnocentrism

According to Camacho et al. (2022), consumer ethnocentrism refers to the tendency of consumers to prefer domestic products over international ones in marketing contexts. Nguyen et al. (2023) state that consumer ethnocentrism occurs when purchasing foreign goods is viewed as disloyal and potentially harmful to the domestic economy. Maghfiroh and Iriani (2021) emphasize that consumer ethnocentrism often reflects negative attitudes toward imported goods and shows consumers' cognitive, emotional, and normative preferences for

domestic products. Chusna and Riptiono (2021) define consumer ethnocentrism as a belief system where individuals see their own group as central and superior, often judging others as inferior. The dimensions of consumer ethnocentrism used in this study are: prosociality, patriotic, insecurity, and habituation.

Product Judgement

Agustin and Rosilawati (2024) define product judgement as a consumer's evaluation of a product, which tends to be positive if the product comes from a country with a favorable image. According to Saputri (2021), when individuals perceive another culture negatively based on their own standards, they may also judge products from that country as lower in quality, resulting in reluctance to purchase. Jessen and Wijayanti (2022) explain that product judgement refers to consumers' evaluations of a product from both individual and national perspectives. Hoang et al. (2022) note that product judgement is generally positively correlated with purchase intention. Wijayanti and Elicia (2024) define product judgement as the evaluation process undertaken by consumers when assessing products made outside their own country. The dimensions of product judgement used in this study are: manufacturing quality, durability, perceived product quality, and technology.

Willingness to Buy

Yolanda et al. (2023) state that willingness to buy is a purchase decision rooted in consumer behavior concepts. Jessen and Wijayanti (2022) describe it as the interest and readiness of individuals to own or purchase imported products based on attraction and fulfillment of expectations. Humisar et al. (2021) define it as behavior that arises in response to an object, reflecting consumers' desire to make a purchase. According to Kowalska-Pyzalska et al. (2021), willingness to buy is the customer's intention to purchase a product or service, influenced by price, quality, brand reputation, as well as socio-economic factors and attitudes, such as environmental concern or perceived value. Firdausi et al. (2020) suggest that factors such as balanced consumption, environmental awareness, trust, and innovation influence consumers' desire to buy. The dimensions of willingness to buy used in this study are: interest, desire, action, and behavior.

METHOD

This study employed a quantitative causal approach to examine the influence of animosity and consumer ethnocentrism on willingness to buy, with product judgement as a mediating variable. The research was conducted in DKI Jakarta, involving 231 respondents selected through purposive sampling, with criteria including being at least 18 years old, prior consumption of KFC within the last six months, residing in DKI Jakarta, and having knowledge of the boycott movement. The variables were defined conceptually and operationally based on existing literature. Animosity includes war, economic, political, cultural, and religious dimensions. Consumer ethnocentrism covers prosociality, patriotic, insecurity, and habituation. Product judgement includes manufacturing quality, durability, perceived product quality, and technology. Willingness to buy is measured through interest, desire, action, and behavior. All items used a six-point Likert scale from 1 (strongly disagree) to 6 (strongly agree).

Data were collected using an online questionnaire and analyzed using SPSS and AMOS. The analysis included descriptive statistics, reliability and validity testing, model fit evaluation, and hypothesis testing using Structural Equation Modeling (SEM), including mediation testing with the Sobel test. This approach provided comprehensive insight into consumer decision-making in a socio-political context. The sample size in this study was determined using the formula proposed by Hair et al. (2019), where the sample size is

calculated by multiplying the number of indicators by a factor between 5 and 10. Based on this guideline, the sample size in this study was calculated using the formula: $n = \text{number of indicators} \times 7 = 33 \times 7 = 231$, resulting in a total sample of 231 respondents.

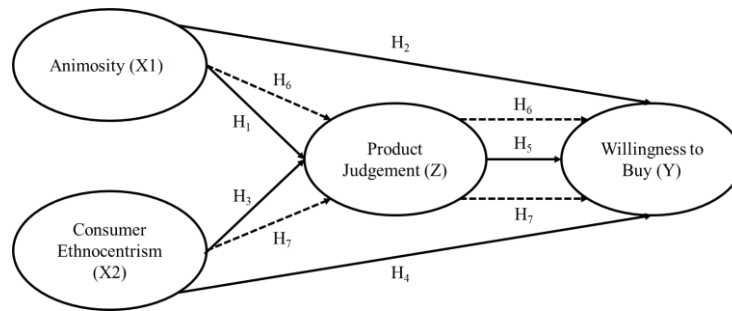


Figure 1. Research Model
Source: Proceed by Author (2025)

RESULTS AND DISCUSSION

Validity and Reliability Test

According to Sugiyono (2020), validity testing is the degree of accuracy between the data that actually occurs in the research object and the data reported by the researcher. In this test, the researcher used data from 50 respondents with a significance level of 5% and the help of SPSS software. A statement item is said to be valid if the calculated r value is greater than the table r value at a significance level of 0.05.

