

**THE EFFECT OF BOYCOTT EXPOSURE, BRAND TRUST
RECOVERY, AND DIGITAL VOUCHER CAMPAIGNS ON GEN
Z DINE-IN INTENTION IN INDONESIA'S QUICK SERVICE
RESTAURANT (QSR) SECTOR**



THESIS

By

Agelinda Saranga

24221009

Thesis Supervisor:

Assoc Prof. Dr. Leonnard Ong, SE, M.Com, CDM

MASTER OF BUSINESS ADMINISTRATION

INSTITUT IPMI

JAKARTA

2026

**THE EFFECT OF BOYCOTT EXPOSURE, BRAND TRUST
RECOVERY, AND DIGITAL VOUCHER CAMPAIGNS ON GEN
Z DINE-IN INTENTION IN INDONESIA'S QUICK SERVICE
RESTAURANT (QSR) SECTOR**

Prepared By

Agelinda Saranga

24221009

A THESIS

**Submitted in a partial fulfilment of the requirements for the
degree of Master of Business Administration**

CERTIFICATE OF APPROVAL

Name : AGELINDA SARANGA
Topic : "The Effect of Boycott Exposure, Brand Trust Recovery, and Digital
Voucher Campaigns on Gen Z Dine-In Intention in Indonesia's QSR
Sector"

We hereby declare that this Thesis is from student's own work, has been read and presented to Institut IPMI Board of Examiners, and has been accepted as part of the requirements needed to obtain a Master of Business Administration Degree and has been found to be satisfactory.

Jakarta, 31 August 2026

Examined by,



Assoc Prof. Dr. Leonard Ong, S.E., M. Comm, CDM Dr. Liza Agustina Maureen Nelloh, S.E., M.M., CDM Dr. Firdaus Fanny Putera Perdana, ST, MT, MBA

Thesis Advisor



Chair of Examiners



Examiner

Acknowledge by,



Prof. Dr. Christina Whidya Utami MM., CLC., CPM (A)
Director of Academic & Student Affair

NON-PLAGIARISM DECLARATION FORM

This Thesis is a presentation of our original research work. Wherever contribution of others are involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussions.

Also, this work is being submitted in partial fulfilment of the requirements for the Master of Business Administration degree and has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Jakarta, 31 August 2026



Agelinda Saranga

TABLE OF CONTENTS

CERTIFICATE OF APPROVAL.....	i
NON-PLAGIARISM DECLARATION FORM.....	ii
TABLE OF CONTENTS.....	iii
LIST OF FIGURES.....	vi
ABSTRACT.....	vii
CHAPTER 1 INTRODUCTION.....	1
1.1 Research Background.....	1
1.2 Problem Statement.....	5
1.3 Research Question.....	8
1.4 Research Objectives.....	9
1.5 Research Contribution.....	10
1.6 Scope and Limitations.....	12
1.7 Key Definitions.....	14
1.8 Thesis Structure.....	16
CHAPTER 2 LITERATURE REVIEW.....	18
2.1 Theoretical Foundations.....	18
2.2 Key Construct.....	29
2.3 Prior Studies and Research Gap.....	40
2.4 Conceptual Framework.....	47
2.5 Hypotheses Development.....	49
CHAPTER 3 METHODOLOGY.....	54

3.1 Research Design and Approach.....	54
3.2 Population, Sample, and Sampling Technique.....	55
3.3 Operational Definition and Measurement Variables.....	59
3.4 Data Collection Procedure.....	66
3.5 Data Analysis Method Using SPSS.....	71
3.6 Chapter Summary.....	77
3.7 Flowchart Data Processing.....	78
CHAPTER 4 DATA ANALYSIS.....	79
4.1 Introduction.....	79
4.2 Data Preparation.....	80
4.3 Respondent Profile.....	80
4.4 Descriptive Statistics.....	85
4.5 Response Summary.....	87
4.6 Validity and Reliability Test.....	100
4.7 Additional Data Checks and Regression Diagnostic.....	105
4.8 Multiple Linear Regression Analysis.....	112
4.9 Discussion on Findings.....	117
CHAPTER 5 CONCLUSION AND RECOMMENDATIONS.....	124
5.1 Introduction.....	124
5.2 Overall Conclusion.....	124
5.3 Conclusions by Research Question.....	126
5.4 Contribution of the Study.....	128
5.5 Limitations and Recommendations for Future Research.....	142

REFERENCES.....	148
APPENDICISES.....	152

LIST OF FIGURES

Figure 2.1 Research Framework.....	48
Figure 3.1 Flowchart Data Processing.....	78
Figure 4.1 Data Distribution for Boycott Exposure.....	89
Figure 4.2 Mean Value for Boycott Exposure.....	89
Figure 4.1 Data Distribution for Brand Trust Recovery.....	92
Figure 4.2 Mean Value for Brand Trust Recovery.....	93
Figure 4.1 Data Distribution for Digital Voucher Campaign.....	95
Figure 4.2 Mean Value for Digital Voucher Campai.....	96
Figure 4.1 Data Distribution for Dine In Intention.....	98
Figure 4.2 Mean Value for Dine In Intention.....	99

ABSTRACT

This study examines how boycott exposure, brand trust recovery, and digital voucher campaigns relate to Gen Z's intention to dine in at Quick Service Restaurant brands in Indonesia. Using a quantitative cross sectional survey and SPSS analysis, the study finds that all three variables are significantly associated with dine in intention. Among them, digital voucher campaigns show the strongest association.

The results indicate that QSR brands need to do more than offer promotions when trying to win back consumers after boycott related concerns. Rebuilding trust requires credible actions that respond to consumers' concerns, while digital vouchers can provide a practical reason for consumers to return. Brands should therefore evaluate voucher campaigns not only through redemption rates, but also through repeat visits, spending, and profitability.

Keywords: Boycott Exposure; Brand Trust Recovery; Digital Voucher Campaigns; Dine In Intention; Gen Z; Quick Service Restaurant; Indonesia.

CHAPTER 1

INTRODUCTION

1.1 Research Background

Quick Service Restaurants (QSR) operate in a market where consumers can move between brands relatively easily. Product alternatives are widely available, switching costs are low, and purchase decisions are often shaped by value, convenience, experience, and brand perception. What has become more complex is the environment in which those perceptions are formed. Consumers now evaluate brands not only from direct product experience or company communication, but also from social media, online discussions, peer conversations, and narratives that develop outside the brand's direct control. This is particularly relevant for Gen Z, whose information search and social interaction are closely connected to digital platforms (Leong, Hew, Ooi, Metri, & Dwivedi, 2023).

Boycott related discussions are one example of how this wider information environment can affect consumer evaluation. Consumer boycott literature has traditionally described boycotting as a form of consumer activism, where purchase decisions can become a way to express personal values or respond to perceived corporate wrongdoing (John & Klein, 2003; Klein, Smith, & John, 2004; Kozinets & Handelman, 2004). In a digital environment, however, consumers do not need to participate actively in a boycott to encounter the issue. Boycott related posts, messages,

online content, and conversations can reach consumers repeatedly across different channels.

This distinction is important because being exposed to boycott related discussions does not automatically mean that consumers support the boycott or change their purchasing behavior. Some may be aware of the issue but still continue visiting or buying from the brand. The impact of a boycott can also shift over time. As public attention fades, consumers may become less motivated to act, or they may interpret the issue differently. Emotional reactions such as anger, empathy, and other moral feelings can also influence how consumers respond to a boycott (Bastos & Casais, 2022; Hino, 2023; Lasarov et al., 2023).

For brands, lower public attention does not necessarily mean the issue has been forgotten. Consumers may still remember the controversy and pay attention to how the brand responds. The key question is whether those concerns still affect their willingness to consider or visit the brand.

The brand's response becomes important in this context. Companies may provide clarification, communicate corrective actions, increase transparency, or show visible changes in how they handle the issue. However, communication alone does not automatically rebuild consumer confidence. Consumers still decide whether the response appears sincere, meaningful, and credible.

In this study, Brand Trust Recovery refers to the perceived credibility of the brand's recovery response. It reflects how consumers evaluate the sincerity of the response, the corrective actions taken, the level of transparency provided, and whether the response gives enough reassurance that a similar problem is less likely to happen

again. The construct does not measure consumer trust before the reputational issue and then compare it with trust afterward. It therefore represents an evaluation of the recovery response rather than a measured change in trust over time.

This interpretation is consistent with Hornsey, Chapman, La Macchia, and Loakes (2024), who found that consumers may place greater weight on signals of reform and future improvement than on acknowledgment of culpability alone. Their findings suggest that consumers want more than a statement. They also look for evidence that the organization understands the concern and has taken meaningful steps to address it.

At the same time, QSR brands still face commercial pressure to maintain visits and transactions. Digital vouchers are commonly used as one way to provide consumers with an immediate reason to consider a purchase or visit. Their effectiveness, however, is not determined only by the size of the discount. Research on mobile coupons shows that perceived usefulness, ease of use, coupon value, and perceived risk can all influence consumer response (Ladhari, Hudon, Massa, & Souiden, 2022).

This matters in a digital consumer journey because vouchers are often encountered in the same environment where consumers see brand content, social reactions, and peer recommendations. Zhang, Li, Zhang, Wang, and Wang (2024) show that social learning and attitude transfer can influence consumer engagement in short-video commerce. Li and Popkowski Leszczyc (2025) also show that coupon outcomes can depend on how offers are designed and positioned within digital platforms. These

studies suggest that the consumer response to a digital voucher involves more than the financial incentive itself.

Indonesia provides a relevant setting for examining these issues. Social media plays a significant role in information discovery and public discussion, while boycott-related narratives connected with the Gaza conflict became highly visible in the Indonesian market and created reputational pressure for several brands, including businesses operating in the QSR sector (DataReportal, 2024; The Jakarta Post, 2024).

Gen Z is particularly relevant in this context because they often encounter reputational information, peer opinions, brand communication, and promotional offers through the same digital channels. This study focuses on dine in intention because dining in requires consumers to physically visit a QSR outlet and engage directly with the brand. It therefore provides a useful setting to examine the role of reputation, trust recovery, and promotional value. However, the study does not compare dine in with delivery or take away, so it does not assume that dine in is more affected by reputational issues than other consumption options.

The study focuses on screened Gen Z consumers in Jabodetabek, Bandung, Surabaya, Medan, and Makassar. Respondents must have consumed QSR products and dined in recently, seen boycott related discussions involving QSR brands, and encountered digital voucher offers. They must also report that boycott related concerns do not currently affect their dining decisions. In other words, this study examines consumers who were exposed to boycott discussions but still remain active in the QSR category, rather than those who continue to avoid QSR brands because of the issue.

Within this consumer condition, an important question remains unanswered. Existing research provides substantial evidence on why consumers participate in boycotts, how organizations attempt to recover trust, and how consumers respond to digital promotions. There is less evidence on how these factors relate to dine-in intention among consumers who have already encountered boycott-related discussions but remain active in the category and no longer report that the boycott currently affects their dining decisions.

This study addresses that issue by examining how Boycott Exposure, Brand Trust Recovery, and Digital Voucher Campaigns are associated with Dine In Intention within this screened group of previously exposed, still active Gen Z QSR consumers in selected Indonesian urban areas.

1.2 Problem Statement

Indonesia's QSR market is influenced by more than product, price, and convenience. Consumer views can also be shaped by what they see, read, and discuss online, especially when a brand becomes part of a wider social or reputational issue. For Gen Z consumers, this matters because brand communication, peer opinion, public discussion, and promotional content often appear in the same digital environment.

Boycott related discussions are one source of this pressure. When a QSR brand is linked to a boycott narrative, consumers may start to judge the brand from moral, social, or reputational perspectives, not only from product or service experience. Earlier studies show that boycott behavior can be influenced by perceived wrongdoing,

personal values, social meaning, and moral emotions (John & Klein, 2003; Klein, Smith, & John, 2004; Bastos & Casais, 2022; Hino, 2023).

At the same time, prior exposure to a boycott does not necessarily mean that the boycott continues to shape a consumer's current decision. Boycott momentum may weaken as attention, motivation, and the way consumers process the issue change over time (Lasarov, Hoffmann, & Orth, 2023). A consumer may still remember the issue and be familiar with the discussion, but no longer treat it as a reason to avoid the category.

This leaves one practical question. What shapes dine in intention among consumers who have already been exposed to boycott related discussions, but still remain active QSR consumers and no longer report that the boycott affects their current dining decisions?

That is the consumer condition examined in this study. The research is designed around a screened group of Gen Z consumers with prior boycott exposure, recent QSR and dine in activity, and no current self reported boycott influence on dining decisions. The study is therefore not intended to explain the behavior of active boycotters or consumers who are still avoiding QSR brands because of boycott related concerns.

Within this group, the brand's response may still matter. A company can issue clarification, communicate corrective action, or provide more transparency, but consumers may not interpret those actions in the same way. The more important issue is whether the response feels sincere, meaningful, and credible.

For this reason, Brand Trust Recovery in this study refers to the consumer's perception of the credibility of the brand's recovery response. It covers how consumers

judge the sincerity of the response, the corrective action taken, the level of transparency shown, and whether the response gives enough reassurance that a similar issue is less likely to happen again. It does not measure trust before the disruption and then compare it with trust afterward. Hornsey, Chapman, La Macchia, and Loakes (2024) show that reform oriented signals can be especially important when consumers decide whether confidence in an organization can be restored.

Brands still face commercial pressure while dealing with reputational concerns. They need to maintain visits and transactions, and digital vouchers can give consumers an immediate reason to return. However, a voucher is not appealing only because it offers a discount. Consumers may also consider whether the offer is valuable, easy to understand, simple to redeem, and safe to use. Previous research shows that usefulness, ease of use, perceived value, and perceived risk can influence consumer responses to digital coupons (Ladhari et al., 2022).

In practice, consumers do not evaluate these issues separately. They may have seen boycott related discussions, formed an opinion about the brand's response, and later received a voucher that encourages them to visit. Looking at only one factor may therefore not fully explain their intention to dine in.

Previous research provides useful evidence in each area, but mostly under different consumer conditions and with different outcomes. Boycott studies have largely focused on participation, avoidance, sacrifice, and boycott intention. Trust recovery research often looks at how consumers respond to corporate failures, apologies, or corrective actions. Digital promotion research commonly focuses on voucher redemption, online purchase behavior, or engagement with promotional offers.

What is still less clear is how prior boycott exposure, perceived credibility of the brand's recovery response, and perceptions of digital vouchers are associated with dine in intention among consumers who remain active in the QSR category after earlier boycott exposure.

The research gap, therefore, is not simply that these variables have rarely been placed in one regression model. The more important gap lies in the consumer condition itself: previously exposed, still active Gen Z QSR consumers who no longer report that boycott-related discussions currently influence their dining decisions.

This study addresses that gap by examining how Boycott Exposure, Brand Trust Recovery, and Digital Voucher Campaigns are associated with Dine In Intention among this screened consumer group in Jabodetabek, Bandung, Surabaya, Medan, and Makassar. The analysis focuses on statistical association within the defined sample. It does not attempt to prove a causal sequence, and it does not suggest that greater boycott exposure itself creates stronger demand.

1.3 Research Questions

This study focuses on Gen Z consumers in Jabodetabek, Bandung, Surabaya, Medan, and Makassar who meet the study's screening criteria. They are required to have recent QSR and dine-in experience, prior exposure to boycott-related discussions, exposure to digital voucher offers, and no current self-reported boycott influence on their dining decisions.

Within this defined consumer group, the study examines three questions:

1. How is Boycott Exposure associated with Dine In Intention among the screened Gen Z QSR consumers in this study?
2. How is Brand Trust Recovery associated with Dine In Intention among the screened Gen Z QSR consumers in this study?
3. How are Digital Voucher Campaigns associated with Dine In Intention among the screened Gen Z QSR consumers in this study?

In this thesis, Brand Trust Recovery refers to the consumer's perception of how credible the brand's recovery response appears, rather than a measured change in trust over time.

1.4 Research Objectives

The research objectives are aligned with the three research questions. This study examines statistical associations among the variables within the screened consumer group and does not aim to establish causal relationships.

The objectives of this study are:

1. To examine the association between Boycott Exposure and Dine In Intention among screened Gen Z QSR consumers.
2. To examine the association between Brand Trust Recovery, defined as consumers' perceptions of the credibility of the brand's recovery response, and Dine In Intention among screened Gen Z QSR consumers.

3. To examine the association between Digital Voucher Campaigns and Dine In Intention among screened Gen Z QSR consumers.

1.5 Research Contribution

This study is expected to contribute in two areas. Academically, it adds evidence from a specific group of Gen Z QSR consumers who had prior boycott exposure but remain active in the category and no longer report a current boycott influence on their dining decisions. From a managerial perspective, it provides a practical way to think about reputational exposure, the credibility of a brand's recovery response, and digital voucher perceptions within the same consumer context.

1.5.1 Academic Contribution

The academic contribution of this study is intentionally focused. Research on consumer boycotts, trust recovery, digital promotions, and behavioral intention is already well established. What this study adds is evidence from a more specific consumer condition: previously exposed, still active Gen Z QSR consumers in selected Indonesian urban areas.

The study examines whether Boycott Exposure, Brand Trust Recovery, and Digital Voucher Campaigns are each associated with Dine-In Intention within the same regression model. This allows the three relationships to be observed together while keeping their roles conceptually separate.

The contribution should not be read as a new theoretical model or an extension of the Theory of Planned Behavior. TPB is used mainly to support the use of behavioral intention as the outcome variable. Its core components, including attitude, subjective norms, and perceived behavioral control, are not measured directly in this study.

The value of the study therefore lies in adding bounded empirical evidence to an area where previous research has mainly examined boycott behavior, trust recovery, digital promotion, and behavioral intention under different settings and outcomes. The study also adds evidence from Indonesia's QSR sector, where boycott-related discussions, digital engagement, and promotional activity can all be relevant to consumer decision making.

1.5.2 Managerial Contribution

From a managerial point of view, the study gives QSR management a clearer way to separate three issues that can easily be mixed together.

Boycott Exposure reflects the external information environment around the brand. It helps management understand how visible and persistent boycott related discussions may still be among consumers.

Brand Trust Recovery addresses a different issue. In this thesis, it reflects how credible the brand's recovery response appears to consumers, based on sincerity, corrective action, transparency, and reassurance about future behavior.

Digital Voucher Campaigns represent the more immediate value side of the consumer decision. They reflect whether consumers see the offer as worthwhile, easy to understand, easy to redeem, and credible.

For management, the useful point is that these are different problems and should not automatically be solved with the same response. A reputational issue may require communication and monitoring. A credibility issue may require clearer evidence of corrective action. A promotional issue may require a stronger value proposition or a simpler voucher experience.

The study does not test which managerial action should come first, nor does it measure actual visits, transactions, basket size, profitability, or repeat purchase. Its contribution is more practical than prescriptive at this stage: it helps management understand which consumer perceptions are associated with dine-in intention within the screened group and where further commercial testing may be needed.

1.6 Scope and Limitations

This study focuses on Gen Z consumers in Jabodetabek, Bandung, Surabaya, Medan, and Makassar who meet the research screening criteria. Eligible respondents are required to have recent QSR consumption and dine in experience, prior exposure to boycott related discussions involving QSR brands, exposure to digital voucher offers, and no current self-reported boycott influence on their dining decisions.

The study therefore does not represent all Gen Z consumers in Indonesia. It is limited to a screened group of previously exposed, still active QSR consumers in the selected urban areas. Consumers who are still actively avoiding QSR brands because of boycott-related concerns are outside the scope of the research.

The model examines three independent variables: Boycott Exposure, Brand Trust Recovery, and Digital Voucher Campaigns. Dine-In Intention is used as the outcome variable.

Dine in was selected because it involves a physical visit to the outlet and direct engagement with the brand environment. This makes it a relevant setting for examining reputational perceptions, the credibility of a brand's recovery response, and promotional value. However, the study does not compare dine in with delivery or take away. It therefore does not claim that dine in is more sensitive to reputational issues than other consumption modes.

The research uses a quantitative, cross sectional survey design, with data collected at one point in time. This allows the study to examine statistical associations between the variables, but it does not establish causality or show how consumer perceptions change over time.

The study also relies on self reported responses. The findings therefore reflect respondents' stated perceptions and intentions rather than observed restaurant visits or actual transaction behavior. Dine-In Intention should be interpreted as willingness to dine in, not evidence that a visit or purchase actually occurred.

Brand Trust Recovery also has a specific measurement boundary. In this thesis, it refers to the consumer's perception of how credible the brand's recovery response appears. The study does not measure trust before the reputational issue and compare it with trust afterward. As a result, the construct should not be interpreted as a measured change in trust over time.

The model is intentionally limited to the direct associations of the three predictors with Dine In Intention. It does not test mediation, moderation, or a temporal sequence between reputational exposure, recovery response, and promotional activation. Differences across brands, demographic groups, and geographic markets are also outside the main regression model.

These boundaries are important when reading the findings. The study is intended to provide evidence within a defined consumer group and research setting, rather than a general explanation of Gen Z behavior across Indonesia's entire QSR market.

1.7 Key Definitions

This section defines the main constructs used in the study so that they are understood consistently throughout the thesis.

1. Boycott Exposure

Boycott Exposure refers to the extent to which consumers have encountered boycott related information, narratives, or discussions involving QSR brands. In this study, exposure may come from social media, messaging applications, online content, or conversations with other people.

The construct measures exposure to the issue, not whether the consumer supports the boycott, participates in it, or is still influenced by it in current dining decisions.

2. Brand Trust Recovery

Brand Trust Recovery refers to the consumer's perception of how credible the brand's recovery response appears after a reputational issue.

In this study, the construct covers perceived sincerity, corrective action, transparency, and reassurance that a similar issue is less likely to happen again. It does not measure trust before the issue and then compare it with trust afterward. The term therefore reflects perceived credibility of the recovery response, rather than a measured increase in trust over time.

3. Digital Voucher Campaigns

Digital Voucher Campaigns refer to consumers' perceptions of promotional voucher offers delivered through digital channels.

The construct covers four aspects of the voucher experience: whether the offer feels worthwhile, whether it is easy to access and understand, whether it is easy to redeem for dine in, and whether the voucher is perceived as legitimate and safe to use.

The construct reflects how consumers evaluate the voucher experience. It does not measure actual redemption, incremental sales, profitability, or repeat purchase.

4. Dine In Intention

Dine In Intention refers to a consumer's stated willingness, plan, and likelihood of dining in at a QSR outlet in the near future.

