

Pengaruh boikot konsumen yang termotivasi religious animosity pada brand image, loyalty, dan product judgment: studi kasus: the Coca-Cola Company di Indonesia = The influence of religious motivated consumer boycotts on brand image loyalty and product judgment: case study the Coca-Cola Company in Indonesia di Indonesia = The influence of religious motivated consumer boycotts on brand image loyalty and product judgment: case study the Coca-Cola Company in Indonesia

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Abstrak

Penelitian ini membahas tentang pengaruh pemboikotan produk didasari kebencian yang didasarkan aspek religious dan consumer ethnocentrism serta dampaknya pada brand image, loyalitas konsumen, dan penilaian terhadap produk tersebut. Penelitian ini adalah penelitian kuantitatif dengan desain penelitian deskriptif, disertai dengan in depth interview. Hasil penelitian menyatakan bahwa permusuhan yang disebabkan oleh agama bisa memicu aksi pemboikotan, sedangkan consumer ethnocentrism tidak berpengaruh. Pemboikotan tersebut selanjutnya akan mempengaruhi brand image, loyalitas konsumen, dan penilaian terhadap produk secara negatif.

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This research aims to find out the influence of boycotting products based on religious animosity and consumer ethnocentrism as well as its impact on brand image, customers loyalty, and product judgment. The research design is descriptive quantitative and in depth interview as a complement. The research showed that the animosity caused by the religion could trigger a boycott, while consumer ethnocentrism has no effect. The boycott will further affect the brand image, customers loyalty, and product judgment negatively