Tabel 1. Result Test Validity

Variable	Item	r - value	r - tabel	P (Sig.)	Information
<i>Willingness to Buy</i>	WTB1	0,829	0,279	<0,05	VALID
	WTB2	0,672	0,279	<0,05	VALID
	WTB3	0,824	0,279	<0,05	VALID
	WTB4	0,833	0,279	<0,05	VALID
	WTB5	0,776	0,279	<0,05	VALID
	WTB6	0,764	0,279	<0,05	VALID
	WTB7	0,751	0,279	<0,05	VALID
	WTB8	0,773	0,279	<0,05	VALID
<i>Animosity</i>	AN1	0,522	0,279	<0,05	VALID
	AN2	0,437	0,279	<0,05	VALID
	AN3	0,560	0,279	<0,05	VALID
	AN4	0,562	0,279	<0,05	VALID
	AN5	0,540	0,279	<0,05	VALID
	AN6	0,558	0,279	<0,05	VALID
	AN7	0,745	0,279	<0,05	VALID
	AN8	0,791	0,279	<0,05	VALID
	AN9	0,727	0,279	<0,05	VALID
	AN10	0,700	0,279	<0,05	VALID
<i>Consumer Ethnocentrism</i>	CE1	0,591	0,279	<0,05	VALID
	CE2	0,779	0,279	<0,05	VALID

Variable	Item	r - value	r - tabel	P (Sig.)	Information	
	CE3	0,774	0,279	<0,05	VALID	
	CE4	0,739	0,279	<0,05	VALID	
	CE5	0,461	0,279	<0,05	VALID	
	CE6	0,629	0,279	<0,05	VALID	
	CE7	0,734	0,279	<0,05	VALID	
	CE8	0,698	0,279	<0,05	VALID	
	<i>Product Judgement</i>	PJ1	0,378	0,279	<0,05	VALID
		PJ2	0,720	0,279	<0,05	VALID
PJ3		0,316	0,279	<0,05	VALID	
PJ4		0,694	0,279	<0,05	VALID	
PJ5		0,732	0,279	<0,05	VALID	
PJ6		0,314	0,279	<0,05	VALID	
PJ7		0,354	0,279	<0,05	VALID	

Source: Proceed by author (2025)

Based on 50 trial respondents, the r table value was obtained as 0.297. From the results of data analysis, all statement items were declared VALID because the calculated r value of each item was greater than the r table value. Therefore, the questionnaire was declared feasible and can be used as a data collection tool in further research.

Tabel 2. Reliability Test Result

Item	Cronbach's Alpha	Terms and Conditions	Information
33	0,793	>0,6	RELIABLE

Source: Proceed by author (2025)

Table 2 shows the results of the questionnaire reliability test with a Cronbach Alpha value of 0.793. This means that 33 statement items in the questionnaire are considered RELIABLE or reliable to be used as instruments in this study.

Tabel 3. Measurement Test Result Before Modification

Goodness of Fit Index	Cut Off Value	Information	Result	Information
Probability	$\geq 0,05$	Good Fit	0,000	Not Fit
CMIN/DF	$\leq 2,00$	Good Fit	2,722	Not Fit
RMSEA	$\leq 0,08$	Good Fit	0,087	Not Fit
	$\geq 0,90$	Good Fit		
GFI	0,80 – 0,90	Margin Fit	0,711	Not Fit
	< 0,80	Not Fit		
	$\geq 0,90$	Good Fit		
AGFI	0,80 – 0,90	Margin Fit	0,668	Not Fit
	< 0,80	Not Fit		

Goodness of Fit Index	Cut Off Value	Information	Result	Information
	$\geq 0,95$	Good Fit		
TLI	0,80 – 0,95	Margin Fit	0,396	Not Fit
	$< 0,80$	Not Fit		
	$\geq 0,95$	Good Fit		
CFI	0,80 – 0,95	Margin Fit	0,440	Not Fit
	$< 0,80$	Not Fit		