In this study, it represents behavioral intention rather than actual behavior. A higher intention score indicates stronger stated readiness to dine in, but it does not confirm that the respondent later visited the outlet or completed a transaction.

1.8 Thesis Structure

This thesis is organized into five chapters, with each chapter covering a different part of the research:

1. Chapter 1 explains the research background, problem statement, research questions, objectives, contributions, scope and limitations, key definitions, and the overall structure of the thesis.
2. Chapter 2 reviews the main theories and previous studies related to Boycott Exposure, Brand Trust Recovery, Digital Voucher Campaigns, and Dine-In Intention. It also explains the research gap, conceptual framework, and hypothesis development.
3. Chapter 3 explains how the study was designed and conducted. It covers the research approach, population and sampling, respondent criteria, measurement of variables, questionnaire development, data collection, and the SPSS analysis process.
4. Chapter 4 presents the empirical results of the study. It includes the respondent profile, descriptive statistics, validity and reliability testing, regression diagnostics, multiple linear regression results, and discussion of the findings.
5. Chapter 5 summarizes the main conclusions of the study, discusses the academic and managerial implications, explains the study limitations, and provides recommendations for management and future research.

CHAPTER 2

LITERATURE REVIEW

2.1 Theoretical Foundations

This study looks at three (3) different factors that may be associated with Dine In Intention among previously exposed, still active Gen Z QSR consumers: Boycott Exposure, Brand Trust Recovery, and Digital Voucher Campaigns. These variables sit in the same research model, but they come from different parts of the consumer decision environment.

Boycott Exposure reflects the information and social environment surrounding the consumer. It captures how often boycott related discussions were encountered, rather than whether the consumer supported or participated in the boycott. The construct is therefore informed by consumer activism and boycott literature, which helps explain why morally charged information can become relevant to brand evaluation and consumption decisions.

Brand Trust Recovery represents a different issue. In this thesis, it refers to how credible the brand's recovery response appears to consumers. The focus is on perceived sincerity, corrective action, transparency, and reassurance about future behavior. Trust repair and recovery literature is used to explain why consumers may reassess a brand when they believe the response is meaningful and credible.

Digital Voucher Campaigns bring a more immediate commercial element into the model. The construct reflects how consumers evaluate the value, accessibility, ease of redemption, and credibility of a digital voucher. Sales promotion and perceived

value literature provide the basis for understanding why these features may influence intention.

Dine In Intention is the outcome variable in the study. The Theory of Planned Behavior developed by Ajzen (1991) provides the academic basis for using behavioral intention as the outcome, since intention represents a person's stated readiness to perform a behavior. However, the present study does not measure the three core TPB constructs such as attitude, subjective norms, and perceived behavioral control as separate variables. TPB is therefore not tested as a complete model in this thesis.

Instead, TPB is used in a narrower way: to support the role of intention as a meaningful behavioral outcome. The direct relationships tested in the regression come from the specific literature associated with Boycott Exposure, Brand Trust Recovery, and Digital Voucher Campaigns.

Using several literature streams is appropriate for this study because the three predictors represent different consumer inputs. Boycott related discussions come from the wider social environment. Recovery perceptions come from how consumers judge the brand's response. Digital vouchers provide a value and convenience cue. The model examines whether each of these factors is associated with Dine In Intention within the same screened consumer group, without assuming that they operate through one identical psychological mechanism.

2.1.1 Theoretical Foundations for Boycott Exposure

Boycott Exposure is informed by Consumer Activism Theory and the broader consumer boycott literature. These perspectives describe boycotting as more than a

simple refusal to purchase. It can serve as a way for consumers to express moral values, respond to perceived corporate wrongdoing, or participate in a broader marketplace stance (John & Klein, 2003; Klein, Smith, & John, 2004; Kozinets & Handelman, 2004). From this perspective, boycott related information carries meaning because it can influence how consumers interpret the brand, not merely whether they are aware of the controversy.

Exposure is particularly relevant in digital environments. Consumers may repeatedly encounter boycott narratives through social media, messaging platforms, online communities, and conversations with peers even when they do not actively search for the information or participate in the boycott themselves. Repeated visibility can make the issue more salient and encourage consumers to reconsider whether continued consumption feels acceptable, consistent with their values, or socially comfortable.

Boycott responses can also change over time. Lasarov, Hoffmann, and Orth (2023) show that boycott momentum may weaken as salience declines and consumers shift the way they process the issue. This is especially relevant in digital environments, where public attention can intensify rapidly and then move to other topics. The same consumer may therefore remain aware of boycott discussion even after the issue no longer has the same influence on actual consumption decisions.

Emotional responses add another layer to this process. Research by Bastos and Casais (2022) and Hino (2023) highlights the role of moral emotions in boycott related behavior, showing that responses can be shaped by affective reactions such as anger and empathy as well as by rational evaluation. This helps explain why exposure itself

may matter. Encountering boycott narratives can trigger moral and social evaluation before consumers decide whether to support, ignore, or eventually disengage from the boycott.

For this study, Boycott Exposure is therefore treated as the extent to which consumers have encountered boycott related discussion that may shape brand evaluation and intention. It is not treated as equivalent to boycott participation or active boycott support. This distinction is important because the empirical sample consists of consumers with prior exposure who no longer reported that ongoing boycott narratives were influencing their current dining decisions. The construct therefore captures the salience of prior exposure within a post exposure consumer context rather than the strength of active boycott behavior. Boycott Exposure in this study is grounded in consumer activism and boycott literature. This body of research explains why boycott-related information can carry more meaning than ordinary brand information. A boycott is often connected to moral judgment, perceived corporate wrongdoing, or a wider social position, so consumers may interpret the issue through both personal values and the views of people around them (John & Klein, 2003; Klein, Smith, & John, 2004; Kozinets & Handelman, 2004).

The present study focuses on exposure, not boycott participation. A consumer may repeatedly encounter boycott-related discussions through social media, messaging applications, online communities, or conversations with friends and family without actively joining the boycott. Exposure therefore reflects how visible and difficult to avoid the issue has become in the consumer's information environment.

This distinction matters because seeing or hearing boycott-related information does not automatically mean that a consumer will stop purchasing from the brand. It does, however, make the issue available for consideration. Consumers may become more aware of the controversy, understand the claims being made, or feel that the brand has become part of a wider social discussion.

Previous research suggests that boycott responses can change over time. Lasarov et al. (2023) found that boycott momentum may weaken as public attention declines and consumers begin to process the issue differently. In other words, consumers may still be aware of a boycott but no longer let it influence their current consumption decisions.

Emotional reactions can also affect how consumers respond to boycott related issues. Studies by Bastos and Casais (2022) and Hino (2023) show that emotions such as anger and empathy can shape boycott behavior. This helps explain why boycott exposure may still matter even when consumers are not actively participating in a boycott. The information they encounter may continue to carry moral or social meaning, even after the issue receives less public attention.

For this thesis, Boycott Exposure therefore refers to the extent to which consumers previously encountered boycott-related discussions involving QSR brands across different social and digital touchpoints. It should not be interpreted as boycott support, boycott participation, or current avoidance behavior.

This boundary is especially important because the study is designed around consumers who have prior boycott exposure but no longer report that boycott-related discussions currently influence their dining decisions. Boycott Exposure is therefore

treated as a record of prior informational exposure within the defined consumer group, rather than as a measure of active boycott behavior.

2.1.2 Theoretical Foundations for Brand Trust Recovery

Brand Trust Recovery in this study is grounded in trust repair and recovery literature. The main idea is that when a brand faces reputational pressure, consumers do not judge the response only by what the company says. They also look at whether the response feels sincere, whether there is visible corrective action, and whether the brand gives a credible reason to believe that the same issue is less likely to happen again.

This becomes more important in a digital environment, where brand responses can be shared, discussed, questioned, and compared very quickly. Consumers are exposed not only to the company's own message, but also to reactions from other consumers, media, and online communities. Because of that, a response can lose credibility if the communication and the visible actions do not match.

Hornsey, Chapman, La Macchia, and Loakes (2024) provide a useful explanation for this. Their study shows that reform signals can carry more weight than simple acknowledgment of culpability when consumers evaluate whether support and confidence can be restored. In practical terms, saying "we understand the issue" may not be enough. Consumers also want to see whether the organization has changed something and whether that change looks believable.

Trust repair literature also suggests that uncertainty matters. When a brand's response is clear, proportionate, and supported by visible action, consumers may have

more reason to reassess the brand. When the response feels defensive, inconsistent, or symbolic, confidence may remain weak.

In this thesis, Brand Trust Recovery therefore refers to the perceived credibility of the brand's recovery response. It is measured through four consumer judgments: sincerity of the response, corrective action, transparency, and reassurance that a similar issue is less likely to happen again.

This distinction needs to remain clear. The construct does not compare trust before the reputational issue with trust afterward. It therefore should not be read as proof that trust has objectively been restored. What the study captures is whether consumers see the brand's response as credible enough to support a more favorable evaluation.

This interpretation is relevant to Dine In Intention because consumers may consider the quality of the brand's response when deciding whether they are comfortable visiting again. The present study tests whether stronger perceptions of recovery response credibility are associated with stronger dine-in intention within the defined consumer group. It does not test the recovery process itself over time.

2.1.3 Theoretical Foundations for Digital Voucher Campaigns

Digital Voucher Campaigns in this study are grounded in sales promotion and perceived value literature. In a QSR setting, a voucher can make an offer more attractive by reducing the perceived cost of a visit or increasing the value consumers feel they receive. But discount size is only one part of the decision. Consumers also

need to understand the offer, access it easily, redeem it without unnecessary effort, and feel confident that the voucher is legitimate.

That broader view is important in digital channels. A voucher may be discovered through social media, messaging applications, short form content, or other platforms used as part of the consumer journey. Because of this, the experience is not limited to the price benefit itself. The way the offer is presented and how easy it is to use can also shape the consumer's response.

Ladhari, Hudon, Massa, and Souiden (2022) provide a useful basis for this argument. Their research on mobile coupons shows that perceived usefulness, ease of use, perceived risk, and coupon value can influence redemption intention. This means that a financially attractive voucher may still feel less relevant if the mechanics are confusing, access is difficult, or consumers are uncertain about its credibility. The current thesis uses the same general logic in defining the digital voucher construct.

The digital environment around an offer can also shape how consumers evaluate it. Zhang et al. (2024) found that social learning and attitude transfer can influence consumer engagement in short video commerce. Although their study does not focus specifically on QSR vouchers or dine in behavior, it shows that consumers often form opinions about an offer while also responding to surrounding content and peer reactions.

Li and Popkowski Leszczyc (2025) offer a related perspective. Their findings suggest that coupon outcomes are influenced not only by the discount itself, but also by how the promotion is designed and positioned within a competitive digital platform. This supports the view that voucher effectiveness depends on more than its face value.

For this thesis, Digital Voucher Campaigns therefore refer to the consumer's overall perception of the voucher experience. The construct covers four areas: perceived value, ease of access and understanding, ease of redemption for dine-in, and confidence that the voucher is legitimate and safe to use. These four areas are consistent with the instrument used in the study.

The construct should also be kept separate from actual campaign performance. A consumer can evaluate a voucher positively without necessarily redeeming it, visiting the outlet, or generating incremental sales. The present study stops at the intention level. It examines whether more favorable voucher perceptions are associated with stronger Dine-In Intention, not whether the voucher itself produces higher transactions, margin, or repeat purchase.

2.1.4 Theoretical foundation for Dine in Intention

Dine In Intention is the outcome variable in this study. The Theory of Planned Behavior developed by Ajzen (1991) provides the main academic basis for using behavioral intention as the dependent variable.

Within TPB, intention represents a person's readiness or willingness to perform a behavior. This makes it relevant for the present study because the research is concerned with whether consumers are willing to dine in at a QSR outlet, not whether they actually completed the visit.

TPB explains intention through three main considerations: attitude toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991; Ajzen,

2020). These ideas are useful for understanding how intention is formed, but they need to be applied carefully in this thesis.

The present study does not measure attitude, subjective norms, or perceived behavioral control as separate constructs. It also does not test whether Boycott Exposure, Brand Trust Recovery, or Digital Voucher Campaigns operate through those three (3) TPB components. For that reason, TPB is not treated as a fully tested theoretical model in this research.

Instead, its role is narrower. TPB supports the use of Dine In Intention as a meaningful behavioral outcome and provides a general explanation of why intention is an important stage before actual behavior.

This distinction is important because the three predictors in the model come from different literature streams. Boycott Exposure is grounded in consumer activism and boycott literature. Brand Trust Recovery is grounded in trust repair and recovery literature. Digital Voucher Campaigns are supported by sales promotion and perceived value literature. Their direct relationships with Dine-In Intention are tested through multiple linear regression, without assigning each predictor to an unmeasured TPB mechanism.

More recent studies also support the continued relevance of behavioral intention in consumer decision making. Hagger, Cheung, Ajzen, and Hamilton (2022) reinforce the importance of intention within the broader intention–behavior relationship, while Leong, Hew, Ooi, Metri, and Dwivedi (2023) show that TPB remains useful in digitally mediated consumer settings where social interaction and online environments can influence intention formation.

For the present study, Dine-In Intention therefore refers to the consumer's stated readiness to dine in at a QSR outlet in the near future. It represents intention, not actual restaurant visits, transactions, or repeat behavior.

2.1.5 Summary of Theory to Construct Alignment

The four (4) constructs in this study are supported by different literature streams, and each plays a different role in the research model.

Boycott Exposure is grounded in consumer activism and boycott literature. This literature helps explain why repeated exposure to boycott-related discussions can become relevant to how consumers evaluate a brand, even when exposure does not lead to active boycott participation.

Brand Trust Recovery is supported by trust repair and recovery literature. In this thesis, the construct refers to the perceived credibility of the brand's recovery response, particularly in terms of sincerity, corrective action, transparency, and reassurance about future behavior.

Digital Voucher Campaigns draw on sales promotion and perceived value literature. The construct reflects how consumers evaluate the offer in terms of value, accessibility, ease of redemption, and credibility.

Dine In Intention is supported by the Theory of Planned Behavior (TPB) as a behavioral intention outcome. TPB is used to justify the role of intention in the model, but its core constructs such as attitude, subjective norms, and perceived behavioral control are not measured directly.

The model therefore brings together three (3) different consumer inputs and examines whether each is associated with Dine In Intention within the same screened consumer group. The study does not assume that the three predictors operate through the same psychological mechanism, nor does it test a complete TPB model.

2.2 Key Constructs

This section discusses the four (4) constructs used in the research model: Boycott Exposure, Brand Trust Recovery, Digital Voucher Campaigns, and Dine In Intention. Rather than repeating the theoretical foundations discussed in Section 2.1, the focus here is on how each construct is understood within the context of Gen Z consumers and Indonesia's QSR sector. The discussion also provides the basis for the indicators and measurement items developed in Chapter 3.

2.2.1 Boycott Exposure

Boycott Exposure refers to the extent to which consumers have encountered boycott related information and discussions involving a brand. In this study, exposure can come from social media, messaging applications, online content, or conversations with other people.

The construct focuses on exposure itself, not on whether the consumer agrees with the boycott, supports it, or takes part in it. This distinction matters because a consumer can be very familiar with boycott-related discussions without changing current consumption behavior because of them. That is also consistent with the way Boycott Exposure is measured in the questionnaire, which focuses on how often

respondents encountered boycott-related content and how difficult that content was to avoid.

Consumer activism and boycott literature helps explain why this type of exposure can matter. Boycott related information often carries moral or social meaning because it is linked to perceived corporate wrongdoing, values, or collective action (John & Klein, 2003; Klein, Smith, & John, 2004; Kozinets & Handelman, 2004). When the same issue appears across several channels, it can become part of the wider information environment surrounding the brand.

The effect of that exposure may also change over time. Lasarov, Hoffmann, and Orth (2023) show that boycott momentum can weaken as attention and consumer processing shift. This means that consumers may remain aware of a boycott issue even when it no longer plays the same role in their current purchase or dining decisions.

Emotional responses can also shape how boycott related information is processed. Bastos and Casais (2022) and Hino (2023) show that moral emotions can influence boycott behavior. These studies are relevant because they show that boycott-related information is not always processed as neutral brand information. It can carry emotional and social meaning, even if the present study does not measure those emotions directly.

For this research, Boycott Exposure is captured through four aspects: exposure through social media, exposure through messaging applications, exposure through discussions with people around the respondent, and the perceived difficulty of avoiding boycott-related content. These dimensions are used to describe how visible and widespread the issue was in the respondent's information environment.

The interpretation of this construct needs to remain within the study's screening boundary. The research is designed around consumers who have prior boycott exposure but no longer report that boycott-related discussions currently influence their dining decisions. Boycott Exposure should therefore be read as prior informational exposure, not as a measure of active boycott behavior or current avoidance.

Table 2.1 Indicators boycott exposure from literature

Indicator	Rationale	Key Reference
Exposure through social media and online content	Repeated exposure can make boycott-related issues more visible and easier to recall during brand evaluation.	John & Klein (2003); Klein, Smith & John (2004)
Exposure through messaging applications	Boycott-related information can also spread through more personal digital channels where information is repeatedly shared and discussed.	Klein, Smith, & John (2004); Kozinets & Handelman (2004)
Interpersonal exposure through people around the consumer	Conversations with peers and other people can reinforce the social meaning of boycott-related issues.	Kozinets & Handelman (2004)

Interpersonal and community exposure (peers, family, online groups discussing boycott)	Peer discussion increases credibility and normative influence, especially for Gen Z who rely on social validation	
Perceived difficulty of avoiding boycott related content	When the same issue appears repeatedly across different touchpoints, consumers may experience it as highly visible in their information environment.	Lasarov, Hoffmann, & Orth (2023)

2.2.2 Brand Trust Recovery

Brand Trust Recovery refers to how consumers evaluate a brand's response after a reputational issue. In this study, the focus is not on whether trust has objectively returned to its previous level. What matters is whether the brand's response appears credible to the consumer.

That credibility can come from several signals. Consumers may look at whether the brand communicates sincerely, whether it takes visible corrective action, whether it provides enough transparency, and whether its response gives some reassurance that a similar issue is less likely to happen again. These are also the four areas measured in the questionnaire.

Trust repair literature helps explain why these signals matter. When confidence in a brand has been affected, consumers may question not only what the brand says but also whether its actions support the message. A response that feels defensive or symbolic may do little to change the consumer's view. A response that appears more open and backed by action can provide a stronger reason to reconsider the brand.

Hornsey, Chapman, La Macchia, and Loakes (2024) offer a useful perspective here. Their research shows that reform signals can matter more than acknowledgment of culpability alone when consumers decide whether confidence and support can be restored. This suggests that consumers may look beyond an apology or public statement. They also want to see whether the organization has learned from the issue and whether there is evidence of change.

Digital channels can make this evaluation more demanding. Brand responses can be shared quickly, compared with earlier statements, and discussed by consumers, media, and online communities. Any gap between what the brand says and what consumers observe can weaken credibility.

For this thesis, Brand Trust Recovery is therefore best understood as perceived recovery response credibility. The construct captures the consumer's judgment of the brand's response, not an actual before and after measurement of trust. This distinction is important because the study does not measure trust before the reputational issue and then measure it again afterward.

This interpretation is relevant to Dine In Intention because consumers may take the quality of the brand's response into account when deciding whether they are willing to visit. The study therefore examines whether stronger perceptions of recovery

response credibility are associated with stronger Dine-In Intention within the screened consumer group.

Table 2.2 Indicators brand trust recovery from literature

Indicator	Rationale	Key Reference
Perceived sincerity in the brand's response	Consumers may judge whether the brand's response feels genuine rather than simply defensive or symbolic.	Hornsey et al. (2024)
Perceived transparency and clarity of the recovery explanation	Clear explanations can reduce uncertainty and help consumers reassess the credibility of the brand's response.	Bastos & Casais (2022)
Perceived corrective action and tangible improvement	Consumers may view the response as more credible when it is supported by visible action, not only communication.	Hornsey et al. (2024)
Confidence that similar issues are less likely to happen again	Future oriented reform signals can give	Hornsey et al. (2024)

	consumers greater confidence that the brand has learned from the issue and taken steps to prevent recurrence.	
--	---	--

2.2.3 Digital Voucher Campaigns

Digital Voucher Campaigns refer to how consumers evaluate promotional voucher offers delivered through digital channels. In this study, the construct is not limited to the discount itself. It also covers whether the offer feels worth using, whether consumers can access and understand it easily, whether redemption is simple when they want to dine in, and whether the voucher feels legitimate and safe.

That broader view is important because digital vouchers are part of the consumer journey, not just a price reduction. A voucher may look attractive at first, but the appeal can drop quickly if the mechanics are confusing, access is difficult, or consumers are uncertain about whether the offer is genuine.

Research on mobile coupons supports this view. Ladhari, Hudon, Massa, and Souiden (2022) show that consumer response can be influenced by perceived usefulness, ease of use, perceived risk, and coupon value. This suggests that value and usability work together. A strong discount may still be less effective if the offer is hard to understand or inconvenient to use.

The way consumers encounter digital promotions can also shape how the offer is judged. Zhang, Li, Zhang, Wang, and Wang (2024) show that social learning and attitude transfer can influence engagement in short video commerce. Their study is not specifically about QSR vouchers, but it is useful in showing that consumers often assess offers while also seeing surrounding content and social reactions.

Li and Popkowski Leszczyc (2025) add another perspective by showing that coupon outcomes can depend on how offers are structured and presented within competitive digital platforms. This supports the idea that voucher effectiveness is influenced by more than face value alone. How the offer is positioned and experienced also matters.

For this study, Digital Voucher Campaigns are measured through four consumer perceptions: perceived value, ease of access and understanding, ease of redemption for dine-in, and confidence that the voucher is legitimate and safe to use. These four areas represent the consumer's overall evaluation of the digital voucher experience.

The construct does not measure actual voucher redemption or commercial performance. A voucher can be evaluated positively without necessarily generating a visit, transaction, incremental sales, or repeat purchase. The study therefore examines whether favorable voucher perceptions are associated with stronger Dine-In Intention, while actual business outcomes remain outside the empirical model.

