

**FACTORS INFLUENCING BOYCOTT INTENTION IN SUPPORT OF
BDS MOVEMENT IN INDONESIA**

THESIS

Submitted as partial requirements for obtaining Bachelor's Degree Undergraduate
Study Program in the Department of International Management, Faculty of
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Submitted by:

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Factors Influencing Boycott Intention in Support of BDS Movement in Indonesia <i>Thesis by: Tasya Zuliana Putri</i> <i>Supervisor : Syafrizal, SE, ME, Ph.D</i> ABSTRACT <i>This study aims to examine the influence of Attitude Toward Boycott, Subjective Norms, Perceived Behavioral Control, Animosity, and Legitimacy on Boycott Intention in Indonesia. The study used quantitative approach by distributing online questionnaire. The sample of this study obtained 182 respondents. The data was analyzed using SmartPLS 4.0 software. The result of this study shows Attitude Toward Boycott and Legitimacy have positive and significant effect on Boycott Intention. Meanwhile, Subjective Norms, Perceived Behavioral Control, and Animosity have non-significant effect on Boycott Intention.</i> Keywords: Attitude Toward Boycott, Subjective Norms, Perceived Behavioral Control, Animosity, Legitimacy, Boycott Intention			

This thesis has already examined and passed on August 13rd, 2024. The abstract has already approved by supervisor and examiners.

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