Source: Proceed by author (2025)

Measurement Test

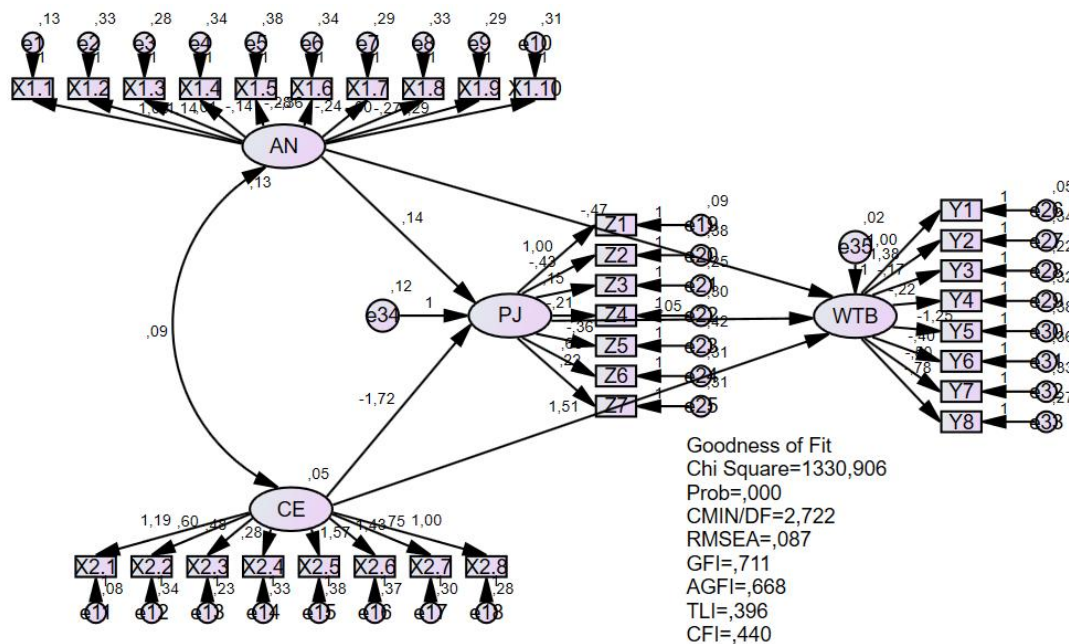


Figure 2. Model SEM Before Modification

Source: Proceed by author (2025)

Based on the test results in table 3, the model is declared unfit, so a model modification step is needed. According to Zebua and Harefa (2022), if the resulting model does not fit or the parameter values obtained do not match the existing theory, then a model modification or respecification is needed by considering the Modification Indices (MI). Modification is done by adding a relationship line to the highest error value.

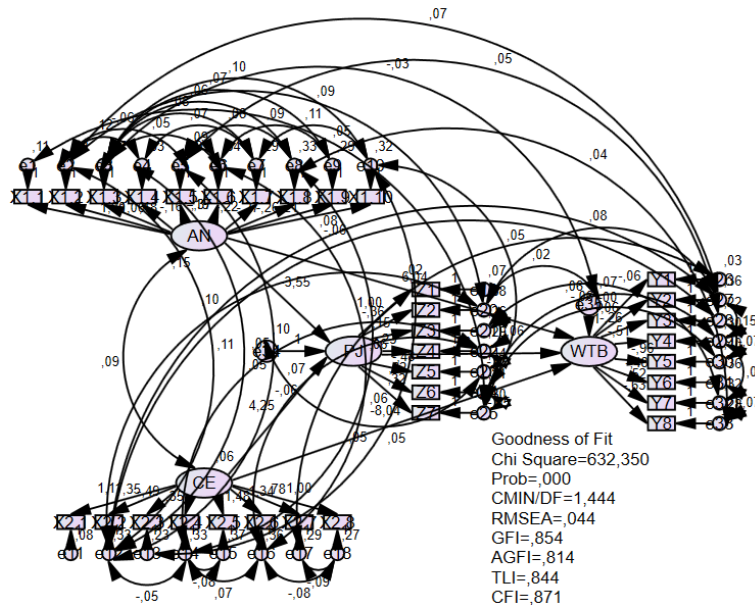


Figure 3. SEM Model After Modification

Source: Proceed by author (2025)