Table 2.3 Indicators digital voucher campaigns from literature

Indicator	Rationale	Key Reference
Perceived monetary value and deal attractiveness	Voucher value can increase the attractiveness of the offer by lowering perceived cost and improving perceived value.	Li & Popkowski Leszczyc (2025)
Redemption ease and frictionlessness (user experience)	Simple redemption reduces friction and makes the voucher easier to use once consumers decide to dine in.	Zhang et al. (2024); Leong et al. (2023)
Ease of access and understanding	Consumers need to be able to find the offer and understand the mechanics easily; unnecessary complexity can weaken the appeal of the voucher.	Zhang et al. (2024)
Perceived legitimacy and safety	Consumers are more likely to consider a digital voucher when the offer appears credible and safe	Leong et al. (2023)

	to use.	
--	---------	--

2.2.4 Dine in Intention

Dine In Intention refers to the consumer's stated willingness and likelihood to dine in at a QSR outlet in the near future. In this study, it is used as the main outcome variable because the research is concerned with intention to visit, not with actual restaurant behavior.

The Theory of Planned Behavior (TPB) provides the broader academic basis for using intention as the outcome variable. Ajzen (1991) positions behavioral intention as an important precursor to behavior. The present study does not test the full TPB model, but it uses this logic to support the role of Dine-In Intention as a meaningful behavioral outcome.

In a QSR context, intention is useful because consumers often choose between several brands and channels within a short decision cycle. A consumer may be generally positive toward a brand without having a concrete plan to visit. For that reason, the study measures several aspects of intention rather than relying on a single statement.

The final questionnaire captures four areas: intention to dine in, planning to dine in, willingness to try, and perceived likelihood of dining in in the near future. Together, these items represent the respondent's stated readiness to dine in.

The construct does not measure actual visits, transactions, or frequency of future dine-in behavior. A respondent can report strong intention without necessarily

completing a visit afterward. This boundary is important when interpreting the findings, especially in Chapter 5 where managerial implications should not be extended directly to actual sales outcomes.

Table 2.4 Indicators dine in intentions from literature

Indicator	Rationale	Key Reference
Intention to dine in	Captures the consumer's stated readiness to perform the behavior.	Ajzen (1991)
Planning to dine in	Planning reflects a more concrete form of behavioral intention than a general favorable view.	Ajzen (1991); Hagger et al. (2022)
Willingness to try to dine in	Willingness reflects motivational readiness to perform the behavior in the near future.	Ajzen (1991)
Perceived likelihood of dining in	Perceived likelihood captures how probable the consumer believes the behavior is to occur.	Ajzen (1991); Hagger et al. (2022)

2.3 Prior Studies and Research Gap

Research related to this study comes from four main areas: consumer boycotts, trust recovery, digital promotions, and behavioral intention. Each area helps explain a different part of the consumer decision, but the previous findings also show that the consumer response can change depending on the situation being studied.

Earlier boycott research mainly examined why consumers choose to join a boycott. John and Klein (2003) and Klein et al. (2004) found that the decision involves more than simply stopping purchases. Consumers may consider the seriousness of the brand's wrongdoing, whether their participation can make a difference, and whether joining the boycott reflects their personal values. Kozinets and Handelman (2004) also show that consumer activism can allow individuals to express moral or ideological beliefs through their marketplace choices.

These studies help explain why boycott related information can matter to consumers. However, they focus mainly on active participation and the willingness to make sacrifices. They offer less insight into consumers who have been exposed to a boycott issue but continue to purchase within the category.

More recent research shows that boycott responses are not necessarily fixed. Lasarov, Hoffmann, and Orth (2023) found that boycott momentum can weaken as attention, motivation, and consumer processing change over time. This is particularly relevant to the current research because prior exposure may remain in the consumer's memory even when it no longer has the same effect on current consumption decisions.

Bastos and Casais (2022) and Hino (2023) add another perspective by showing that moral emotions can influence boycott-related responses. Their findings suggest that consumer reactions are not driven only by rational considerations such as price or convenience. Emotional responses can also shape whether consumers support or avoid a brand. Research in Indonesia also shows that social identity and planned-behavior-related factors can help explain boycott participation (Patiro, 2025).

Trust recovery research looks at a different stage of consumer evaluation. Hornsey, Chapman, La Macchia, and Loakes (2024) found that reform-oriented signals can carry more weight than acknowledgment of culpability alone when consumers decide whether confidence and support can be restored. The implication is that consumers may want to see evidence of change, not only an apology or public statement.

This finding is relevant to the present study because Brand Trust Recovery is assessed through consumers' perceptions of the brand's sincerity, corrective actions, transparency, and commitment to avoiding similar issues in the future. However, earlier studies mainly focus on corporate apologies and broader reputational crises. They provide less insight into Quick Service Restaurant's consumers who have been exposed to boycott related issues but continue to remain active in the category.

Digital promotion studies provide a different set of findings. Ladhari, Hudon, Massa, and Souiden (2022) found that mobile coupon response is influenced by factors such as perceived value, usefulness, ease of use, and perceived risk. Their work shows that discount value alone does not fully explain how consumers respond to a digital voucher.

Zhang, Li, Zhang, Wang, and Wang (2024) further show that social learning and attitude transfer can shape engagement in short-video commerce. Li and Popkowski Leszczyc (2025) show that coupon outcomes can also depend on how promotional offers are structured within competitive platform environments. Together, these studies suggest that the way a digital offer is experienced can matter alongside its monetary value. Their main outcomes, however, are generally related to redemption, online engagement, or platform behavior rather than dine-in intention in a physical QSR setting.

Behavioral intention research provides the basis for using Dine-In Intention as the outcome of this study. Ajzen's (1991) Theory of Planned Behavior (TPB) positions behavioral intention as an important precursor to behavior. More recent research shows that intention remains relevant in digitally influenced consumer settings. Leong, Hew, Ooi, Metri, and Dwivedi (2023), for example, show that social interaction can play a role in intention formation within social commerce, while Hagger, Cheung, Ajzen, and Hamilton (2022) provide further evidence on the relationship between intention and behavior.

These studies provide useful foundations, but an important consumer condition remains less explored. The issue is not simply that Boycott Exposure, Brand Trust Recovery, and Digital Voucher Campaigns have rarely been placed together in one regression model.

The more relevant gap concerns consumers who have already encountered boycott-related discussions, continue to consume QSR, and no longer report that the boycott currently affects their dining decisions. Within this group, it remains unclear

how prior boycott exposure, the perceived credibility of the brand's recovery response, and perceptions of digital vouchers are associated with willingness to dine in.

This study addresses that narrower gap by examining the three relationships within a screened group of previously exposed, still active Gen Z QSR consumers in Jabodetabek, Bandung, Surabaya, Medan, and Makassar. The aim is to add evidence about this particular consumer condition rather than to propose a new theoretical mechanism or claim that the findings represent all Gen Z consumers in Indonesia.

Table 2.5 Summary of Prior Studies & Research Gap

Study	Sample / Setting & Method	Principal Finding	Unresolved Point
John & Klein (2003)	Consumer boycott context; conceptual and behavioral analysis of boycott participation	Boycott participation involves both perceived effectiveness and the personal sacrifice involved in avoiding a product.	Focuses on boycott participation and sacrifice, not on consumers who were previously exposed to boycott-related discussions but remain active in the category.
Klein, Smith, & John (2004)	Consumer boycott participation	Perceived wrongdoing, expected effectiveness of participation, and personal motivations help explain why	Explains why consumers boycott, but not how prior exposure relates to later dine in intention after current boycott influence has weakened.

		consumers join boycotts.	
Kozinets & Handelman (2004)	Consumer activism and marketplace movements	Consumer activism can reflect moral values and ideological positions expressed through consumption choices.	Provides the moral and social foundation for boycott behavior, but does not examine the consumer condition after earlier exposure or subsequent dine in intention.
Lasarov, Hoffmann, & Orth (2023)	Consumer boycott behavior over time	Boycott momentum can weaken as attention, motivation, and consumer processing change.	Highly relevant to the post exposure condition, but does not examine how recovery response credibility and digital voucher perceptions relate to intention once active boycott influence has declined.
Bastos & Casais (2022)	Consumer boycott and buycott responses	Moral emotions can shape the way consumers respond to politically or ethically charged brand issues.	Explains the emotional side of boycott response, but remains focused on boycott/buycott behavior rather than dine-in

			intention among still-active QSR consumers.
Hino (2023)	Boycott participation in politically contentious consumption settings	Moral emotions, particularly anger and empathy, can influence boycott related responses.	Focuses on active boycott participation, not on consumers who continue consuming after prior boycott exposure.
Patiro (2025)	Indonesian consumer boycott context	Social and planned behavior related factors help explain boycott participation in Indonesia.	Provides relevant Indonesian evidence, but the outcome remains boycott participation, not dine in intention after earlier boycott exposure.
Hornsey, Chapman, La Macchia, & Loakes (2024)	Corporate apology and trust-repair context	Reform oriented signals can have a stronger influence on trust and support than acknowledgment of culpability alone.	Supports the importance of credible recovery responses, but does not examine those perceptions together with prior boycott exposure and digital vouchers in a QSR setting.
Ladhari, Hudon,	Digital/mobile coupon context	Coupon response is influenced by value,	Explains how consumers evaluate digital coupons,

Massa, & Souiden (2022)		usefulness, ease of use, and perceived risk.	but focuses on coupon- related responses rather than physical QSR dine-in intention after reputational pressure.
Zhang et al. (2024)	Short video commerce environment	Social learning and attitude transfer can influence consumer engagement in digital commerce.	Shows that surrounding digital and social cues matter, but does not specifically examine digital vouchers or offline QSR dine in intention.
Li & Popkowski Leszczyc (2025)	Competitive online platform coupon setting	Coupon outcomes depend partly on how promotions are structured and positioned within the platform environment.	Focuses on platform promotion outcomes rather than consumers' voucher perceptions and subsequent dine-in intention.
Leong, Hew, Ooi, Metri, & Dwivedi (2023)	Social commerce studies using TPB related mechanisms	Behavioral intention remains relevant in digitally mediated consumer settings, with social interaction adding explanatory value.	Supports behavioral intention as an outcome, but does not examine the specific post exposure QSR consumer condition used in this thesis.

Hagger, Cheung, Ajzen, & Hamilton (2022)	Meta-analytic research on the intention behavior relationship	Behavioral intention remains an important part of explaining later behavior, although intention does not automatically translate into action.	Supports the use and limitation of Dine In Intention, but does not address boycott exposure, recovery response credibility, or digital vouchers.
--	--	---	--

2.4 Conceptual Framework

The conceptual framework brings together three (3) factors that may be associated with Dine In Intention: Boycott Exposure, Brand Trust Recovery, and Digital Voucher Campaigns.

Each variable represents a different part of the consumer decision context. Boycott Exposure reflects prior contact with boycott-related discussions. Brand Trust Recovery reflects how credible the brand's recovery response appears to the consumer. Digital Voucher Campaigns reflect how consumers evaluate the value, accessibility, ease of redemption, and credibility of voucher offers.

These 3 factors may be present at the same time when consumers consider whether to dine in. A consumer may already be familiar with boycott related discussions, may have formed an opinion about how the brand responded, and may also encounter a digital voucher that provides a practical reason to visit.

In the framework, Boycott Exposure, Brand Trust Recovery, and Digital Voucher Campaigns are treated as independent variables, while Dine-In Intention is the dependent variable.

The model does not assume that the three predictors operate through the same psychological mechanism. It also does not test mediation, moderation, or a sequence between exposure, recovery, and promotional activation. Each predictor is examined for its direct association with Dine-In Intention through multiple linear regression.

The framework is therefore intended to provide a simple structure for testing how these three different consumer inputs relate to the same intention outcome within the screened Gen Z QSR consumer group.

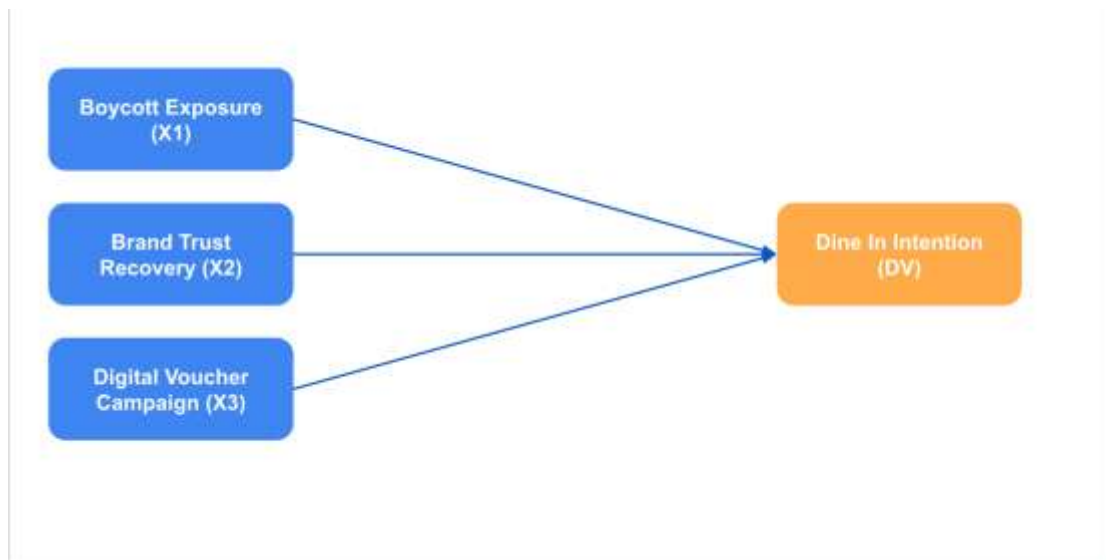


Figure 2.1 Research Framework

The framework shown in Figure 2.1 therefore serves as the empirical structure for the hypotheses developed in the next section. Each path represents a direct relationship to be tested between one antecedent construct and Gen Z Dine In Intention.

2.5 Hypotheses Development

The hypotheses are developed based on the literature reviewed in the previous sections. Each hypothesis examines the relationship between one independent variable and Dine In Intention among the screened consumer group.

The expected direction differs across the three variables. For Boycott Exposure, previous studies show that boycott related information can influence consumer evaluations, but its effect may change over time and does not always lead to active avoidance. Therefore, the hypothesis for Boycott Exposure is stated in a non directional form.

In contrast, the literature provides a clearer basis for expecting a positive relationship between Brand Trust Recovery, Digital Voucher Campaigns, and Dine In Intention. The hypotheses for these two variables are therefore stated in directional form.

2.5.1 Boycott Exposure and Dine In Intention

Boycott related information can become part of how consumers evaluate a brand, even when they do not actively participate in a boycott. Repeated exposure through social media, messaging applications, online content, and conversations with other people can make the issue more visible and more difficult to ignore.

Consumer activism and boycott literature shows that boycott related decisions can involve moral judgment, perceived wrongdoing, personal values, and social meaning (John & Klein, 2003; Klein, Smith, & John, 2004; Kozinets & Handelman, 2004). Moral emotions can also influence how consumers respond to a boycott issue (Bastos & Casais, 2022; Hino, 2023).

However, exposure does not always lead to the same behavioral response. Lasarov, Hoffmann, and Orth (2023) show that boycott momentum can weaken as attention, motivation, and consumer processing change over time. A consumer may therefore remain highly familiar with boycott-related discussions even when those discussions no longer have the same influence on current consumption decisions.

This point is important for the present study. Boycott Exposure measures prior informational exposure rather than active boycott participation or current avoidance. The study is designed around consumers who have previously encountered boycott-related discussions but no longer report that those discussions currently influence their dining decisions.

Because earlier research supports the relevance of boycott exposure but does not provide a clear and consistent direction for this specific consumer condition, the relationship is tested without assuming a positive or negative sign in advance.

H1: Boycott Exposure is associated with Gen Z Dine In Intention in Indonesia's QSR sector in this study

2.5.2 Brand Trust Recovery and Dine In Intention

When a brand faces reputational pressure, consumers may judge not only what the company says, but also whether the response appears credible. A statement or apology may be visible, but that does not automatically mean consumers see the recovery effort as convincing.

Trust repair and recovery literature suggests that consumers look for signs that the brand has understood the issue and taken meaningful action. These signals may include sincerity, corrective action, transparency, and reassurance about what the brand will do differently going forward.

Hornsey, Chapman, La Macchia, and Loakes (2024) show that reform-oriented signals can carry more weight than acknowledgment of culpability alone when consumers evaluate whether confidence and support can be restored. This is relevant to the present study because Brand Trust Recovery is measured through consumers' perceptions of the credibility of the brand's response, rather than through a before-and-after measurement of trust.

For consumers who have previously encountered boycott-related discussions but remain active in the QSR category, the way the brand responds may still form part of their evaluation when considering a dine-in visit. A response that appears credible may provide more reassurance than one that feels unclear, symbolic, or unsupported by action.

The present study therefore examines whether differences in perceived Brand Trust Recovery are associated with differences in Dine In Intention within the defined consumer group.

H2: Brand Trust Recovery is associated with Gen Z Dine In Intention in Indonesia's QSR sector in this study

2.5.3 Digital Voucher Campaigns and Dine In Intention

Digital vouchers can give consumers a practical reason to consider a QSR visit by improving the perceived value of the offer. Even so, the effect of a voucher is not only about the size of the discount. Consumers also look at whether the offer is easy to access, easy to understand, simple to redeem, and credible enough to use.

Ladhari, Hudon, Massa, and Souiden (2022) show that mobile coupon response can be influenced by perceived value, usefulness, ease of use, and perceived risk. This supports the idea that consumers evaluate both the economic benefit of a voucher and the experience around using it.

The digital environment can also shape how the offer is received. Zhang et al. (2024) show that social learning and surrounding digital cues can influence consumer engagement, while Li and Popkowski Leszczyc (2025) show that coupon outcomes can depend on how promotions are structured and presented within platform environments.

For QSR consumers, these factors may be important because dine in decisions are often made quickly and within a highly competitive set of choices. A voucher that feels valuable and easy to use can give consumers a practical reason to visit the outlet. In this study, Digital Voucher Campaigns refer to consumers' overall perceptions of a voucher's value, clarity, ease of dine in redemption, and legitimacy or safety. The study

examines whether more positive perceptions of digital vouchers are associated with stronger Dine In Intention among the defined consumer group.

H3: Digital Voucher Campaigns are associated with Gen Z Dine In Intention in Indonesia's QSR sector in this study

CHAPTER 3

METHODOLOGY

3.1 Research Design and Approach

This study used a quantitative, explanatory, cross sectional survey design to examine the associations between Boycott Exposure, Brand Trust Recovery, Digital Voucher Campaigns, and Dine In Intention.

The individual consumer was the unit of analysis because all four variables relate to personal perceptions and intended behavior. A structured questionnaire was used to collect responses consistently and allow comparison across respondents.

The study focused on screened Gen Z consumers in Jabodetabek, Bandung, Surabaya, Medan, and Makassar. Respondents were required to have recent QSR and dine in experience, prior exposure to boycott related discussions, and familiarity with digital voucher offers. Those who reported that boycott related concerns still influenced their current dining decisions were excluded.

Data were analyzed using SPSS. The analysis included respondent screening, data preparation, descriptive statistics, measurement checks, regression diagnostics, and multiple linear regression to test the hypotheses. Additional diagnostic tests were conducted when needed to assess the quality of the measurement and regression model.

Since the data were collected at one point in time, the study examines statistical associations rather than causal relationships. It also does not assess how consumer perceptions may change over time.

3.2 Population, Sample, and Sampling Technique

3.2.1 Population and Unit of Analysis

This study focuses on Gen Z consumers in Jabodetabek, Bandung, Surabaya, Medan, and Makassar who meet the study's eligibility criteria. The population is therefore limited to this defined group, rather than all Gen Z consumers across Indonesia.

The individual consumer is used as the unit of analysis because Boycott Exposure, Brand Trust Recovery, Digital Voucher Campaigns, and Dine In Intention are based on each respondent's own perceptions and intended behavior.

For this study, Gen Z refers to individuals born between 1997 and 2012. The five cities were selected because they have a strong QSR presence (mature QSR market) and are relevant markets for digital platform use and high penetration in voucher based promotions as well as unique consumer behavior between 1 city to another

Therefore, the findings should be understood within this specific geographic and consumer context. They are not intended to represent the views or behavior of all Gen Z consumers in Indonesia.

3.2.2 Sampling Technique and Respondent Criteria

This study used non-probability sampling with purposive screening because respondents needed to meet specific conditions before the research questions could be meaningfully examined. Recruitment was conducted online and focused on Gen Z consumers living in Jabodetabek, Bandung, Surabaya, Medan, and Makassar.

A key part of the sampling design was the distinction between prior boycott exposure and current boycott influence. Eligible respondents needed to have encountered boycott-related discussions involving QSR brands during the period from January 1, 2025, to May 31, 2026. However, respondents who reported that boycott related discussions were still influencing their current dining decisions were not eligible to continue.

This screening decision was deliberate. The study was not designed to examine active boycotters or consumers who were still avoiding QSR brands because of boycott-related concerns. Instead, it focused on consumers who had prior exposure to the issue but no longer reported a current boycott influence on their dining decisions.

This boundary is particularly important for the interpretation of Boycott Exposure. H1 applies only within this screened consumer group. A relationship between Boycott Exposure and Dine-In Intention should therefore not be generalized to consumers who remain actively affected by boycott-related discussions. This directly addresses one of the examiner's methodological concerns.

To be eligible for the main survey, respondents were required to meet all of the following criteria:

1. The respondent fell within the Gen Z age range used in this study, defined as individuals born between 1997 and 2012.
2. The respondent lived in Jabodetabek, Bandung, Surabaya, Medan, or Makassar.
3. The respondent had consumed QSR within the past three months and had dined in at a QSR outlet during the same period.

4. The respondent had encountered boycott-related discussions involving QSR brands between January 1, 2025, and May 31, 2026, but did not report that those discussions were still influencing current dining decisions.
5. The respondent had encountered digital voucher offers for QSR brands through digital channels, whether or not the voucher had actually been redeemed.

These criteria were used to keep the sample relevant to the research problem. The study therefore focuses on a screened group of previously exposed, still active QSR consumers rather than the broader Gen Z population.

3.2.3 Sample Size Determination

The study aimed to collect 200 responses. This number was set as a practical target for data collection, not as the minimum sample required for the regression analysis. Since the study applied purposive screening with several eligibility criteria, some responses were expected to be excluded from the final dataset. A higher target therefore gave the study enough room for screening and data quality checks.

Sample adequacy for the multiple linear regression was considered using Green's (1991) guideline. For a model with three independent variables, Green recommends a minimum sample of $N \geq 50 + 8m$ to test the overall regression model and $N \geq 104 + m$ when examining individual predictors, where m is the number of predictors. With three predictors, the minimum sample sizes are 74 and 107 respondents. This study used the more conservative benchmark of 107 usable responses as a reference.

