

## **ABSTRACT**

### **RELIGIOUS BOYCOTT: ANTECEDENTS OF BOYCOTT INTENTION IN INDONESIA**

Religious boycott is a consumer boycott which happens because of religious anger/animosity due to a violation against a religious belief. The impact is tremendous to the targeted product/organization yet the research about it is still very limited. The purpose of this research is to investigate whether religiosity and religious animosity precede the religious boycott intention in Study 1 and to find the antecedents and the factors affecting the antecedents of religious boycott intention in Study 2. The research is quantitative and uses the scenario of Sari Roti boycott in Indonesia. The Theory of Planned Behavior is the inspiration to map the antecedents. 270 young Muslim respondents were collected using purposive and snowball sampling technique. The data was then analyzed using multiple regression analysis. Study 1 revealed that religiosity has significant effect on religious animosity and that religious animosity has significant effect on attitude toward religious boycott. Study 2 revealed that the significant antecedents of religious boycott intention are attitude toward religious boycott, normative believe, motivation to comply, and political tendency as covariate. The attitude toward religious boycott has the highest effect and is preceded by religious animosity and perceived success likelihood.

**Keywords:** religious boycott, muslim consumers, boycott intention