Tabel 4. Measurement Test Result After Modification

Goodness of Fit Index	Cut Off Value	Information	Result	Information
Probability	$\geq 0,05$	Good Fit	0,000	Not Fit
CMIN/DF	$\leq 2,00$	Good Fit	1,444	Good Fit
RMSEA	$\leq 0,08$	Good Fit	0,044	Good Fit
GFI	$\geq 0,90$	Good Fit	0,854	Margin Fit
	0,80 – 0,90	Margin Fit		
AGFI	$< 0,80$	Not Fit	0,814	Margin Fit
	$\geq 0,90$	Good Fit		
TLI	0,80 – 0,90	Margin Fit	0,844	Margin Fit
	$< 0,80$	Not Fit		
CFI	$\geq 0,95$	Good Fit	0,871	Margin Fit
	0,80 – 0,95	Margin Fit		
	$< 0,80$	Not Fit		

Source: Proceed by author (2025)

After modification by adding connecting lines to errors that have high values, the results of the overall evaluation of the goodness of fit measurement in table 4.12 show that the model proposed in this study is fit. Hair et al. (2019) stated that the use of 4 - 5 goodness of fit that meets the requirements is sufficient to assess the feasibility of a model. Thus, this research model is declared acceptable because it meets the goodness of fit criteria.

Hypotheses Test

Tabel 5. Direct Effect Test

Hypothesis	Path	β	S.E	C.R	P	Result
H ₁	AN → PJ	-3,552	0,834	-1,936	0,003	Accepted
H ₂	AN → WTB	6,045	5,277	1,146	0,252	Rejected
H ₃	CE → PJ	4,250	3,043	1,397	0,162	Rejected
H ₄	CE → WTB	-8,035	8,258	-0,973	0,331	Rejected
H ₅	PJ → WTB	1,564	0,436	1,293	0,019	Accepted

Source: Proceed by author (2025)

Tabel 6. Mediation Test

Hypothesis	Path	Sobel Test		Result
		Z Sobel	P Value	
H ₆	AN → PJ → WTB	-2,743	0,006	Accepted
H ₇	CE → PJ → WTB	1,301	0,193	Rejected

Source: Proceed by author (2025)

Discussion

The Effect of Animosity on Product Judgment

In the direct effect test, the first hypothesis that tests the relationship between animosity and product judgment shows a negative effect with a path coefficient value (β) of -3.552 and a p value of 0.003 < 0.05. This shows that the higher the level of animosity or negative consumer sentiment towards Israel, the lower the consumer's assessment of KFC products (product judgment). This effect is statistically significant, which means that the relationship does not occur by chance and truly reflects the phenomena that occur in the field. These results also indicate that negative consumer emotions can reduce positive perceptions of the quality or value of KFC products, even if KFC objectively has good quality. This is in line with research by Jasmi et al. (2022) which shows that consumer animosity is negatively correlated with product judgment. Likewise with Krüger et al. (2024) which states that the higher the level of animosity, the more negative the consumer's assessment of the product.

The Effect of Animosity on Willingness to Buy

The second hypothesis that tests the effect of animosity on willingness to buy, obtained the results that animosity does not have a significant effect on willingness to buy, with a path coefficient value (β) of 6.045 and a p value of 0.252 > 0.05. Although the relationship is positive, it is not significant, so it cannot be strongly concluded that animosity actually increases willingness to buy. Wijayanti and Elicia (2024) in their research also found a positive relationship between consumer animosity and willingness to buy. This means that even though there is hostility towards Israel, Indonesian consumers need help to eliminate their desire to buy KFC products affiliated with Israel, especially since KFC already has a strong presence in the Indonesian market.

The Influence of Consumer Ethnocentrism on Product Judgment

In the third hypothesis, consumer ethnocentrism has a negative effect on product judgment, it is rejected because the results of the analysis show that the relationship between consumer ethnocentrism and product judgment is positive but not significant, with a path coefficient (β) value of 4.250 and a p value of $0.162 > 0.05$. This means that although there is a tendency that the higher the consumer ethnocentrism attitude (namely preference for domestic products and rejection of foreign products), the more positive their assessment of KFC products, the relationship is not statistically strong enough to be considered a real effect. This is in line with research conducted by Hoang et al. (2022) which rejects the hypothesis that consumer ethnocentrism has a negative impact on consumer assessment of foreign products. It is indicated that there are other factors, besides consumer ethnocentrism, that can influence consumer assessment of foreign products such as social and demographic characteristics.