The study did not use the commonly cited 10 times rule as the main basis for determining sample size. This guideline is more commonly used in PLS SEM studies and is generally considered only a rough reference for statistical power.

By targeting 200 responses, the study allowed for respondents who did not meet the screening criteria or whose data could not be used. It also provided a larger number of usable responses, which can support more stable regression estimates. The final number of valid responses retained for analysis is reported in Chapter 4.

3.2.4 Pilot Testing and Data Quality

Before the main survey was distributed, the questionnaire was pilot tested with 30 eligible Gen Z respondents. The pilot was used to check clarity, respondent understanding, and the preliminary performance of the measurement items.

The pilot results met the predetermined validity and reliability criteria, with all item to total correlations exceeding the required r -table threshold and Cronbach's Alpha values above the acceptable reliability level. Based on these checks, all 16 items were retained for the main survey. The pilot responses were not included in the final analytical dataset.

3.2.5 Handling Invalid Responses

All submitted responses were reviewed against the eligibility and data-quality criteria before the main statistical analysis.

The eligibility criteria followed the screening requirements described in Section 3.2.2. Respondents who did not meet the required age, location, recent QSR

consumption, dine in experience, prior boycott exposure, current boycott influence, digital voucher exposure, or reference brand requirements were not retained for the analytical sample.

Data quality criteria had also been set before the main survey was analyzed. Responses were to be excluded if more than 20% of the questionnaire items were left unanswered or if the questionnaire was completed in less than two minutes or more than 30 minutes. The completion-time range was set with reference to the pilot test, where the typical completion time was around eight minutes.

Required response fields were used in Google Forms for the main measurement items, which reduced the likelihood of incomplete submissions. Responses were also reviewed for obvious low engagement patterns before composite scores were created. No additional exclusion rule was introduced after examining the regression results.

The final outcome of the screening process and the number of cases retained for analysis are reported in Chapter 4.

3.3 Operational Definition and Measurement of Variables

This section explains how the four (4) constructs in the research model were translated into measurable variables for the survey.

Boycott Exposure, Brand Trust Recovery, Digital Voucher Campaigns, and Dine In Intention were each measured using four questionnaire items. All items used a five-point Likert scale ranging from 1, Strongly Disagree, to 5, Strongly Agree.

The measurement items were developed from the construct definitions and literature discussed in Chapter 2, then adapted to the QSR context used in this study.

The wording was kept as clear as possible so that respondents could understand the statements without changing the intended meaning of each construct.

Before the main analysis, the measurement items were reviewed through the pilot test and the planned validity and reliability checks. For the regression analysis, each construct was represented by a composite score calculated from the average of its four measurement items.

3.3.1 Boycott Exposure

Boycott Exposure refers to the extent to which respondents had encountered boycott-related information and discussions involving QSR brands between January 1, 2025, and May 31, 2026. The construct measures prior exposure to the issue rather than support for, participation in, or current influence of a boycott.

The 4 items capture exposure through social media, messaging applications, discussions with people around the respondent, and the perceived difficulty of avoiding boycott related content. Together, the items represent how visible the issue had been within the respondent's information environment.

Table 3.1 Boycott Exposure measurement items

Code	Questionnaire statement	Source and adaptation note
BE1	During the period from January 1, 2025, to May 31, 2026, I often came across boycott-	Developed based on boycott exposure conceptualization in consumer boycott and activism literature and adapted to

Code	Questionnaire statement	Source and adaptation note
	related posts or discussions about QSR brands on social media	QSR and platform based information environments (John & Klein, 2003; Klein, Smith, & John, 2004; Kozinets & Handelman, 2004; Lasarov, Hoffmann, & Orth, 2023)
BE2	During the period from January 1, 2025, to May 31, 2026, I often encountered boycott-related information about QSR brands through messaging apps such as WhatsApp or similar channels	
BE3	During the period from January 1, 2025, to May 31, 2026, I frequently heard or saw people around me discussing boycotts of QSR brands	
BE4	During the period from January 1, 2025, to May 31, 2026, boycott-related content about QSR brands was difficult for me to avoid	

3.3.2 Brand Trust Recovery

Brand Trust Recovery refers to how respondents perceived the credibility of a QSR brand's response after a reputational issue. It does not measure whether trust increased over time. Instead, it captures whether the brand's recovery effort appeared credible to the respondent.

Before completing the main questionnaire, respondents were asked to choose one QSR brand as their reference brand. They then evaluated that brand's response based on its sincerity, corrective action, transparency, and ability to reassure consumers that a similar issue was less likely to happen again.

The four (4) items therefore measure perceived recovery response credibility, not changes in trust before and after the issue. The study also did not include a separate screening question to confirm that all respondents had received the same level or type of recovery communication from their chosen brand. As a result, responses reflect the information each respondent had access to at the time of the survey. Differences in respondents' familiarity with brand recovery actions are discussed later as a limitation of the study.

Table 3.2 Brand Trust Recovery measurement items

Code	Questionnaire statement	Source and adaptation note
BTR1	The brand has communicated in a way	Developed based on trust repair and justice based recovery logic, with

Code	Questionnaire statement	Source and adaptation note
	that makes its recovery effort feel sincere	emphasis on reform oriented recovery signals in contemporary corporate apology evidence, and adapted to QSR context (Hornsey et al., 2024)
BTR2	The brand has shown clear actions to fix the issue, not only statements	
BTR3	The brand has provided enough transparency about what happened and what will change	
BTR4	The brand's response makes me believe similar issues are less likely to happen again	

3.3.3 Digital Voucher Campaigns

Digital Voucher Campaigns refer to respondents' perceptions of QSR voucher offers encountered through digital channels. The construct focuses on how consumers evaluate the voucher experience rather than on the actual commercial performance of the campaign.

The four (4) items reflect perceived value, ease of access and understanding, ease of redemption for dine-in, and confidence that the voucher is legitimate and safe

to use. These dimensions are consistent with the literature discussed in Chapter 2 and with the final questionnaire used in the study.

Eligibility for this construct required respondents to have encountered digital voucher offers for QSR brands. Actual voucher redemption was not required. As a result, responses to the redemption-ease item may reflect either direct redemption experience or the respondent's expectation of how easy the voucher would be to use.

This distinction is important when interpreting the construct. Digital Voucher Campaigns in this study therefore represent the consumer's overall perception of the voucher offer, not verified redemption behavior or campaign conversion.

Table 3.3 Digital Voucher Campaign measurement items

Code	Questionnaire statement	Source and adaptation note
DVC1	Digital vouchers for QSR brands that I see on platforms usually offer value that feels worth using.	Developed based on mobile coupon response determinants and digital promotion mechanisms, including value, usability, risk, and platform reinforcement, adapted to QSR voucher ecosystems (Ladhari et al., 2022; Zhang et al., 2024; Li & Popkowski Leszczyc, 2025)
DVC2	Digital vouchers for QSR are easy for me to access and understand	
DVC3	Digital vouchers for QSR are easy for me to redeem when I want to dine in	
DVC4		

Code	Questionnaire statement	Source and adaptation note
	I feel confident that digital vouchers I receive for QSR are legitimate and safe to use	

3.3.4 Dine In Intention

Dine In Intention refers to respondents' stated willingness and likelihood to dine in at a QSR outlet in the near future. In this study, the construct captures behavioral intention rather than actual restaurant visits or transaction behavior.

The four measurement items cover intention, planning, willingness to try, and perceived likelihood of dining in. These items are consistent with the Theory of Planned Behavior (TPB), where intention represents a person's readiness to perform a behavior (Ajzen, 1991).

For the analysis, the four items are combined into one Dine In Intention composite score. This gives a broader view of stated readiness to dine in rather than relying on a single intention statement.

The construct should not be interpreted as actual behavior. A respondent may report a strong intention to dine in but may not necessarily complete the visit afterward. Actual visits, transactions, and repeat behavior are outside the scope of this study.

Table 3.4 Dine In Intention measurement items

Code	Questionnaire statement	Source and adaptation note
DII1	I intend to dine in at a QSR outlet in the near future	Developed based on intention measurement conventions from the Theory of Planned Behavior and adapted to QSR dine in context (Ajzen, 1991)
DII2	I plan to dine in at a QSR outlet in the near future	
DII3	I will try to dine in at a QSR outlet in the near future	
DII4	I am likely to dine in at a QSR outlet in the near future	

3.4 Data Collection Procedure

Primary data were collected through an online questionnaire. The process was arranged so that respondents first had to meet the study criteria before answering the main questions.

The questionnaire was distributed digitally and included screening questions, items measuring the four research variables, and respondent profile questions. The screening section was placed at the beginning to ensure that only eligible respondents continued to the main questionnaire.

The detailed data collection procedure is explained in the following subsections.

3.4.1 Instrument Development and Questionnaire Structure

The questionnaire was developed from the construct definitions and measurement indicators discussed in Chapter 2, then adapted to the QSR context used in this study. The wording was reviewed to keep the questions clear and easy to understand for Gen Z respondents while maintaining the intended meaning of each construct.

The questionnaire was organized into four sections:

1. Section A - Introduction and consent. This section explained the purpose of the study, confirmed that participation was voluntary, and provided the consent statement.
2. Section B - Screening questions. This section was used to determine whether respondents met the study's eligibility criteria before continuing to the main questionnaire.
3. Section C - Measurement items. This section contained the items for Boycott Exposure, Brand Trust Recovery, Digital Voucher Campaigns, and Dine-In Intention. All items used a five-point Likert scale ranging from 1, Strongly Disagree, to 5, Strongly Agree.
4. Section D - Respondent profile. This section collected demographic and QSR consumption information used to describe the achieved sample.

One QSR brand was also selected as the reference brand before respondents answered the main questionnaire, so that brand-related evaluation could be anchored to a specific brand rather than to the QSR category in general.

3.4.2 Screening Questions and Eligibility Control

Screening questions were placed at the beginning of the questionnaire to ensure that only eligible respondents continued to the main section.

To take part, respondents needed to be within the Gen Z age range defined in this study, live in one of the selected urban areas, have recent QSR consumption and dine in experience, have seen or heard boycott related discussions involving QSR brands, and have encountered digital voucher offers.

One condition was particularly important. Respondents could continue only if they had previously been exposed to boycott related discussions but no longer felt that these discussions affected their current dining decisions. This kept the study focused on consumers who were aware of the boycott issue but remained active in the QSR category.

The screening process therefore separated prior exposure to boycott related information from its current influence on dining decisions. This distinction is important when interpreting Boycott Exposure in the later analysis. Respondents who did not meet the criteria were not allowed to proceed to the main questionnaire. The complete screening flow and question logic are provided in Appendix 1.

3.4.3 Pilot Testing

Before the main survey was distributed, the questionnaire was pilot tested with 30 Gen Z respondents who met the same eligibility criteria used for the main study.

The pilot was used to check whether the questions were clear, whether respondents could understand the wording consistently, and whether the questionnaire could be completed without difficulty. It also provided an initial check of item validity and internal consistency before the main data collection began.

The pilot results met the predetermined validity and reliability criteria, so all 16 measurement items were retained for the main survey. The pilot responses were used only for instrument testing and were not included in the final analytical dataset.

3.4.4 Main Data Collection and Recruitment Channels

The main survey was distributed online through Google Forms. Screening logic and required response fields were included so that respondents who did not meet the eligibility criteria could not proceed to the main questionnaire.

Recruitment focused on Gen Z respondents living in Jabodetabek, Bandung, Surabaya, Medan, and Makassar. The survey link was shared through social media and community networks, such as Instagram, WhatsApp groups, LINE groups, campus communities, and other channels commonly used by Gen Z. Respondents were also encouraged to share the questionnaire with eligible peers.

Data collection continued until the planned response target was reached. All submitted responses were then reviewed based on the screening and data quality

procedures explained earlier in this chapter. The final number of usable responses is reported in Chapter 4.

3.4.5 Ethical Considerations and Respondent Confidentiality

Participation in this study was voluntary. Before starting the questionnaire, respondents received information about the purpose of the study and were informed that their responses would be used only for academic purposes. They could also choose not to continue with the survey at any time.

The questionnaire did not collect personally identifiable information for the statistical analysis. All responses were kept confidential and analyzed only in aggregate form.

Year of birth was collected as part of the screening process to confirm that respondents fell within the Gen Z age range used in this study. The final age or birth year profile of the respondents is presented in Chapter 4.

3.4.6 Handling Invalid or Low Quality Responses

Submitted responses were screened using the eligibility and data-quality criteria described in Section 3.2.5 before composite scores and the main statistical analysis were prepared.

The predetermined data quality checks included incomplete responses and unusual completion times. Responses with more than 20% unanswered items, or completion times below two minutes or above 30 minutes, were treated as not meeting

the planned quality criteria. These thresholds had been set before the main dataset was analyzed, using the pilot completion time as a practical reference.

The questionnaire also used required response fields for the main measurement items, which reduced the risk of incomplete cases. Responses were reviewed for obvious low-engagement patterns before the analytical dataset was prepared.

The screening process was completed before composite scores and the regression analysis were conducted. No additional exclusion rule was introduced after the statistical results had been reviewed. The outcome of the screening process is reported in Chapter 4.

3.5 Data Analysis Method Using SPSS

SPSS was used to examine the relationships between Boycott Exposure, Brand Trust Recovery, Digital Voucher Campaigns, and Dine In Intention.

The analysis was conducted in several stages. First, the data were screened and prepared for analysis. Descriptive statistics and measurement checks were then conducted to understand the respondent profile and assess the quality of the data. The relationships between the four variables were reviewed before multiple linear regression was used to test the hypotheses.

Additional diagnostic tests were also conducted to assess whether the measurement structure and regression model were appropriate for interpretation. The results of these analyses are presented in Chapter 4.

3.5.1 Data Screening and Preparation

The dataset was first reviewed against the eligibility and data-quality criteria described earlier in this chapter. Responses that did not meet the screening requirements were not included in the analytical dataset. The retained cases were then checked for completeness and consistency before the construct scores were prepared.

Composite scores were calculated by averaging the four measurement items belonging to each construct: Boycott Exposure, Brand Trust Recovery, Digital Voucher Campaigns, and Dine In Intention. The final number of usable cases and the outcome of the screening process are reported in Chapter 4.

3.5.2 Descriptive Statistics and Respondent Profile

Descriptive statistics were used to describe the final sample and provide context for the main analysis. The respondent profile includes demographic characteristics, geographic location, age or year of birth, recent dine in frequency, reference brand selection, and other QSR related information collected through the questionnaire.

For the 4 research variables, the analysis reviewed the mean, standard deviation, minimum, maximum, skewness, and kurtosis. Response patterns for each measurement item were also examined to show how respondents answered the individual statements.

These results are descriptive only. They are not used to determine which item has the strongest effect on Dine In Intention.

3.5.3 Reliability and Construct Validation

The measurement items were reviewed before the regression model was interpreted. Internal consistency was assessed using Cronbach's Alpha, with 0.70 used as the minimum reference level. Item validity was reviewed through item-to-total correlations.

In addition, exploratory factor analysis was conducted on the final measurement items to examine how the items grouped empirically and whether the intended construct structure was reasonably reflected in the data. Factor loadings were reviewed to identify whether items were most strongly associated with their intended construct or whether substantial overlap appeared across constructs.

This factor analysis is used as a diagnostic check of measurement structure. It does not change the original conceptual framework or create new constructs after data collection. Any material overlap identified in the analysis is reported and considered when interpreting the findings in Chapter 4.

3.5.4 Hypothesis Testing Using Multiple Linear Regression

Before the regression model was interpreted, zero order Pearson correlations were reviewed for Boycott Exposure, Brand Trust Recovery, Digital Voucher Campaigns, and Dine-In Intention. The correlation matrix was used to show the pairwise relationships among the four constructs and to provide an initial view of how strongly the variables were related before the predictors were entered into the regression model.

Multiple linear regression was then used to test the three hypotheses. Dine In Intention served as the dependent variable, while Boycott Exposure, Brand Trust Recovery, and Digital Voucher Campaigns were entered as the independent variables. The regression model was specified as:

$$\text{Dine-in Intention} = \beta_0 + \beta_1(\text{Boycott Exposure}) + \beta_2(\text{Brand Trust Recovery}) + \beta_3(\text{Digital Voucher Campaigns}) + \varepsilon$$

The model was interpreted using the overall F-test, R Square, Adjusted R Square, unstandardized coefficients, standardized Beta coefficients, t-statistics, and two-tailed significance values. Statistical significance was assessed at $p < 0.05$.

The hypotheses were stated as associations rather than causal predictions. A statistically significant coefficient was therefore used to determine whether the relationship was supported, while the observed sign of the coefficient was interpreted separately.

Standardized Beta coefficients were used to compare the relative strength of the three associations within the same model. They were not interpreted as evidence of causal impact, business return, or recommended management spending.

As an additional sensitivity check, the regression model was also re-estimated with recent dine in frequency included as a control variable. This was done to assess whether the relationships between Boycott Exposure, Brand Trust Recovery, Digital Voucher Campaigns, and Dine-In Intention remained broadly consistent after accounting for respondents' recent dine-in behavior.

3.5.5 Assumption Checks for Regression Robustness

Before interpreting the multiple regression results, several checks were carried out to make sure the model was suitable for interpretation.

1. Normality was assessed using the distribution of the regression residuals. The One-Sample Kolmogorov-Smirnov test was used as the main statistical check, consistent with the analysis plan used in this study.
2. Multicollinearity was assessed using Tolerance and Variance Inflation Factor values. These checks were used to confirm that the three independent variables were not so strongly related that their individual coefficients became difficult to estimate.
3. Homoscedasticity was assessed by examining whether the variance of the residuals remained reasonably stable across levels of the predictors. The absolute residuals were regressed on the independent variables as an additional check.
4. Linearity was reviewed using the pattern between standardized predicted values and standardized residuals. The relationship was considered acceptable when there was no clear curved or systematic pattern in the residual plot.

The analysis also reviewed unusual and potentially influential observations. Standardized residuals, leverage values, and Cook's Distance were examined so that individual cases with an unusually strong influence on the regression estimates could be identified. Standardized residuals beyond approximately ± 3 were treated as cases requiring review. Cook's Distance values approaching or exceeding 1 were also treated as potential warning signs rather than automatic grounds for exclusion.

Leverage values were reviewed relative to the number of predictors and the analytical sample size. Cases with unusually high leverage were examined together with the other diagnostics before any conclusion was made about their influence on the model.

No case was to be removed solely because it exceeded one diagnostic threshold. The diagnostics were considered together so that unusual observations were reviewed in context rather than deleted automatically. The results of these checks are reported in Chapter 4.

3.5.6 Common Method Bias and Procedural Controls

Because the independent and dependent variables were collected through the same self-reported questionnaire, common method bias was considered as a possible methodological concern.

Several procedural steps were used to reduce this risk. The questionnaire used clear wording, separated the screening section from the construct measures, and assured respondents that their answers would remain confidential. The four constructs were also developed from different literature streams and measured through separate sets of items.

As a supplementary statistical check, all 16 measurement items were entered into an unrotated single factor procedure to see whether one dominant factor accounted for most of the shared variance.

This diagnostic was used only as an additional check. It was not treated as proof that common method bias was absent, and it was kept separate from the exploratory factor analysis used to assess the measurement structure of the four constructs.

The result of this supplementary diagnostic is reported in Chapter 4.

3.5.7 Reporting of Results

Chapter 4 presents the empirical findings in the same order as the analysis process used in this study. It begins with the respondent screening results and a profile of the final sample. The chapter then presents descriptive statistics, item level response patterns, and the measurement assessment, including the factor structure.

Next, the zero order correlation matrix is presented to show the relationships between the four constructs before they are examined together in the regression model. The regression section reports the overall model, the coefficient for each predictor, and a sensitivity analysis that includes recent dine in frequency as a control variable.

Regression diagnostics and an additional common method bias check are also included to support the interpretation of the results. The chapter ends by discussing the findings in relation to the literature and the research context.

3.6 Chapter Summary

In this study, it used a quantitative cross sectional survey with purposive screening to focus on Gen Z consumers who met the eligibility criteria. It also described how Boycott Exposure, Brand Trust Recovery, Digital Voucher Campaigns, and Dine In Intention were measured, including the questionnaire development and pilot testing

process. The data collection procedure covered respondent screening, reference brand selection, digital voucher exposure, and the steps taken to review response quality before analysis. SPSS was used to conduct descriptive statistics, measurement assessment, correlation analysis, regression diagnostics, multiple linear regression, and additional checks to support the interpretation of the findings. The next chapter presents the screening results, the profile of the final sample, and the empirical findings.

3.7 Flowchart Data Processing

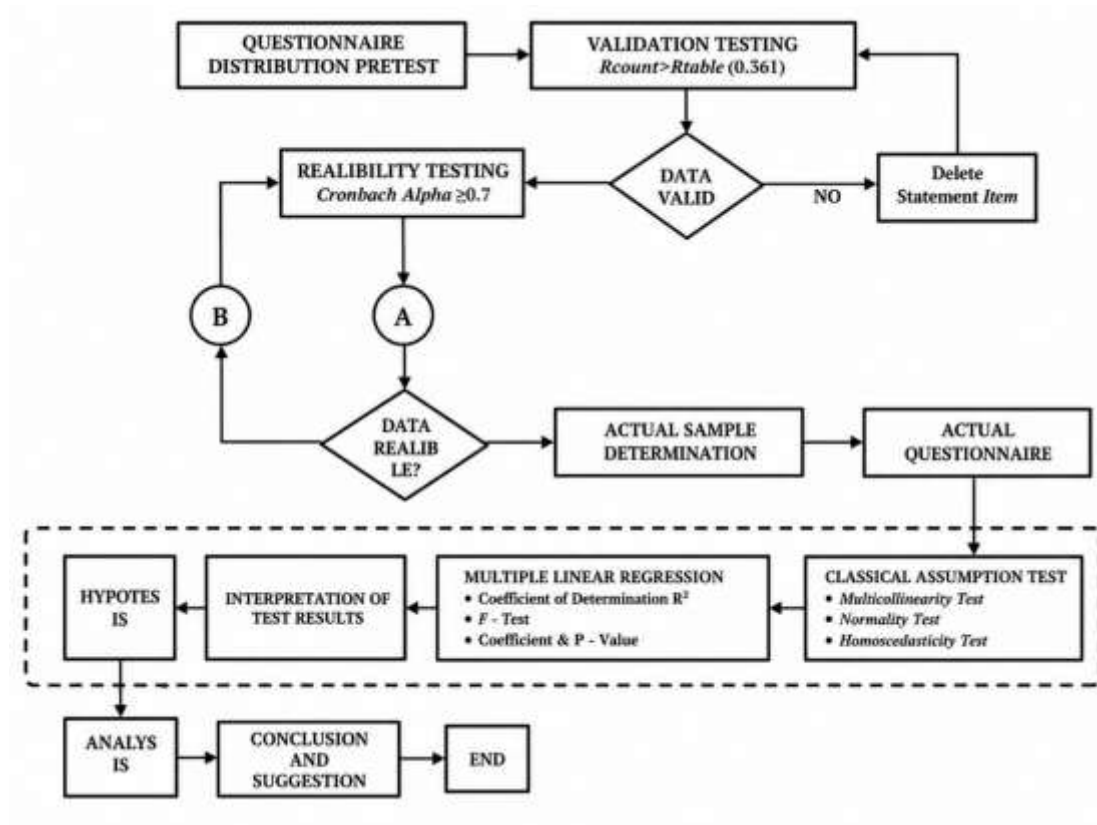


Figure 3.1 Flowchart Data Processing

Source: Author (2026)

CHAPTER 4

DATA ANALYSIS

4.1 Introduction

This chapter presents the empirical findings from the main survey. The analysis begins with the screening process and respondent profile, followed by descriptive statistics and item-level response patterns. The measurement quality of the four constructs is then reviewed before the relationships among Boycott Exposure, Brand Trust Recovery, Digital Voucher Campaigns, and Dine In Intention are examined through correlation and multiple linear regression. Additional diagnostic checks are also included to support the interpretation of the regression model.

The main survey generated 200 submitted responses. After the eligibility and data-quality criteria were applied, 150 respondents were retained for the final analysis. The resulting sample represents the screened consumer group defined in Chapter 3: Gen Z consumers with recent QSR and dine-in activity, prior exposure to boycott-related discussions, exposure to digital voucher offers, and no current self-reported boycott influence on dining decisions.

This sample boundary is important throughout the chapter. The findings should not be interpreted as representing active boycotters or all Gen Z consumers in Indonesia.

Because the study uses cross sectional data, the results are interpreted as statistical associations within the defined sample rather than as evidence of causal effects.

4.2 Data Preparation

The main survey produced 200 submitted responses. Each response was reviewed against the eligibility and data quality criteria described in Chapter 3 before the analytical dataset was prepared.

Respondents who did not meet the screening requirements were not retained for the final analysis. The screening process covered the Gen Z age criterion, residence in the selected urban areas, recent QSR consumption and dine-in experience, prior boycott exposure, absence of current self reported boycott influence, digital voucher exposure, and reference brand selection.

After screening, 150 respondents remained in the final analytical dataset. The pilot-test respondents were not included in these cases. The retained data were then reviewed for completeness and consistency. Composite scores were calculated by averaging the four measurement items for each construct: Boycott Exposure, Brand Trust Recovery, Digital Voucher Campaigns, and Dine-In Intention.

The final dataset was then used for respondent profiling, descriptive analysis, measurement assessment, correlation analysis, regression diagnostics, and hypothesis testing.

4.3 Respondent Profile

This section explains how the final analytical sample was reached and describes the characteristics of the respondents included in the analysis.

The profile is important because the study uses purposive screening rather than a population-based sample. The findings therefore need to be read in the context of the consumers who actually qualified for the study.

4.3.1 Screening Result

The main survey generated 200 submitted responses. The screening process was applied in stages based on the eligibility criteria defined in Chapter 3.

Table 4.1 Screening Results

Screening checkpoint	Retained n	% of initial n=200
Gen Z year of birth criterion met	190	95.0%
Residence in Jabodetabek, Bandung, Surabaya, Medan, or Makassar	187	93.5%
Consumed QSR in the past three months	180	90.0%
Dined in at a QSR in the past three months	170	85.0%

Screening checkpoint	Retained n	% of initial n=200
Encountered boycott-related QSR narratives during Jan 1, 2025 to May 31, 2026	165	82.5%
Did not report that ongoing boycott narratives were still influencing current dining decisions	160	80.0%
Encountered QSR digital voucher offers during the relevant period	155	77.5%
Selected one QSR brand as the reference brand for the main questionnaire	150	75.0%

Source: Google Forms screening report, 2026

The screening reduced the initial 200 submissions to 150 respondents who met the full study criteria. The final sample therefore represents 75.0% of the responses initially collected.

One screening condition is particularly important for interpreting the later results. Respondents who still reported that boycott related discussions were influencing their

current dining decisions were not retained. The Boycott Exposure findings therefore apply to previously exposed consumers who no longer reported a current boycott influence, rather than to active boycotters.

The final sample also required recent QSR consumption and dine in experience. This means that the study is centered on consumers who remained active in the category rather than those who had stopped visiting QSR outlets.

4.3.2 Respondent Characteristics

Table 4.2 summarizes the demographic and QSR-related characteristics currently available for the final analytical sample.

Table 4.2 Respondent Profile

Demographic Variable	Category	Count	Percentage
Gender	Female	90	60.0%
	Male	60	40.0%
	Prefer not to say	0	0.0%
Highest completed education	Senior high school	21	14.0%
	Diploma	50	33.3%
	Bachelor	70	46.7%
	Master	5	3.3%
	Doctorate	3	2.0%
	Other	1	0.7%

Demographic Variable	Category	Count	Percentage
Monthly personal spending for food and beverages	Less than Rp 500,000	28	18.7%
	Rp 500,000 - Rp 999,999	23	15.3%
	Rp 1,000,000 - Rp 1,499,999	80	53.3%
	Rp 1,500,000 - Rp 1,999,999	14	9.3%
	Rp 2,000,000 or more	5	3.3%
Fast-food dine-in frequency in the past month	1 time	8	5.3%
	2 to 3 times	11	7.3%
	4 to 5 times	21	14.0%
	More than 5 times	110	73.3%
Most frequently used platform for discovering fast-food vouchers	TikTok	21	14.0%
	Instagram	50	33.3%
	WhatsApp	70	46.7%
	GoFood	5	3.3%
	GrabFood	3	2.0%
	ShopeeFood	1	0.7%

Source: Google Form Report, 2026

The profile shows a sample that remained relatively active in the QSR category. Women accounted for 60.0% of respondents, while men represented 40.0%. Almost half of the respondents had completed a bachelor's degree, and the largest food and

beverage spending group reported monthly spending between Rp1.0 million and Rp1.5 million.

The strongest feature of the sample is its dine in frequency. More than seven in ten (7 out of 10) respondents reported dining in at QSR outlets more than five (5) times during the previous month. This is important when reading the findings because consumers with high recent category usage are more strongly represented than occasional or lapsed users.

WhatsApp was the most frequently reported channel for discovering QSR vouchers, followed by Instagram and TikTok. These figures describe where respondents most often encountered voucher offers. They should not be interpreted as evidence that one platform produced better conversion or campaign performance than another.

4.4 Descriptive Statistics

Descriptive statistics were used to give an initial picture of how respondents scored across the four research constructs before the relationship analysis was conducted.

Each construct was measured using a five-point Likert scale. The analysis reviewed the minimum, maximum, mean, standard deviation, skewness, and kurtosis for Boycott Exposure, Brand Trust Recovery, Digital Voucher Campaigns, and Dine-In Intention.

Table 4.3 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	Kurtosis		
	Statistic			Statistic		Statistic	Std. Error	Statistic	Std. Error
	c	Statistic	Statistic	c	Statistic	c	Error	c	Error
R_BE	150	2.25	5.00	3.6850	0.74435	0.111	0.198	-1.156	0.394
R_BTR	150	2.25	5.00	3.6900	0.72796	0.241	0.198	-0.995	0.394
R_DVC	150	2.50	5.00	3.7683	0.74247	0.108	0.198	-1.251	0.394
R_DII	150	2.50	5.00	3.7567	0.58214	-0.265	0.198	-0.633	0.394
Valid (listwise)	N 150								

Source: SPSS output based on the 150-case analysis dataset, 2026

The four construct means were fairly close, ranging from 3.685 for Boycott Exposure to 3.768 for Digital Voucher Campaigns. Dine In Intention recorded a mean of 3.757, while Brand Trust Recovery had a mean of 3.690. Overall, respondents tended to score around the moderate-to-high range across the four constructs.

Boycott Exposure needs to be read differently from the other variables. A higher score does not mean a more positive attitude toward the boycott or the brand. It simply reflects greater prior exposure to boycott related discussions.

The standard deviations show that there was still meaningful variation across respondents, which is important for the later relationship analysis. Boycott Exposure showed the widest spread, while Dine-In Intention was more tightly clustered.

Skewness values were relatively close to zero, while kurtosis values were negative across the four constructs. These figures do not suggest a severe distribution problem at the descriptive level. Formal regression diagnostics are discussed separately in the later assumption testing section.

4.5 Response Summary

The item level results provide a closer look at how respondents answered each statement under the 4 constructs.

These results are descriptive. They help explain how respondents viewed different aspects of each construct, but they do not show that one item has a stronger effect on Dine In Intention than another. This is particularly important for Brand Trust Recovery and Digital Voucher Campaigns. In the regression analysis, each construct is tested using a composite score, not as separate individual items.

4.5.1 Response Summary for Boycott Exposure

The four Boycott Exposure items capture prior exposure through social media, messaging applications, interpersonal discussion, and the perceived difficulty of avoiding boycott related content.

Table 4.4 Response Summary for Boycott Exposure

No	Code	1	2	3	4	5	Total	Average
1	BE1	0	10	56	52	32	556	3.71
2	BE2	0	14	54	54	28	546	3.64
3	BE3	0	13	58	46	33	549	3.66

No	Code	1	2	3	4	5	Total	Average
4	BE4	0	14	47	54	35	560	3.73
Total score / overall mean							2211	3.685
Scale index (% of maximum score)							73.70%	Moderate to high

Source: Author's calculation based on the 150-case analysis dataset, 2026

The overall mean for Boycott Exposure was 3.685. At item level, the scores were also fairly close, ranging from 3.64 to 3.73. BE4, which reflects the difficulty of avoiding boycott related content, recorded the highest mean at 3.73. BE1, exposure through social media, followed at 3.71. Exposure through interpersonal discussion and messaging applications recorded slightly lower means.

The narrow range suggests that respondents encountered boycott related discussions across more than one channel. The results do not show which channel had the greatest influence on later dining decisions.

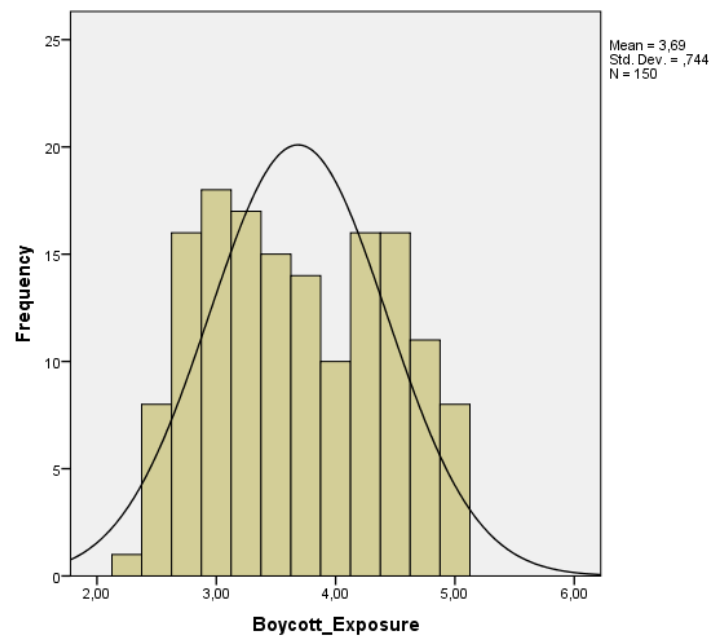


Figure 4.1 Data Distribution for Boycott Exposure

Source: SPSS Result, 2026

The distribution shows that prior boycott exposure was relatively common in the sample, while still varying meaningfully across individuals.

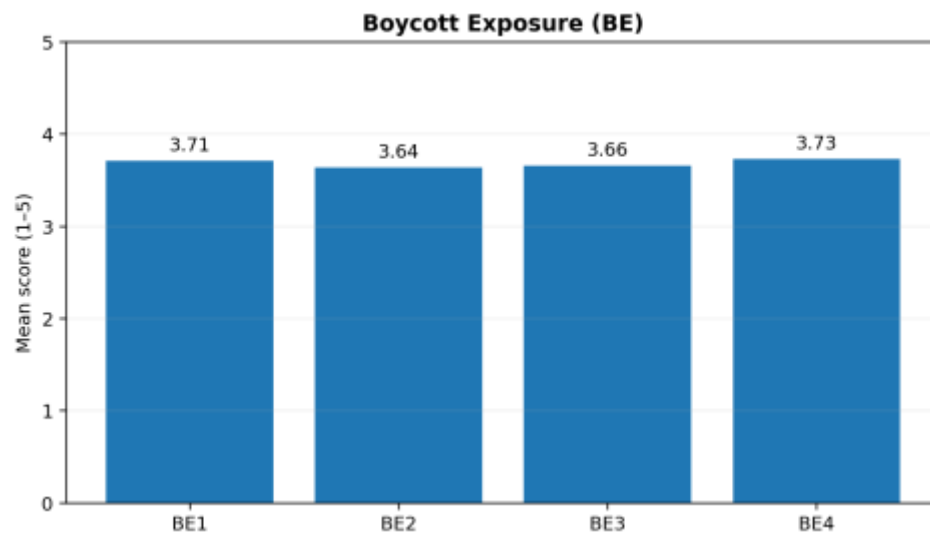


Figure 4.2 Mean Value for Boycott Exposure

Source: SPSS Result, 2026

At item level, the means ranged narrowly from 3.64 to 3.73. BE4, which captures the perception that boycott related content was difficult to avoid, had the highest mean at 3.73. BE1, reflecting exposure through social media, followed closely at 3.71.

Exposure through interpersonal discussion, BE3, had a mean of 3.66, while exposure through messaging applications, BE2, recorded the lowest mean at 3.64. The relatively small differences across the four items suggest that boycott discussion was not confined to one source. Respondents encountered it across both digital and interpersonal settings.

This pattern reinforces the interpretation of Boycott Exposure as a broad information environment rather than a single channel effect. The item results do not identify which channel was most influential on behavior.

4.5.2 Response Summary for Brand Trust Recovery

The Brand Trust Recovery items reflect four parts of the recovery response: sincerity, corrective action, transparency, and confidence that a similar issue is less likely to happen again.

Table 4.5 Response Summary for Brand Trust Recovery

No	Code	1	2	3	4	5	Total	Average
1	BTR1	0	18	41	61	30	553	3.69
2	BTR2	0	13	49	60	28	553	3.69
3	BTR3	0	9	61	49	31	552	3.68

No	Code	1	2	3	4	5	Total	Average
4	BTR4	0	11	57	47	35	556	3.71
Total score / overall mean							2214	3.690
Scale index (% of maximum score)							73.80%	Moderate to high

Source: Author's calculation based on the 150-case analysis dataset, 2026

The four item means were very close, ranging from 3.68 to 3.71. BTR4 recorded the highest mean, while BTR3 recorded the lowest. The difference between the items was small.

This pattern suggests that respondents did not evaluate the recovery response through one clearly dominant element. Sincerity, action, transparency, and reassurance were all part of the overall perception of recovery-response credibility.

The item differences should remain descriptive. They are not large enough, and were not tested separately, to support a claim that one recovery element is more important than the others.

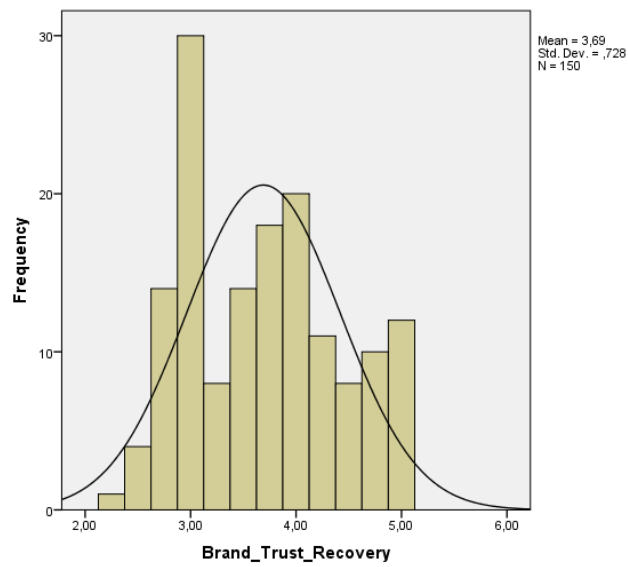


Figure 4.3 Data Distribution for Brand Trust Recovery

Source: SPSS Result, 2026

The spread of responses provides sufficient variation for the subsequent regression analysis and shows that respondents differed in the extent to which they believed the brand had rebuilt trust.

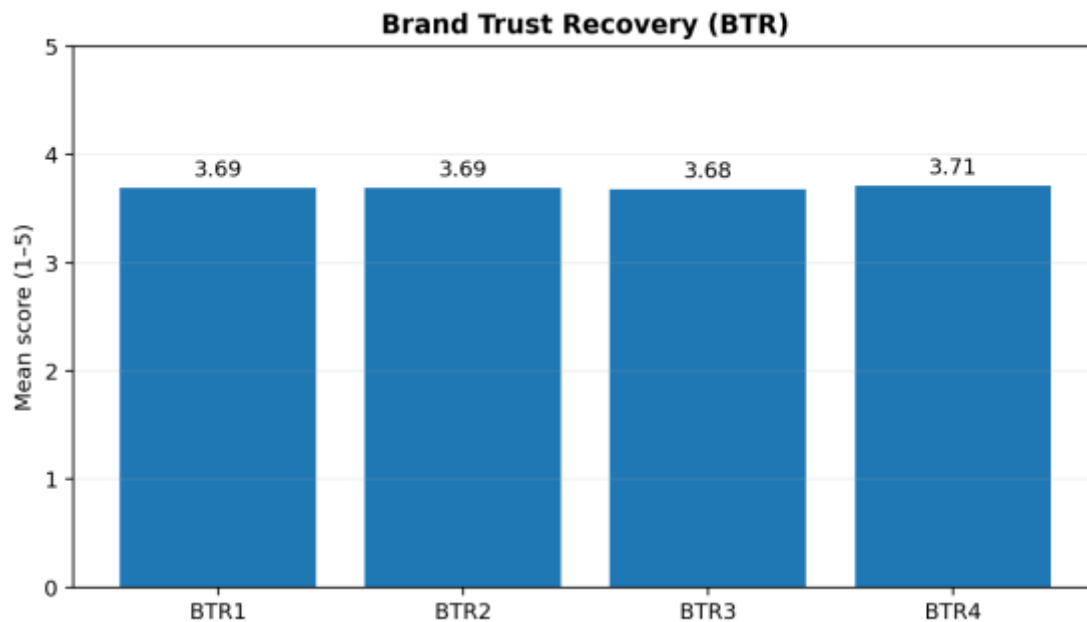


Figure 4.4 Mean Value for Brand Trust Recovery

Source: SPSS Result, 2026

The four BTR item means were tightly grouped between 3.68 and 3.71. BTR4, which reflects confidence that similar problems are less likely to occur again, recorded the highest mean at 3.71. BTR1 and BTR2 both recorded means of 3.69, while BTR3 had a mean of 3.68.

The narrow range is noteworthy because respondents did not appear to evaluate trust recovery through one dominant signal. Perceptions of sincerity, corrective action, transparency, and future assurance were broadly similar.

At this stage, the item pattern should be read descriptively rather than as evidence that all four aspects contribute equally to Dine In Intention. Their combined role is tested through the BTR composite score in the regression model.

4.5.3 Response Summary for Digital Voucher Campaigns

The Digital Voucher Campaign items cover four parts of the voucher experience: perceived value, ease of access and understanding, ease of redemption for dine-in, and confidence that the voucher is legitimate and safe to use.

Table 4.6 Response Summary for Digital Voucher Campaigns

No	Code	1	2	3	4	5	Total	Average
1	DVC1	0	7	53	58	32	565	3.77
2	DVC2	0	15	49	52	34	555	3.70
3	DVC3	0	7	49	58	36	573	3.82
4	DVC4	0	14	48	44	44	568	3.79
Total score / overall mean							2261	3.768
Scale index (% of maximum score)							75.37%	Moderate to high

Source: Author's calculation based on the 150-case analysis dataset, 2026

The overall mean for Digital Voucher Campaigns was 3.768. Among the four items, DVC3, ease of redemption for dine-in, recorded the highest mean at 3.82. DVC4, legitimacy and safety, followed at 3.79. DVC1, perceived value, recorded 3.77, while DVC2, ease of access and understanding, had the lowest mean at 3.70.

The item pattern shows that respondents generally evaluated the voucher experience positively across all four areas. However, the differences between the means are small and should not be treated as a ranking of managerial priorities.

This is important because the regression tests Digital Voucher Campaigns as one composite construct. DVC1 to DVC4 help describe the consumer experience, but they do not represent separate effect sizes.

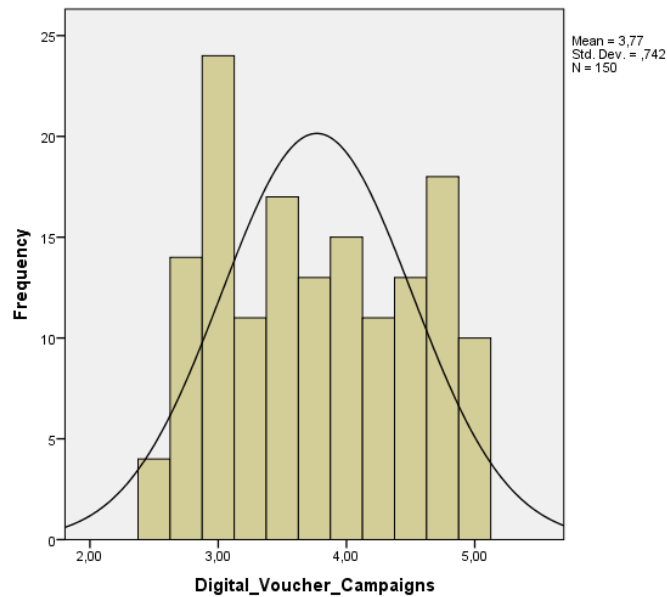


Figure 4.5 Data Distribution for Digital Voucher Campaigns

Source: SPSS Result, 2026

The distribution shows generally positive voucher perceptions while retaining enough variation across respondents for the regression analysis.