The Influence of Consumer Ethnocentrism on Willingness to Buy

The fourth hypothesis that tests the influence of consumer ethnocentrism on willingness to buy shows insignificant results, with a path coefficient (β) value of -8.035 and a p value of $0.331 > 0.05$. This means that although statistically there is a tendency that the higher the level of consumer ethnocentrism, the lower their intention to buy KFC products, this relationship is not strong or consistent enough to be considered statistically significant. Humisar et al. (2021) in their research also stated that consumer ethnocentrism has no influence on willingness to buy. This finding explains that consumer ethnocentrism is not entirely the main consideration in making purchasing decisions, especially for KFC products that are already popular and have good quality. Consumers experience conflict between nationalist values and practical needs or consumption habits, so even though they have an ethnocentric attitude, this is not automatically reflected in purchasing behavior.

The Influence of Product Judgment on Willingness to Buy

In the fifth hypothesis that tests the relationship between product judgment and willingness to buy, the results of the analysis show that product judgment has a positive and significant relationship with willingness to buy, with a path coefficient (β) value of 1.564 and a p value of $0.019 < 0.05$. This means that the better the consumer's assessment of KFC products, the higher their desire to buy them. Positive assessments reflect consumer perceptions of the quality, benefits, and value of products that are considered worthy of consumption. Despite the issue of boycotts or negative sentiments, a good perception of KFC products is still able to drive purchasing decisions. This finding is in line with the research of Agustin and Rosilawati (2024) which shows that product judgment has a positive and significant influence on purchase willingness.

The Effect of Animosity on Willingness to Buy through Product Judgment

In the indirect effect test (mediation) shown in table 4.12, the results of the Sobel test show that the indirect relationship between animosity and willingness to buy through product judgment is significantly negative, with a Z of -2.743 and a p-value of $0.006 < 0.05$. This means that there is a significant mediation effect of product judgment in the relationship between animosity and willingness to buy. The direction of the negative relationship indicates that the higher the level of consumer animosity, the worse the product judgment, which ultimately reduces the willingness to buy. In other words, negative perceptions of Israel do not directly reduce consumer purchase intentions but rather through a decrease in the assessment of KFC products. These results emphasize the important role of product judgment as an intermediary variable in influencing consumer decisions in the post-boycott context. In a study by Danilwan

et al. (2020) found that product judgment can mediate the relationship between consumer animosity and willingness to buy. In this study, product judgment is considered to be able to bridge the negative impact of consumer animosity on consumers' desire to buy a product.

The Influence of Consumer Ethnocentrism on Willingness to Buy through Product Judgment

In the seventh hypothesis, the test results show that the indirect relationship between consumer ethnocentrism and willingness to buy through product judgment is not significant, with a Z value of 1.301 and a p-value of $0.193 > 0.05$. These results indicate that product judgment does not mediate the relationship between consumer ethnocentrism and willingness to buy. This is in line with the research of Wijayanti and Elicia (2024) which shows that product judgment cannot mediate the relationship between consumer ethnocentrism and willingness to buy. This indicates a certain level of indifference in consumer assessment of products, which significantly affects their willingness to buy KFC products affiliated with Israel.

CONCLUSION AND RECOMMENDATION

This study concludes that animosity significantly influences product judgement, but does not directly affect willingness to buy. Consumer ethnocentrism, on the other hand, has no significant impact on either product judgement or willingness to buy. However, product judgement plays a crucial mediating role, significantly influencing willingness to buy and bridging the relationship between animosity and purchase intention. These findings suggest that even in the presence of strong emotional and ideological sentiments, positive evaluations of product quality can still drive consumer behavior.

Based on these results, it is recommended that companies, particularly those facing socio-political backlash, focus on reinforcing product quality, innovation, and brand trust to maintain consumer loyalty. Communication strategies that emphasize neutrality, corporate social responsibility, and local engagement may help mitigate negative perceptions. For future research, it is suggested to expand the sample beyond DKI Jakarta and explore other moderating or mediating variables, such as religiosity, nationalism, or digital campaign exposure, to gain a more comprehensive understanding of consumer behavior in politically sensitive contexts.

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