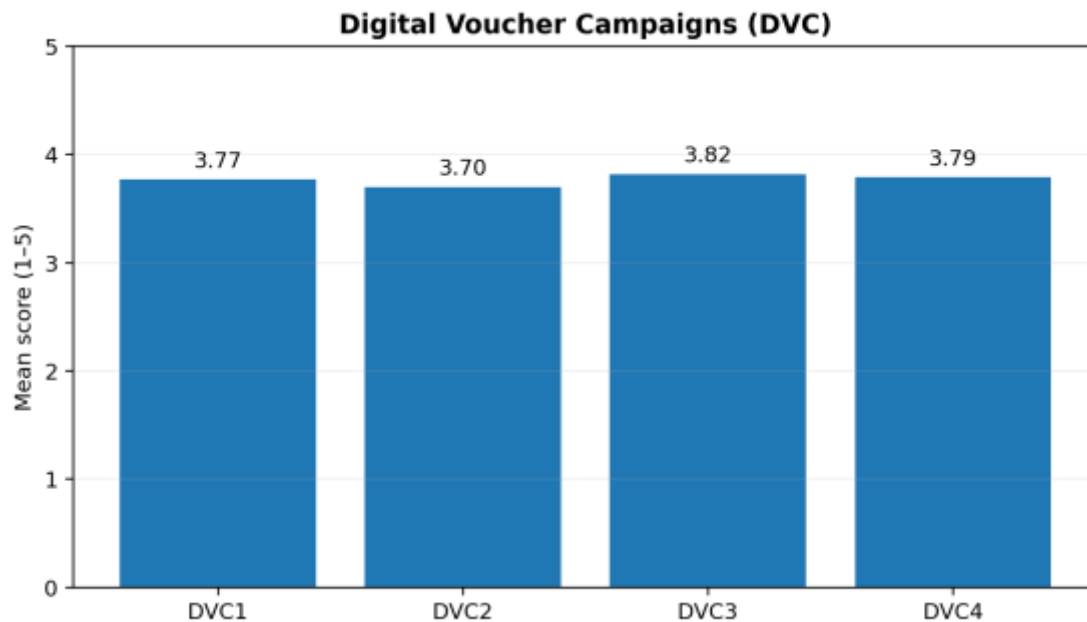


Figure 4.6 Mean Value for Digital Voucher Campaigns

Source: SPSS Result, 2026

The four item means show that respondents did not evaluate digital vouchers only through discount value. DVC1 suggests that perceived value was important, but the results also show that usability and trust formed part of the overall voucher experience.

The lower mean for DVC2 suggests that finding and understanding the offer may present more friction than redeeming it once the consumer has decided to use it. DVC3, by contrast, indicates relatively strong perceived ease of redemption. DVC4 shows that respondents also generally felt confident about the legitimacy and safety of the vouchers they encountered.

Taken together, the item results describe an end to end consumer experience involving value, access and understanding, redemption ease, and credibility. These four

items are not tested as separate predictors in the regression model. They jointly form the Digital Voucher Campaign composite used in the hypothesis test.

4.5.4 Response Summary for Dine In Intention

The four Dine In Intention items measure stated intention, planning, willingness to try, and perceived likelihood of dining in at a QSR outlet in the near future

Table 4.7 Response Summary for Dine In Intention

No	Code	1	2	3	4	5	Total	Average
1	DII1	0	7	43	74	26	569	3.79
2	DII2	0	6	49	76	19	558	3.72
3	DII3	0	7	47	71	25	564	3.76
4	DII4	0	10	44	69	27	563	3.75
Total score / overall mean							2254	3.757
Scale index (% of maximum score)							75.13%	Moderate to high

Source: Author's calculation based on the 150-case analysis dataset, 2026

The overall mean for Dine In Intention was 3.757. The individual item means ranged from 3.72 to 3.79, showing relatively small differences across the four statements.

DII1, general intention to dine in, recorded the highest mean, while DII2, planning to dine in, had the lowest. The difference is small and should not be interpreted as evidence that consumers intend to dine in but fail to plan.

The four items are better read together as a composite measure of stated readiness to dine in. The results remain limited to intention. The study does not show whether respondents later visited a QSR outlet, made a purchase, or became repeat customers.

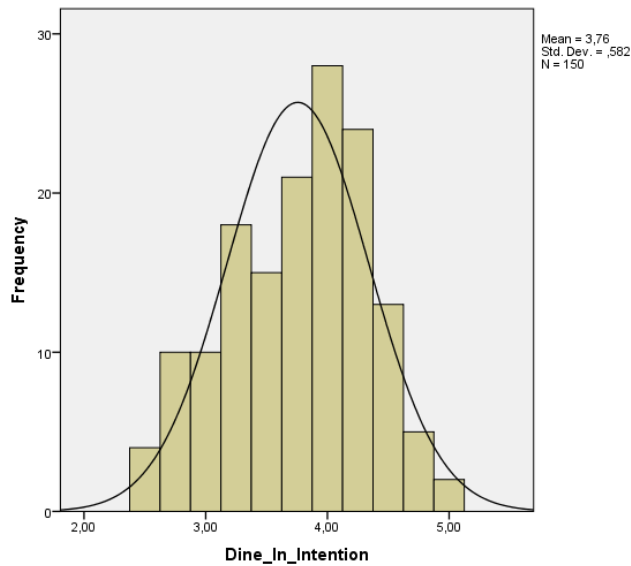


Figure 4.7 Data Distribution for Dine In Intention

Source: SPSS Result, 2026

Compared with the three predictor constructs, Dine In Intention was more tightly clustered across respondents.

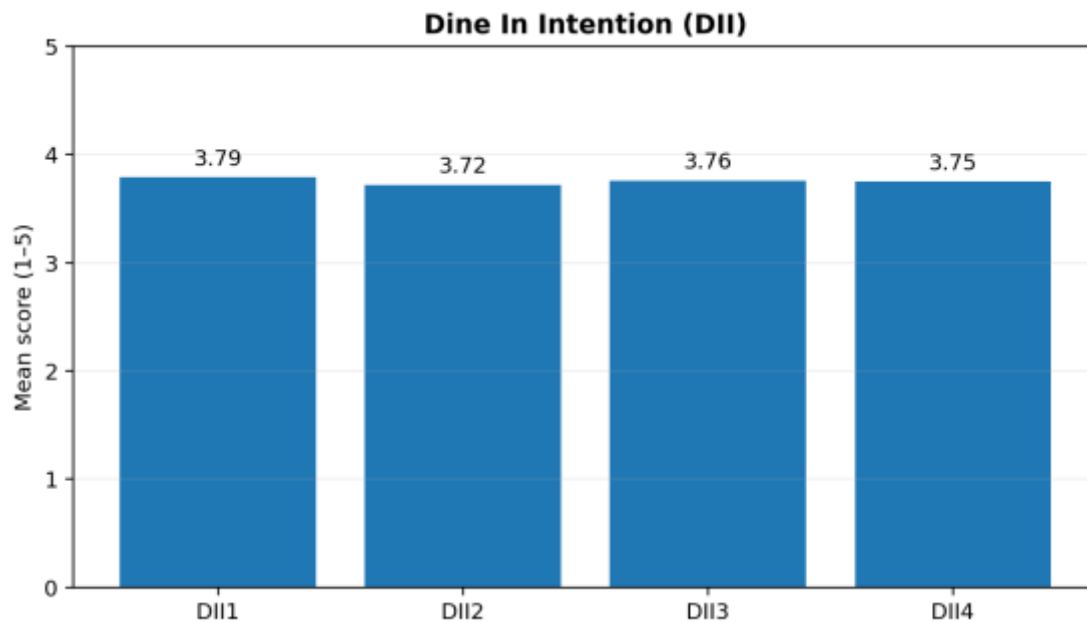


Figure 4.8 Mean Value for Dine In Intention

Source: SPSS Result, 2026

The close item means support the use of the four statements as a combined representation of stated Dine In Intention. Respondents were relatively consistent across intention, planning, willingness to try, and perceived likelihood.

The findings remain limited to stated intention. The questionnaire does not track whether respondents later visited a QSR outlet or completed a transaction. The DII results should therefore be interpreted as readiness to dine in rather than observed consumer behavior.

4.6 Validity and Reliability Test

Before the regression model was interpreted, the measurement items were reviewed in three ways. Item-to-total correlations were used as an initial validity check, Cronbach's Alpha was used to assess internal consistency, and exploratory factor analysis was added to examine how the 16 items grouped empirically.

4.6.1 Validity Test

Item validity was assessed by examining the correlation between each measurement item and the total score of its respective construct.

Table 4.8 Validity Test Results

Variable	Indicator	r Count	r Table	Result
Boycott Exposure (BE)	BE1	0,807	0,1603	Valid
	BE2	0,791	0,1603	Valid
	BE3	0,868	0,1603	Valid
	BE4	0,828	0,1603	Valid
Brand Trust Recovery (BTR)	BTR1	0,819	0,1603	Valid
	BTR2	0,818	0,1603	Valid
	BTR3	0,839	0,1603	Valid
	BTR4	0,777	0,1603	Valid
Digital Voucher Campaigns (DVC)	DVC1	0,821	0,1603	Valid
	DVC2	0,827	0,1603	Valid
	DVC3	0,812	0,1603	Valid
	DVC4	0,841	0,1603	Valid

Variable	Indicator	r Count	r Table	Result
Dine In Intention (DII)	DII1	0,739	0,1603	Valid
	DII2	0,68	0,1603	Valid
	DII3	0,784	0,1603	Valid
	DII4	0,774	0,1603	Valid

All 16 items exceeded the r-table threshold used in the study. The item-to-total correlations ranged from 0.680 to 0.868, so no item was removed on the basis of this initial validity check.

These results show that the individual items were reasonably consistent with the construct to which they had been assigned. However, item-to-total correlation alone does not show whether the four constructs are empirically distinct from one another. For that reason, the factor structure was reviewed separately in Section 4.6.3.

4.6.2 Reliability Test

Internal consistency reliability was assessed using Cronbach's alpha. A value of 0.70 or above was used as the minimum acceptable threshold for the present study.

Table 4.9 Reliability Test Results

Variable	Cronbach's Alpha	Reliability Threshold	Result
Boycott Exposure (BE)	0,842	0,7	Reliable
Brand Trust Recovery (BTR)	0,829	0,7	Reliable
Digital Voucher Campaigns (DVC)	0,843	0,7	Reliable

Dine In Intention (DII)	0,732	0,7	Reliable
-------------------------	-------	-----	----------

Boycott Exposure, Brand Trust Recovery, and Digital Voucher Campaigns recorded Alpha values above 0.82. Dine In Intention recorded a lower value of 0.732, but still remained above the threshold used in this study.

The reliability results therefore supported the use of the four composite measures for the subsequent analysis. Dine-In Intention was somewhat less internally consistent than the other three constructs, which is considered again in the factor analysis below.

4.6.3 Exploratory Factor Analysis

An exploratory factor analysis was conducted on the 16 final measurement items to examine whether the empirical grouping was broadly consistent with the four constructs specified in the research framework. The data were suitable for factor analysis. The Kaiser-Meyer-Olkin measure was 0.815, while Bartlett's Test of Sphericity was statistically significant, $\chi^2(120) = 958.805$, $p < 0.001$.

Because the four constructs had been specified before data collection, a four-factor solution was examined using Principal Axis Factoring with Varimax rotation. The purpose was not to redefine the research model after seeing the data, but to check how clearly the items aligned with their intended constructs

Table 4.10 Factor Loading Summary

Item	Boycott Exposure	Brand Trust Recovery	Digital Voucher Campaigns	Dine-In Intention
BE1	0.730	-0.044	-0.012	0.062
BE2	0.677	0.158	-0.143	0.211
BE3	0.847	0.022	0.027	0.036
BE4	0.750	-0.035	0.020	0.142
BTR1	-0.060	0.721	-0.022	0.176
BTR2	0.045	0.766	-0.071	0.002
BTR3	0.040	0.814	0.080	0.054
BTR4	0.029	0.647	-0.097	0.209
DVC1	-0.048	0.064	0.762	0.081
DVC2	0.011	0.053	0.756	0.012
DVC3	0.002	-0.162	0.751	0.097
DVC4	-0.013	-0.022	0.751	0.189
DII1	0.188	0.211	0.286	0.481
DII2	0.217	0.312	0.284	0.317
DII3	0.235	0.249	0.234	0.587
DII4	0.347	0.141	0.233	0.545

Source: Recalculated from the final 150-case analytical dataset, 2026.

The three predictor constructs showed a relatively clear pattern. All Boycott Exposure items loaded most strongly on the Boycott Exposure factor. The same pattern was found for Brand Trust Recovery and Digital Voucher Campaigns, where the items loaded most strongly on their respective factors.

Dine In Intention showed a less distinct pattern. DII1, DII3, and DII4 loaded most strongly on the intended Dine In Intention factor, although their loadings were lower than those found for the predictor constructs. DII2 showed the weakest separation. It had a loading of 0.317 on Dine In Intention and similar secondary loadings on Brand Trust Recovery and Digital Voucher Campaigns.

Overall, the four construct structure was broadly supported, although the separation between constructs was not perfect. The clearest grouping was found for Boycott Exposure, Brand Trust Recovery, and Digital Voucher Campaigns. Dine In Intention showed some overlap with the other constructs.

DII2 was still retained in the analysis. Its item to total correlation was acceptable, and the overall Dine In Intention scale had a Cronbach's Alpha above the reliability threshold used in this study. Removing the item after reviewing the final results would also change the original measurement instrument without providing a clear improvement in reliability.

Therefore, the factor analysis supports the use of the four composite variables. However, the results related to Dine In Intention should be interpreted more carefully than those for the three predictor constructs.

4.7 Additional Data Checks and Regression Diagnostics

Before the regression model was interpreted, several checks were carried out to understand the relationships among the variables and to identify any issues that could affect the regression results. These included the response scale pattern, zero-order correlations, normality, multicollinearity, homoscedasticity, linearity, and potentially influential observations. The common method bias diagnostic was also retained as a supplementary check.

4.7.1 Response Scale Check

A review of the final 150 case dataset confirmed that response category 1 was not used for any of the 16 measurement items. Across the 2,400 item responses, the lowest observed response was 2.

The questionnaire itself used a five-point scale from 1, Strongly Disagree, to 5, Strongly Agree. The absence of category-1 responses is therefore treated as a response pattern within the screened sample rather than a reason to change the measurement scale.

This pattern suggests that the final respondents made relatively limited use of the lowest end of the scale. It should be kept in mind when interpreting the distributions, particularly because the study already focuses on a screened group of consumers who remain active in the QSR category.

4.7.2 Zero Order Correlation Analysis

Pearson correlations were reviewed before the multiple regression analysis to show how the four constructs were related at the pairwise level.

Table 4.11 Zero Order Correlation Matrix

Variable	Boycott Exposure	Brand Trust Recovery	Digital Voucher Campaigns	Dine In Intention
Boycott Exposure	1.000	0.061	-0.026	0.392*
Brand Trust Recovery	0.061	1.000	-0.034	0.359*
Digital Voucher Campaigns	-0.026	-0.034	1.000	0.383*
Dine In Intention	0.392*	0.359*	0.383*	1.000

* $p < 0.001$

Source: Recalculated from the final 150-case analytical dataset, 2026.

The correlation results show a clear pattern. Each of the three predictors had a moderate positive relationship with Dine In Intention. Boycott Exposure had the highest correlation at 0.392, followed by Digital Voucher Campaigns at 0.383 and Brand Trust Recovery at 0.359. All three relationships were statistically significant.

In contrast, the relationships among the three predictors were very weak. The correlation between Boycott Exposure and Brand Trust Recovery was 0.061, while Boycott Exposure and Digital Voucher Campaigns had a correlation of negative 0.026.

Brand Trust Recovery and Digital Voucher Campaigns had a correlation of negative 0.034. None of these relationships was statistically significant.

This pattern also helps explain why the Variance Inflation Factor values reported later are close to 1. Although all three predictors are related to Dine In Intention, they are not strongly related to each other.

4.7.3 Normality Test

The normality check focused on the residuals from the regression model rather than on the individual research variables.

Table 4.12 Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,43944109
Most Extreme Differences	Absolute	,046
	Positive	,046
	Negative	-,033
Test Statistic		,046
Asymp. Sig. (2-tailed)		,200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

The Kolmogorov-Smirnov test produced a statistic of 0.046 with a significance value of 0.200. Because the significance value was above 0.05, the residuals did not show a statistically significant departure from normality under this diagnostic.

The normality assumption was therefore considered acceptable for the regression analysis.

4.7.4 Multicollinearity Test

Multicollinearity was reviewed to check whether the three predictors were too strongly related to be entered in the same regression model.

Table 4.13 Multicollinearity Test Results

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	R_BE	,996	1,004
	R_BTR	,995	1,005
	R_DVC	,998	1,002

a. Dependent Variable: R_DII

Tolerance values ranged from 0.995 to 0.998, while Variance Inflation Factor values ranged from 1.002 to 1.005. These values are very close to 1 and indicate that multicollinearity is not a concern in this model.

This result is also consistent with the correlation matrix, where the relationships among Boycott Exposure, Brand Trust Recovery, and Digital Voucher Campaigns were close to zero.

4.7.5 Homoscedasticity

The heteroscedasticity test was used to examine whether the residual variance changed systematically across the three independent variables. The existing heteroscedasticity test was retained to check whether the residual variance changed systematically across the three independent variables.

Table 4.14 Heteroscedasticity Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,539	,184		2,933	,004
	R_BE	-,017	,028	-,048	-,590	,556
	R_BTR	-,047	,029	-,133	-1,625	,106
	R_DVC	,014	,028	,039	,480	,632
a. Dependent Variable: ABS_RES						

The significance values were 0.556 for Boycott Exposure, 0.106 for Brand Trust Recovery, and 0.632 for Digital Voucher Campaigns. All values were above 0.05, indicating that the test did not identify a systematic heteroscedasticity problem.

The homoscedasticity assumption was therefore considered acceptable for the regression analysis.

4.7.6 Influential Observations, Leverage, and Residual Cases

Additional diagnostics were conducted to check whether any respondent had an unusually large influence on the regression results.

Standardized residuals ranged from approximately negative 2.80 to 2.26. No case exceeded the reference level of plus or minus 3, suggesting that there were no unusually large residuals.

Leverage values were also reviewed. The highest value was 0.060. Although one case exceeded the more conservative screening reference of $2(k + 1)/N$, no case exceeded the higher reference of $3(k + 1)/N$, which was approximately 0.080.

Cook's Distance was then examined to assess the influence of individual observations on the regression estimates. The highest Cook's Distance was 0.069, which was well below the common warning threshold of 1. Although several cases exceeded the more sensitive $4/N$ screening value, none had a Cook's Distance high enough to indicate that the regression findings were driven by a single respondent.

Overall, the diagnostic results did not identify any case that needed to be removed from the regression analysis.

Table 4.15 Regression Influence Diagnostics

Diagnostic	Result	Interpretation
Largest absolute standardized residual	2.80	No residual beyond ± 3
Maximum leverage	0.060	No case above higher $3(k+1)/N$ screening level
Maximum Cook's Distance	0.069	Well below 1
Cases with Cook's Distance > 1	0	No strongly influential case

Source: Recalculated from the final 150-case analytical dataset, 2026.

4.7.7 Common Method Bias Diagnostic

Because the four constructs were collected through the same self-reported questionnaire, the common method bias check was retained as a supplementary diagnostic.

Table 4.16 Supplementary Common Method Bias Diagnostic

Indicator	Value	Interpretation
Components with eigenvalue > 1	3	No single-component solution
Largest eigenvalue	4.097	First component
Variance explained by largest component	25.60%	Below conventional 50% warning threshold

Source: Recomputed from DATA BARU (N = 150), the final valid analysis sample.

The unrestricted principal components procedure produced three components with eigenvalues above 1. The largest component had an eigenvalue of 4.097 and accounted for 25.60% of the total variance.

No single factor therefore accounted for most of the covariance among the 16 items. However, this result should not be treated as proof that common method bias is absent. The single-factor procedure is used only as an additional diagnostic.

The separate exploratory factor analysis reported in Section 4.6.3 serves a different purpose: it examines the empirical grouping of the measurement items, rather than testing for common method bias.

4.8 Multiple Linear Regression Analysis

Multiple linear regression was used to examine how Boycott Exposure, Brand Trust Recovery, and Digital Voucher Campaigns were associated with Dine-In Intention.

The model was reviewed at three levels: how much variation in Dine In Intention was explained by the three predictors together, whether the overall regression model was statistically significant, and how each predictor was associated with Dine-In Intention after the other variables were controlled.

4.8.1 Coefficient of Determination Test (R^2)

The coefficient of determination was used to assess how much of the observed variation in Dine In Intention could be explained collectively by Boycott Exposure, Brand Trust Recovery, and Digital Voucher Campaigns.

Table 4.14 Model Summary - Coefficient of Determination Test (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,656 ^a	,430	,418	,44393
a. Predictors: (Constant), R_DVC, R_BE, R_BTR				

This means that Boycott Exposure, Brand Trust Recovery, and Digital Voucher Campaigns together explained 43.0% of the observed variation in Dine-In Intention within the final sample.

The remaining variation is associated with factors outside the model and unexplained variation. The R Square should therefore be read as the explanatory power of this regression model, not as the percentage of actual dine-in behavior, sales, or business performance explained by the three variables.

4.8.2 Overall Model Significance (F-Test)

The overall F test was used to determine whether the three predictor model explained significantly more variation in Dine In Intention than a model with no predictors.

Table 4.15 ANOVA – Overall Model Significance (F-Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21,720	3	7,240	36,737	,000 ^b
	Residual	28,773	146	,197		
	Total	50,493	149			
a. Dependent Variable: R_DII						
b. Predictors: (Constant), R_DVC, R_BE, R_BTR						

The regression model was statistically significant, $F(3,146) = 36.737$, $p < 0.001$. This indicates that Boycott Exposure, Brand Trust Recovery, and Digital Voucher Campaigns, when considered together, provide statistically significant explanatory value for differences in Dine In Intention within the screened sample.

The F test confirms the usefulness of the model as a whole, while the individual regression coefficients reported in the next section show how each predictor is associated with Dine In Intention after the other two variables are statistically controlled.

4.8.3 Regression Coefficients and Hypothesis Testing

The individual coefficient tests were used to examine whether each independent variable remained significantly associated with Dine In Intention after controlling for the other predictors in the model.

Table 4.16 Coefficients - Individual Predictor Tests

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,430	,319		1,348	,180
	R_BE	,298	,049	,381	6,090	,000
	R_BTR	,280	,050	,350	5,584	,000
	R_DVC	,317	,049	,405	6,472	,000
a. Dependent Variable: R_DII						

Source: SPSS result, 2026

The hypotheses in this study were stated in non directional form. Hypothesis support is therefore determined using the two tailed significance value, while the sign of each coefficient is interpreted as the observed direction of the relationship.

H1: Boycott Exposure and Dine In Intention

Boycott Exposure had an unstandardized coefficient of $B = 0.298$, a standardized Beta of 0.381, $t = 6.090$, and $p < 0.001$. H1 is therefore supported.

The coefficient therefore reflects the relationship observed among previously exposed consumers who remained active in the QSR category and no longer reported a current boycott influence on their dining decisions.

H2: Brand Trust Recovery and Dine In Intention

Brand Trust Recovery had $B = 0.280$, a standardized Beta of 0.350, $t = 5.584$, and $p < 0.001$. H2 is therefore supported.

The positive coefficient indicates that respondents who perceived greater credibility in the brand's recovery response also tended to report stronger Dine In Intention, after Boycott Exposure and Digital Voucher Campaigns were statistically controlled.

H3: Digital Voucher Campaigns and Dine In Intention

Digital Voucher Campaigns had $B = 0.317$, a standardized Beta of 0.405, $t = 6.472$, and $p < 0.001$. H3 is therefore supported.

Digital Voucher Campaigns recorded the largest standardized Beta of the three predictors. Within this regression model, favorable perceptions of digital voucher campaigns therefore show the strongest relative association with Dine In Intention. This comparison is limited to the predictors included in the model and does not establish causal impact or commercial return.

4.9 Discussion on Findings

The regression results show that Boycott Exposure, Brand Trust Recovery, and Digital Voucher Campaigns are all significantly associated with Dine In Intention among the screened Gen Z consumers in this study. The three standardized coefficients are relatively similar, although Digital Voucher Campaigns show the strongest association in the model.

Rather than treating these results as a simple ranking, it is more useful to view each variable as representing a different part of the consumer decision process. Boycott Exposure reflects the reputational information consumers have encountered. Brand Trust Recovery reflects whether they see the brand's response as credible. Digital Voucher Campaigns reflect their evaluation of the value, accessibility, and ease of using the offer.

The Theory of Planned Behavior (TPB) is used to support Dine In Intention as the outcome variable. However, the study does not directly measure attitude, subjective norms, or perceived behavioral control. Therefore, the study does not test the full TPB model.

4.9.1 Boycott Exposure and Gen Z Dine In Intention in Indonesia's Quick Service Restaurant (QSR) Sector

Boycott Exposure produced the most unexpected result in the model. The relationship with Dine In Intention is positive and statistically significant. At first glance, this may seem inconsistent with boycott research, which commonly links

boycott involvement with avoidance, moral concern, and willingness to sacrifice consumption.

The key to interpreting this result is the composition of the final sample. Respondents had to have prior exposure to boycott-related discussions, but those who still reported that the boycott was influencing their current dining decisions were screened out. The final sample therefore does not represent active boycotters. It represents previously exposed consumers who remained active in the QSR category and no longer reported a current boycott influence on their dining decision.

Recent category usage reinforces this point. Almost three quarters of the final respondents reported dining in at QSR outlets more than five times during the previous month. Consumers who had stopped visiting or substantially reduced their QSR usage because of boycott concerns are therefore less visible in the dataset.

The positive coefficient should consequently not be read as evidence that boycott exposure increases demand. A more reasonable interpretation is that, within this still-active consumer group, higher prior exposure can exist alongside stronger dine-in intention once the boycott is no longer reported as a current barrier.

This interpretation is broadly consistent with Lasarov, Hoffmann, and Orth (2023), who show that boycott momentum and consumer response can change as salience and information processing evolve over time. Prior exposure may remain part of the consumer's memory and evaluation even when its immediate behavioral influence has weakened.

Consumer activism and boycott literature also shows that boycott information can trigger moral, emotional, and social evaluation rather than producing one uniform

behavioral response (John & Klein, 2003; Klein, Smith, & John, 2004; Kozinets & Handelman, 2004; Bastos & Casais, 2022; Hino, 2023). In this study, prior exposure may therefore represent familiarity with the issue and subsequent reassessment rather than continued avoidance.

The managerial meaning is equally important. Boycott Exposure is not something a QSR brand should try to increase. It is better treated as an external reputation signal. High visibility of boycott-related discussion does not automatically mean that every exposed consumer is still avoiding the brand. Management therefore needs to distinguish between awareness of the issue and whether that awareness is still affecting consideration and usage.

4.9.2 Brand Trust Recovery and Gen Z Dine-In Intention in Indonesia's Quick Service Restaurant Sector

Brand Trust Recovery was also positively associated with Dine In Intention. Respondents who saw the brand's response as more credible were generally more willing to dine in.

This finding is consistent with trust recovery literature. Consumers do not judge a recovery effort simply by whether a company has responded. They may also consider whether the response seems sincere, whether the brand has taken meaningful action, whether the explanation is transparent, and whether the brand gives enough reassurance that a similar issue is less likely to happen again.

Hornsey et al. (2024) offer a useful explanation for this result. Their study suggests that consumers may place more importance on signs of improvement and

future change than on an apology or acknowledgment alone. In other words, recognizing the issue may not be enough. Consumers also want to see that the organization understands the concern and is willing to take credible action.

The item level results in this study support a balanced interpretation. Ratings for sincerity, corrective action, transparency, and reassurance about future behavior were relatively similar. Therefore, there is no clear basis for concluding that one recovery element was more important than the others.

It is also important to clarify what Brand Trust Recovery means in this study. The construct does not measure changes in trust before and after the reputational issue. Instead, it measures how credible respondents considered the brand's recovery response to be. The positive relationship suggests that consumers who viewed the response as more credible were also more open to dining in. It does not show that trust was restored over time.

For managers, the implication is clear. Communication alone may not be enough when reputational concerns remain. Consumers are more likely to respond positively when the brand's message is supported by visible and credible action.

4.9.3 Digital Voucher Campaigns and Gen Z Dine In Intention in Indonesia's Quick Service Restaurant Sector

Digital Voucher Campaigns show the strongest standardized association with Dine In Intention among the three predictors in the model. The difference from Boycott Exposure and Brand Trust Recovery is not large, so this should not be read as evidence

that vouchers are overwhelmingly more important. It does, however, show that voucher perception is relevant to the consumer's stated willingness to dine in.

This finding is consistent with research showing that consumers evaluate digital vouchers through more than the size of the discount. Ladhari et al. (2022) identify perceived usefulness, ease of use, perceived risk, and coupon value as relevant to consumer response. Li and Popkowski Leszczyc (2025) similarly show that promotion design and platform context can influence coupon outcomes.

The four items used in this study reflect the same broader consumer experience: whether the voucher offers worthwhile value, whether it is easy to find and understand, whether redemption for dine-in appears straightforward, and whether the offer feels legitimate and safe to use.

The item means were relatively close, so they should remain descriptive. The results do not show that ease of redemption, value, access, or legitimacy has a separate effect on Dine In Intention. The regression coefficient applies to Digital Voucher Campaigns as one composite construct.

The finding should also remain at the level actually measured in this research. A favorable voucher perception is associated with stronger intention, but this study does not establish whether a voucher produced an incremental store visit, higher transactions, a larger basket, stronger margin, or repeat purchase.

For QSR management, digital vouchers can therefore be viewed as a controllable activation tool, but their commercial effectiveness still needs to be validated separately using actual behavioral and financial data.

4.9.4 Integrated Interpretation of The Findings

The three findings reflect different factors that may shape the same consumer decision. Boycott Exposure reflects the reputational environment around the consumer. Brand Trust Recovery reflects whether the brand's response is seen as credible enough to address remaining concerns. Digital Voucher Campaigns offer a more immediate value cue that may make dining in feel more attractive and practical.

These factors should not be treated as the same type of management lever. Boycott related discussions are largely outside the brand's direct control. Recovery credibility depends on the actions taken by the brand and how consumers interpret those actions. Digital vouchers are easier for brands to manage, but their value depends on whether they lead to meaningful business outcomes.

From a managerial perspective, the findings can be interpreted through a broad Monitor, Repair, and Activate approach. Brands can monitor the reputational environment, work to rebuild credibility when concerns remain, and encourage consumers to return through relevant offers. However, this should be treated as a practical interpretation, not as a sequence proven by the regression results. The study tested the three variables at the same time and did not examine whether one stage leads to the next.

The model also does not explain all factors behind Dine In Intention. Product preference, price, convenience, outlet experience, location, social occasions, and brand familiarity may also influence whether consumers choose to dine in. Therefore, the findings should be viewed as one part of the consumer decision, rather than a complete explanation of QSR demand.

4.9.5 Answers to the Research Questions

RQ1: How is Boycott Exposure associated with Gen Z Dine In Intention in Indonesia's Quick Service Restaurant sector?

Boycott Exposure is significantly associated with Dine In Intention within the screened sample. The observed relationship is positive. This result applies to previously exposed, still active consumers who no longer reported a current boycott influence on their dining decisions and should not be interpreted as evidence that boycott exposure increases demand.

RQ2: How is Brand Trust Recovery associated with Gen Z Dine In Intention in Indonesia's Quick Service Restaurant sector?

Brand Trust Recovery is significantly and positively associated with Dine In Intention. Respondents who perceived greater credibility in the brand's recovery response also tended to report stronger willingness to dine in.

RQ3: How are Digital Voucher Campaigns associated with Gen Z Dine In Intention in Indonesia's Quick Service Restaurant sector?

Digital Voucher Campaigns are significantly and positively associated with Dine In Intention and show the strongest relative association among the three predictors in the model. The result reflects consumer perception of the overall voucher experience and does not establish actual campaign incrementality or profitability.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter discusses the meaning of the study's findings from both academic and managerial perspectives.

It first presents the overall conclusion from the three relationships examined in the study. The chapter then explains the academic contribution and discusses the practical implications for QSR management. The final sections outline the study's limitations and suggest directions for future research.

The findings should be understood within the scope of the research design. This study focuses on screened Gen Z consumers who had previously encountered boycott related discussions but no longer felt that these discussions influenced their current dining decisions. Therefore, the results relate to consumers who were exposed to the issue but still remain active in the QSR category. They do not represent active boycotters or all Gen Z consumers in general.

Since the study uses a cross sectional survey and measures stated intention, the findings show associations between the variables. They should not be interpreted as evidence of causal relationships or actual commercial performance.

5.2 Overall Conclusion

This study set out to understand how three different consumer conditions: prior Boycott Exposure, perceptions of Brand Trust Recovery, and perceptions of Digital

Voucher Campaigns; relate to Gen Z willingness to dine in at Quick Service Restaurant (QSR) outlets after prior exposure to boycott related discussions.

The findings show that all three are relevant to Dine In Intention, but they should not be interpreted in the same way.

Boycott Exposure reflects the reputational environment surrounding the consumer. The positive relationship found in this study does not suggest that brands benefit from boycott exposure. Rather, it needs to be understood within the screened population: consumers who had encountered boycott related discussions, remained active in the QSR category, and no longer reported a current boycott influence on their dining decisions. For this group, prior exposure can remain part of the consumer's history without continuing to act as an active barrier to dining in.

Brand Trust Recovery provides a different perspective. Consumers who perceived greater credibility in the brand's recovery response also tended to show stronger Dine In Intention. The implication is not that the study observed trust being restored over time. Instead, it shows that how consumers judge the sincerity, transparency, corrective action, and future credibility of the response is relevant when they are deciding whether they are comfortable engaging with the brand again.

Digital Voucher Campaigns provide the more immediate commercial element. Favorable perceptions of voucher value, accessibility, ease of redemption, and legitimacy were associated with stronger Dine In Intention. Among the three variables examined, Digital Voucher Campaigns showed the strongest relative association. However, this result applies to stated intention. It does not show that a voucher automatically generates an incremental visit, profitable transaction, or repeat customer.

Seen together, the findings suggest that Gen Z dine in intention in this context is shaped by more than one type of consumer consideration. Reputation may determine whether an issue is still present in the consumer's mind. Recovery credibility may influence whether the brand feels acceptable to reconsider. A relevant digital voucher can then provide a practical reason to act on that openness.

For QSR management, this means that reputational recovery and promotional activation should not be treated as competing responses. A strong offer may help encourage a visit, but it cannot substitute for unresolved credibility issues. Equally, rebuilding credibility without giving consumers a compelling reason to return may not be enough to create immediate action.

The broader conclusion is therefore not simply that “vouchers work” or that “trust matters.” The more useful insight is that reputation, recovery credibility, and consumer value play different roles in the same re-engagement challenge.

5.3 Conclusions by Research Question

The conclusions below address each research question based on the findings of the study.

1. RQ1: How is Boycott Exposure associated with Gen Z Dine In Intention in Indonesia's Quick Service Restaurant sector?

Boycott Exposure is significantly associated with Dine In Intention within the screened sample, with the observed relationship being positive. This finding should not be interpreted to mean that greater boycott exposure increases dine in demand. The final sample consists of consumers who had previously encountered boycott related

discussions, remained active in the QSR category, and no longer reported that the boycott was influencing their current dining decisions. Within this consumer group, prior exposure can therefore remain part of the consumer's experience without continuing to act as a barrier to dine-in intention.

RQ2: How is Brand Trust Recovery associated with Gen Z Dine In Intention in Indonesia's Quick Service Restaurant sector?

Brand Trust Recovery is positively associated with Dine In Intention. Consumers who perceived greater credibility in the brand's recovery response also tended to report stronger willingness to dine in. The conclusion relates specifically to the perceived credibility of the recovery response, including sincerity, transparency, corrective action, and confidence that similar problems are less likely to recur. The study does not measure trust before and after the recovery effort and therefore does not claim to observe trust restoration over time.

RQ3: How are Digital Voucher Campaigns associated with Gen Z Dine In Intention in Indonesia's Quick Service Restaurant sector?

Digital Voucher Campaigns are positively associated with Dine In Intention and show the strongest relative association among the three predictors included in the model. The finding reflects the overall voucher experience, covering perceived value, ease of access and understanding, ease of redemption for dine-in, and legitimacy and safety. It shows that favorable voucher perceptions are relevant to stated dine-in intention, but does not establish actual visit incrementality, transaction growth, profitability, or repeat purchase.

5.4 Contribution of the Study

5.4.1 Academic Contribution

This study contributes to QSR and consumer behavior research by focusing on a group that is often overlooked in boycott studies: consumers who have been exposed to boycott related discussions but no longer say that the issue affects their current dining decisions.

Most boycott research focuses on why consumers join a boycott, avoid a brand, or make decisions based on moral concerns. This study takes a narrower approach. It looks at consumers who remain active in the QSR category and may still be open to dining in.

The study examines three factors together: prior Boycott Exposure, perceived credibility of the brand's recovery response, and perceptions of Digital Voucher Campaigns. Its contribution is not to create a new theory. Instead, it shows how these three factors can be examined together in a QSR context after consumers have been exposed to boycott related issues.

The finding on Boycott Exposure adds an important point. Prior exposure does not always mean that consumers will continue avoiding the brand. Among the screened consumers in this study, higher exposure was positively associated with Dine In Intention. This result should not be applied to active boycotters, but it suggests that the effect of boycott exposure may depend on the consumer's current situation, not only on how much exposure they have had.

The Brand Trust Recovery finding provides another contribution. This study does not measure whether trust increased after a recovery effort. Instead, it examines whether consumers see the brand's response as credible through sincerity, transparency, corrective action, and reassurance that the issue is less likely to happen again. This provides a more realistic way to examine recovery perceptions in a cross sectional survey.

The finding on Digital Voucher Campaigns adds a consumer value perspective. Vouchers are not treated only as discounts. The construct includes perceived value, accessibility, ease of redemption, and legitimacy. This helps show how a practical promotional offer can matter alongside reputational concerns, without assuming that promotions can replace credible recovery efforts.

The Theory of Planned Behavior supports the use of Dine In Intention as the outcome variable. However, the study does not test the full TPB model because attitude, subjective norms, and perceived behavioral control were not measured directly. Therefore, TPB is used as a supporting framework rather than a theory that this study aims to extend.

Overall, the academic contribution is contextual and integrative rather than theoretical. The study provides evidence from screened Gen Z QSR consumers in Indonesia and shows that boycott exposure, perceived recovery credibility, and promotional value can all be relevant when explaining dine in intention after prior boycott exposure.

3.4.2 Managerial Implications: From Consumer Re-Engagement to Commercial Execution

The managerial value of this study is not to rank the three variables and decide where brands should spend the most money. Each variable represents a different part of the consumer decision context, so each one requires a different response.

Boycott Exposure reflects a reputational environment that brands cannot fully control, but still need to understand. Brand Trust Recovery reflects whether consumers see the brand's response as credible enough to reconsider it. Digital Voucher Campaigns are more directly within management's control and can give consumers a practical reason to dine in when they are already open to the brand.

These findings can be translated into a practical Monitor, Repair, and Activate approach. Monitor means understanding whether boycott related discussions are still visible and whether they continue to affect consumer consideration or behavior. Repair focuses on improving the credibility of the brand's response when concerns remain. Activate means giving consumers a relevant and easy reason to dine in once they are open to returning.

This approach should be seen as a managerial guide, not as a causal sequence proven by the regression model. The three variables were tested at the same time, and the study does not show that consumers move through these stages in a fixed order. QSR managers can use this framework to organize their response, then assess it using actual consumer and business data.

5.4.2.1 Monitor Boycott Exposure as an External Reputation Signal

Boycott Exposure should be treated first as a signal of the information environment surrounding the brand. It captures how frequently consumers encounter boycott-related content and discussion. It does not measure whether they support the boycott or are currently avoiding the brand.

This distinction is particularly important in the present study. Respondents who still reported that boycott-related discussions were influencing their current dining decisions were not retained in the final sample. The findings therefore relate to previously exposed consumers who remained active in the Quick Service Restaurant (QSR) category and no longer reported a current boycott influence on their dining decisions.

For management, high visibility should not automatically be read as high rejection. A consumer can be very familiar with a boycott issue and still be open to the category, while another consumer may have seen less content but remain strongly uncomfortable with the brand.

Social listening is useful, but counting mentions alone does not tell management enough. The more useful question is whether the discussion is still changing consumer behavior. Where the data are available, social listening should therefore be read together with brand consideration, customer feedback, visit frequency, and transaction trends.

This view is also consistent with Rahayu and Ong (2025), who highlight the role of social media in information dissemination, product awareness, and consumer

engagement. Although their study was conducted in a different industry context, it reinforces the importance of digital channels as environments where consumers continuously receive information and update their perceptions of brands and market offerings.

Lasarov, Hoffmann, and Orth (2023) similarly show that boycott salience and consumer response can change as attention and information processing develop over time. This makes the current state of the consumer more useful for management than exposure volume alone.

The positive Boycott Exposure relationship found in this study should therefore not be interpreted as evidence that boycott visibility helps demand. Its managerial value is diagnostic. Management needs to understand whether consumers are simply aware of the issue, remain constrained by it, or are already open to reconsidering the brand before deciding what response is appropriate.

For management, monitoring should ultimately lead to a decision rather than simply another dashboard. If boycott-related discussions remain highly visible but brand consideration and visit behavior remain stable, management may be better served by continuing to monitor rather than reacting with unnecessary commercial intervention. If the discussion begins to coincide with weaker consideration, declining visits, or recurring trust concerns, the issue should move from monitoring into a more active recovery response. This helps management avoid two opposite mistakes: underreacting when reputational pressure is beginning to affect behavior, or overreacting commercially to an issue that remains visible online but is no longer materially affecting demand.

5.4.2.2 Repair Brand Trust Through Verifiable Proof

When reputational concerns remain, communication alone is unlikely to be enough. Consumers also need to see the brand's response as credible.

In this study, Brand Trust Recovery refers to how credible respondents perceived the brand's recovery response to be. It is reflected in sincerity, transparency, corrective action, and reassurance that a similar issue is less likely to happen again. The construct does not compare trust before and after the issue, so it should not be interpreted as proof that trust was restored over time.

The practical implication is still meaningful. A recovery response is more convincing when consumers can connect the brand's message with actions or information they can see and verify. Hornsey et al. (2024) suggest that signs of reform and future improvement can matter when consumers reassess an organization after a trust related issue.

This also connects with Ong (2017), who found that organizational reputation and satisfaction can carry forward into subsequent behavioral intentions, including continued use, recommendation, and switching. Although the study was conducted in a different service context, the underlying point is relevant here: reputational evaluation matters because it can influence what consumers are willing to do next, not only how they feel about the organization at that moment.

For QSR management, this means moving beyond messages that only explain or defend the brand. Consumers may need to see clear evidence of what the brand has clarified, corrected, or changed. Depending on the issue, this could include information about ownership, sourcing, employment practices, community involvement, or operational practices. These examples are practical applications of the findings, not variables tested separately in this study.

Consistency is also important. Consumers may encounter the brand's response through corporate statements, social media, customer service, or their experience at the restaurant. If the message does not match what they later see or experience, the recovery effort may lose credibility.

Management should therefore look beyond whether a recovery message has been communicated. It is also important to understand whether consumers are aware of the action, believe the message, feel more confident about the brand, and become more willing to consider it again.

Trust repair does not guarantee that consumers will visit the outlet. However, it may reduce the credibility concerns that prevent consumers from being open to the brand again.

In practice, management should define the recovery proof before deciding the communication. The question should not only be "what should the brand say?" but "what can the brand show that makes the message believable?" Recovery communication can then be built around evidence that consumers can understand and verify. The recovery communication later can be activate through CSR activities, localize on ground activation to move the brand closer to selected local communities, as well as recovery campaign to reach broader consumers to see and believe what the brand trying to do. If credibility measures remain weak, increasing promotional pressure may be premature because the underlying barrier has not yet been addressed.

5.4.2.3 Activate Dine In Intention Through Better Digital Voucher Design

Digital Voucher Campaigns are the most directly controllable commercial variable examined in this study. The finding, however, should not be reduced to a recommendation to discount more.

The construct measures the consumer's overall evaluation of the voucher experience through four areas: perceived value, ease of access and understanding, ease of redemption for dine-in, and confidence that the voucher is legitimate and safe to use. These four areas were combined into one construct in the regression model. They were not tested as four separate drivers, so small differences between their item scores should not be used to rank management priorities.

They are still useful as practical checkpoints when management designs the consumer journey.

The first is perceived value. A voucher needs to give the consumer a genuine reason to care. This means starting from the attractiveness of the consumer proposition rather than only from the amount of discount the business is prepared to give.

For a QSR brand, the product itself remains important. If the objective is to stimulate traffic or encourage a return visit, a core product, a well-liked menu item, or a product that fits the intended occasion can provide a stronger hook than an offer built mainly around something with limited consumer appeal. A voucher should strengthen an attractive proposition, not become a way to push products simply because the business wants to move them.

This does not mean that every voucher needs to feature the best-selling item or the deepest discount. The offer still needs to work commercially. Bundles,

complementary products, trade-up opportunities, or a follow-up offer may help protect basket economics while keeping the front-end proposition attractive. These are commercial design ideas for further testing, not product-level effects demonstrated by the present regression.

The second area is ease of access and understanding. An attractive deal can lose its value if consumers cannot find it easily or need too much effort to understand how it works. The consumer should be able to understand quickly what the offer is, where and when it can be used, what the conditions are, and what action is required.

For management, clarity is part of the offer. Complicated mechanics, hidden conditions, or a long path from discovery to redemption can create friction before the consumer even reaches the restaurant.

The third area is ease of redemption for dine in. The final step needs to work as smoothly as the communication promises. Voucher mechanics should be understood consistently across digital touchpoints and outlet operations. Store teams need to recognize the offer, system requirements need to work, and consumers should not discover unexpected restrictions at the point of purchase.

This is where marketing execution and operations meet. A strong offer can still create a poor experience if the customer reaches the counter and finds that the voucher cannot be processed as expected.

The fourth area is legitimacy and safety. Consumers need to be confident that the voucher is genuine and will be honored. Clear branding, recognizable distribution channels, understandable terms, and consistent store execution help protect this confidence.

If an offer looks legitimate online but is rejected or interpreted differently in the outlet, the issue can extend beyond promotion performance. It can also weaken the credibility the brand is trying to rebuild. Taken as one consumer journey, the practical logic is straightforward: The offer needs to feel worth using, be easy to find and understand, work without unnecessary friction, and be trusted to work as promised.

This is consistent with Ladhari et al. (2022), who highlight usefulness, ease of use, perceived risk, and coupon value as relevant factors in digital coupon response. Voucher design should also begin with a clear commercial objective and consumer occasion. Depending on the business need, the purpose may be to encourage a return visit, stimulate an underdeveloped daypart, support a sharing occasion, or create a reason for another visit. These mechanics were not individually tested in the study and should therefore be treated as hypotheses for commercial testing.

The stronger managerial conclusion is not “discount more.” It is “design the voucher better.” A relevant product can earn attention. Clear mechanics can remove confusion. Smooth redemption can protect conversion. Credibility can reduce hesitation. Management then needs to establish separately whether this positive consumer response creates commercially worthwhile behavior.

5.4.2.4 Apply Different Responses to Different Consumer States

One of the practical lessons from the screening design is that consumers who have encountered boycott-related discussions should not automatically be treated as one group.

The final sample most directly represents previously exposed consumers who remained active in the QSR category and no longer reported a current boycott influence on their dining decisions. Consumers who were still actively deterred were screened out. Consumers who had substantially reduced or stopped their QSR dine-in behavior are also likely to be less represented because recent dine-in experience was required.

The direct evidence from this study therefore applies most strongly to the still-active consumer group represented in the sample. Recommendations for consumers who remain boycott-influenced or who have lapsed should be treated as managerial propositions that require separate testing.

The following framework provides a practical way to think about those different states.

Consumer State	Relationship to This Study	Proposed Management Response	Future Success Check
Still deterred by boycott concerns	Largely outside the final analytical sample	Understand the specific concern first. Prioritize credible clarification and evidence of corrective action before relying heavily on promotion.	Reduction in trust barriers, improvement in consideration, willingness to reconsider
Previously exposed but still active	Most closely reflects the final sample	Maintain trust reinforcement where needed and provide a	Actual visit or transaction

		relevant, easy-to-use reason to visit.	incrementality and subsequent behavior
Lapsed or reduced frequency consumer	Underrepresented in the present study	Diagnose the real reason for reduced usage before selecting the response. Reputation may be one reason, but product, price, convenience, or experience may also matter.	Return rate and recovery of visit frequency
Frequent consumer	Strongly represented in the sample because recent QSR use was required	Reduce unnecessary reliance on broad discounting and focus more on occasion development, loyalty, and profitable basket growth.	Frequency, profitable basket value, and repeat behavior

Note: This table is a managerial proposition derived from the study findings and sample characteristics. It is not an empirically tested segmentation model.

The practical value of this distinction is that it prevents management from assuming that a voucher is always the right first answer.

A consumer who remains uncomfortable with the brand may not be persuaded simply by a deeper discount. The promotion can add cost without resolving the real barrier. A consumer who is already open to the brand is different: a relevant voucher may provide the practical reason needed to visit.

Lapsed consumers require more diagnosis because reduced usage cannot automatically be attributed to boycott concerns. Frequent customers create another risk: heavy discounting can end up subsidizing demand that would have happened anyway.

The broader point is that the response should be based on the consumer's current relationship with the brand, not simply on whether the consumer has ever been exposed to boycott-related discussions.

5.4.2.5 Convert Intention Into Commercially Sustainable Behavior

Dine In Intention is the outcome measured in this study, but it is not the final outcome that matters to QSR management. A consumer may say they are willing to dine in but never actually visit the outlet. Even if they do visit, the transaction may not create additional or profitable demand for the brand. For management, the commercial journey can be viewed as:

Intention → Visit → Transaction → Basket → Margin → Repeat

This is a practical measurement sequence for future evaluation, not a pathway tested in this thesis. The present study ends at Dine In Intention and does not measure actual visits, transactions, basket size, margin, incremental sales, or repeat behavior.

This is particularly important when digital vouchers are used to encourage visits. High redemption does not automatically mean that a campaign generated new demand. A promotion may appear successful while mainly giving discounts to consumers who would have visited and purchased anyway.

Where business data are available, management should compare voucher and re engagement performance against an appropriate baseline. This may include comparable periods, similar outlets, customer groups, or controlled test groups. The aim is to identify whether the campaign generated genuinely incremental behavior or simply shifted existing demand into discounted transactions.

Management should also consider basket value and margin. A campaign may increase visits but still provide limited business value if consumers shift from full price purchases to discounted ones, or if the additional transaction does not cover the promotion cost.

Repeat behavior is another important measure. A voucher supported visit can be valuable, but it becomes more meaningful when consumers return again after the incentive is no longer available.

These commercial outcomes are outside the scope of this study. However, they represent the next questions that QSR management should examine before deciding whether a voucher or consumer re engagement strategy can be expanded. In practice, brands need to understand whether reputational concerns are still affecting consumers, improve credibility where needed, give open consumers a relevant reason to visit, and then assess whether the resulting behavior is incremental, profitable, and sustainable.

5.5 Limitations and Recommendations for Future Research

This study answers a focused question, and that focus comes with several boundaries that should be considered when interpreting the findings.

The first relates to the sample itself. Purposive non-probability sampling was necessary because the research required consumers with a specific combination of experience: recent QSR and dine-in activity, prior exposure to boycott-related discussions, digital voucher exposure, and no current self-reported boycott influence on their dining decisions. This helped create a sample that matched the research problem, but it also limits generalizability. The findings should not be assumed to represent all Gen Z consumers in Indonesia, active boycotters, or consumers who have already disengaged from the QSR category.

The sample also leaned heavily toward frequent QSR users. More than seven in ten respondents reported dining in at a QSR more than five times during the previous month. This is important because past behavior can naturally be related to future intention. Recent dine-in frequency was available as a respondent-profile measure but was not included as a control variable in the main regression. The results may therefore partly reflect the characteristics of consumers who were already highly active in the category. Future research should include occasional users, lapsed consumers, and active boycott-influenced consumers more deliberately, and should retain respondent-level behavioral variables so that prior usage can be included as a control.

The achieved analytical sample was sufficient for the multiple-regression benchmark described in Chapter 3, and the fieldwork target was deliberately set higher to allow for screening and data-quality exclusions. However, the study did not use a formal a priori statistical power analysis before data collection. Future studies could strengthen the sample-planning process by defining the required effect size, statistical

power, and significance level in advance, particularly if the model is expanded to include more predictors, controls, or consumer segments.

A second limitation concerns the measurement of Boycott Exposure. The construct captures how much boycott-related information respondents had encountered, but it does not measure whether they agreed with the boycott, participated in it, felt morally committed to it, or had previously reduced their consumption because of it. Two consumers can therefore report similar exposure while holding very different views about the issue. Future research could separate exposure from boycott support, moral conviction, emotional response, perceived social pressure, and actual avoidance behavior. This would provide a clearer picture of why prior exposure continues to matter for some consumers but not for others.

Brand Trust Recovery also has a specific measurement boundary. In this study, it represents the perceived credibility of the brand's recovery response, rather than an observed change in trust before and after a reputational issue. Respondents selected a reference QSR brand, but the survey did not separately verify that every respondent had encountered the same type or amount of recovery communication from that brand. Their evaluations may therefore reflect different levels of familiarity with what the brand had actually done.

There is also some ambiguity around the brand target. Respondents were instructed to keep a selected QSR brand in mind when answering the main questionnaire, while the Dine In Intention items themselves were worded more generally as intention to dine in at "a QSR outlet." The study therefore cannot guarantee that every respondent interpreted Dine In Intention exclusively in relation to the same

reference brand used for Brand Trust Recovery. Future studies could address both issues by selecting one focal brand, confirming prior exposure to a specific recovery response, and wording the trust and intention measures explicitly around that same brand.

A further limitation became visible in the measurement analysis. Reliability and item-to-total results were acceptable across the four constructs, and the exploratory factor analysis broadly supported the intended grouping. However, the separation was not equally strong for all four constructs. Boycott Exposure, Brand Trust Recovery, and Digital Voucher Campaigns showed relatively clear grouping, while Dine In Intention showed more overlap, particularly for one of its items. The four-construct model can therefore still be used for this study, but its measurement structure should not be described as perfectly distinct. Future research could refine the Dine In Intention scale and confirm the measurement structure with a new sample before testing the structural relationships.

The response pattern provides another boundary. None of the 2,400 responses across the 16 final measurement items used the lowest Likert-scale category. The five-point response scale was correctly specified, but the final screened sample made restricted use of its lower endpoint. This may reflect the relatively active and open consumer group retained by the screening process, but it also reduces the range of observed responses. Future research with a broader mix of consumers could help determine whether the full response range emerges when active boycotters and more disengaged users are represented.

The study also relies on a cross-sectional, self-reported questionnaire. All focal variables were measured at one point in time, so the analysis identifies associations rather than changes over time or causal effects. The supplementary common-method check did not show one dominant factor, but this does not eliminate the possibility of common method variance. Some additional regression diagnostics were introduced in the final analysis, but the available analytical dataset did not retain all respondent-level profile variables needed for every additional control analysis suggested during the final review. A future study designed from the outset around those controls could provide a stronger robustness check.

Most importantly, the outcome in this thesis is Dine In Intention rather than observed behavior. A consumer may intend to dine in but never make the visit. The study also does not establish whether a digital voucher creates an incremental transaction, a larger basket, stronger margin, or repeat behavior. Future research could connect survey measures with actual visits, voucher redemption, transaction records, or loyalty data where this can be done ethically and practically. Longitudinal or experimental designs would also make it possible to see whether changes in trust and promotional response are followed by changes in actual behavior.

The use of different reference QSR brands adds another layer of variation. Respondents may have evaluated brands with different reputational histories, product propositions, pricing, consumer familiarity, and recovery responses. These differences were not separately estimated in the regression model. A future study could focus on one brand or compare several brands systematically, particularly where sufficient sample sizes allow brand-level or multi-group analysis.

Finally, this research deliberately examines only three predictors of Dine In Intention. QSR choice is also likely to depend on more fundamental category drivers such as product appeal, price and perceived value, convenience, outlet location, service experience, brand familiarity, and the social occasion. Future research could incorporate these variables without losing the post-exposure perspective developed in this study. It would be particularly useful to understand how reputational recovery and promotional activation work alongside these more established QSR choice drivers.

These limitations define where the findings are most useful rather than removing their value. The study provides a focused view of previously exposed, still-active Gen Z QSR consumers who no longer reported a current boycott influence on their dining decisions. The next step is to test the same questions across broader consumer states, with stronger behavioral controls and actual transaction data, to understand when willingness to dine in becomes real and commercially sustainable behavior.

REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Asia-Pacific Solidarity Network. (2024, October 9). *Boycott calls against Israel-affiliated products remain strong in Indonesia*. <https://www.asia-pacific-solidarity.net/news/2024-10-09/boycott-calls-against-israel-affiliated-products-remain-strong-indonesia.html>
- Bastos, W., & Casais, B. (2022). Consumer boycott and buycott: The role of moral emotions in consumer responses to political brand activism. *Journal of Business Research*, 146, 169–180.
- Bisnis.com. (2024, June 10). *Aksi boikot Israel berujung geruduk gerai, Starbucks hingga McDonald's blak-blakan*. <https://www.bisnis.com>
- Chatzidakis, A., & Lee, M. S. W. (2013). Anti-consumption as ethical concern: Conceptualisation, reasons and domains of anti-consumption. *Journal of Business Ethics*, 119(1), 1–10. <https://doi.org/10.1007/s10551-013-1911-x>
- DataReportal. (2024). *Digital 2024: Indonesia*. <https://datareportal.com/reports/digital-2024-indonesia>
- Field, A. (2018). *Discovering statistics using IBM SPSS statistics* (5th ed.). SAGE Publications.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage Learning.
- Hagger, M. S., Cheung, M. W. L., Ajzen, I., & Hamilton, K. (2022). Perceived behavioral control moderates the intention–behavior relation: A meta-analysis of the theory of planned behavior. *Health Psychology*, 41(2), 155–167. <https://doi.org/10.1037/hea0001153>
- Hino, H. (2023). More than just empathy: The influence of moral emotions on boycott participation regarding products sourced from politically contentious regions. *International Business Review*, 32(1), Article 102034. <https://doi.org/10.1016/j.ibusrev.2022.102034>

- Hornsey, M. J., Chapman, C. M., La Macchia, S., & Loakes, J. (2024). Corporate apologies are effective because reform signals are weighted more heavily than culpability signals. *Journal of Business Research*, 177, Article 114620. <https://doi.org/10.1016/j.jbusres.2024.114620>
- John, A., & Klein, J. G. (2003). The boycott puzzle: Consumer motivations for purchase sacrifice. *Management Science*, 49(9), 1196–1209. <https://doi.org/10.1287/mnsc.49.9.1196.16569>
- Klein, J. G., Smith, N. C., & John, A. (2004). Why we boycott: Consumer motivations for boycott participation. *Journal of Marketing*, 68(3), 92–109. <https://doi.org/10.1509/jmkg.68.3.92.34770>
- Kozinets, R. V., & Handelman, J. M. (2004). Adversaries of consumption: Consumer movements, activism, and ideology. *Journal of Consumer Research*, 31(3), 691–704. <https://doi.org/10.1086/425104>
- Ladhari, R., Hudon, T., Massa, E., & Souiden, N. (2022). The determinants of women's redemption of geo-targeted m-coupons. *Journal of Retailing and Consumer Services*, 66, Article 102891. <https://doi.org/10.1016/j.jretconser.2022.102891>
- Lasarov, W., Hoffmann, S., & Orth, U. R. (2023). Vanishing boycott impetus: Why and how consumer participation in a boycott decreases over time. *Journal of Business Ethics*, 182, 1129–1154.
- Leong, L. Y., Hew, T. S., Ooi, K. B., Metri, B., & Dwivedi, Y. K. (2023). Extending the theory of planned behavior in the social commerce context: A meta-analytic structural equation modeling (MASEM) approach. *Information Systems Frontiers*, 25, 1847–1879. <https://doi.org/10.1007/s10796-022-10285-7>
- Li, Z., & Popkowski Leszczyc, P. T. L. (2025). Competitive coupon promotions: A theory-based model for online retail platforms and third-party sellers. *Electronic Commerce Research*, 25, 4035–4069. <https://doi.org/10.1007/s10660-024-09864-z>
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. MIT Press.
- Ong, L. (2017). Effects of reputations and satisfactions on positive word of mouth intentions and switching behaviors. *International Journal of Business Studies*, 1(1), 1–7. <https://doi.org/10.32924/ijbs.v1i1.8>
- Pallant, J. (2020). *SPSS survival manual: A step by step guide to data analysis using IBM SPSS* (7th ed.). McGraw-Hill Education.

- Patiro, S. P. S. (2025). Marketing boycott model in Indonesia: A study using social identity and planned behavior theories. *International Journal of Business and Society*.
- Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), 879–903.
<https://doi.org/10.1037/0021-9010.88.5.879>
- Rahayu, Mindy., & Ong, Leonnard. (2025). Reframing the Role of Social Media in Enhancing Product Awareness in Indonesia's Crop Protection. *International Journal of Business Studies* Vol. 9 No. 1. <https://doi.org/10.32924/ijbs.v9i3.416>
- Tabachnick, B. G., & Fidell, L. S. (2019). *Using multivariate statistics* (7th ed.). Pearson.
- The Jakarta Post. (2024, November 11). *Boycott continues to hit bottom lines of firms with perceived Israel ties*. <https://www.thejakartapost.com>
- Zhang, Y., Li, H., Zhang, Z., Wang, S., & Wang, Y. (2024). How social learning drives customer engagement in short video commerce: An attitude transfer perspective. *Information & Management*, 61(6), Article 104018.
<https://doi.org/10.1016/j.im.2024.104018>

APPENDICES

Appendix 1: Screening questions and logic

Code	Screening Questions	Logic
A1	Year of Birth	1. Response type: open numeric 2. Eligibility rule: Respondent must fall within Gen Z as defined in this study (1997–2012) 3. Action if not eligible: Terminate survey
A7	Current city of residence	1. Response type: Single choice 2. Response options: Jabodetabek, Bandung, Surabaya, Medan, Makassar, Other 3. Eligibility rule: Respondent must select Jabodetabek, Bandung, Surabaya, Medan, or Makassar 4. Action if Other is selected: Terminate survey
A3	QSR consumption recency	1. Question: In the past 3 months, have you consumed food or beverages from a QSR outlet? 2. Response type: Yes or No 3. Eligibility rule: Yes 4. Action if No: Terminate survey
A4	Dine in	1. Question: In the past 3 months, have you dined in

	experience recency	at a QSR outlet? 2. Response type: Yes or No 3. Eligibility rule: Yes 4. Action if No: Terminate survey
A5	Boycott Exposure	1. Question: During the period from January 1, 2025, to May 31, 2026, did you encounter boycott-related narratives or discussions about QSR brands through social media, online content, or conversations? 2. Response type: Yes or No 3. Eligibility rule: Yes 4. Action if No: Terminate survey
A6	Boycott Exposure	1. Are you currently still being exposed to ongoing boycott-related narratives or discussions involving Quick Service Restaurant (QSR) brands in Indonesia to the extent that they continue to influence your dining decisions? 2. Response type: Yes or No 3. Eligibility rule: No 4. Action if Yes: Terminate survey

A7	Digital voucher exposure	1. Question: In the past 17 months, have you encountered digital voucher offers for QSR through digital platforms, for example e commerce voucher platforms, or other digital voucher distribution channels? 2. Response type: Yes or No 3. Eligibility rule: Yes 4. Action if No: Terminate survey
----	--------------------------	--

Appendix 2: Questionnaire List

Variable	Code	Questions	Scale
Boycott Exposure	BE1	During the period from January 1, 2025, to May 31, 2026, I often came across boycott-related posts or discussions about QSR brands on social media	5 points Likert
	BE2	During the period from January 1, 2025, to May 31, 2026, I often encountered boycott-related information about QSR brands through messaging apps such as WhatsApp or similar channels	

	BE3	During the period from January 1, 2025, to May 31, 2026, I frequently heard or saw people around me discussing boycotts of QSR brands	Scale: 1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree
	BE4	During the period from January 1, 2025, to May 31, 2026, boycott-related content about QSR brands was difficult for me to avoid	
Brand Trust Recovery	BTR1	The brand has communicated in a way that makes its recovery effort feel sincere	
	BTR2	The brand has shown clear actions to fix the issue, not only statements	
	BTR3	The brand has provided enough transparency about what happened and what will change	
	BTR4	The brand's response makes me believe similar issues are less likely to happen again	
Digital Voucher Campaigns	DVC1	Digital vouchers for QSR brands that I see on platforms usually offer value that feels worth using	
	DVC2	Digital vouchers for QSR are easy for me to access and understand	
	DVC3	Digital vouchers for QSR are easy for me to redeem when I want to dine in	

	DVC4	I feel confident that digital vouchers I receive for QSR are legitimate and safe to use
Dine In Intention	DII1	I intend to dine in at a QSR outlet in the near future
	DII2	I plan to dine in at a QSR outlet in the near future
	DII3	I will try to dine in at a QSR outlet in the near future
	DII4	I am likely to dine in at a QSR outlet in the near future

Appendix 3: Respondent Profile Questions

Code	Questions	Response Options
C1	Gender	● Female ● Male ● Prefer not to say
C2	Highest completed education	● Senior high school ● Diploma ● Bachelor ● Master ● Doctorate ● Other

C3	Monthly personal spending for food and beverages	• Less than Rp 500,000 • Rp 500,000 - Rp 999,999 • Rp 1,000,000 - Rp 1,499,999 • Rp 1,500,000 - Rp 1,999,999 • Rp 2,000,000 more
C4	QSR dine-in frequency in the past month	• 1 time • 2 to 3 times • 4 to 5 times • more than 5 times
C5	Most frequently used platform for discovering QSR vouchers	• TikTok • Instagram • WhatsApp • GoFood • GrabFood • ShopeeFood • Qpon • Other

Appendix 4: Questionnaire Results

NO	BE1	BE2	BE3	BE4	R_BE	T_BE
1	2	2	3	4	2,75	11,00
2	5	4	4	5	4,50	18,00
3	5	4	4	5	4,50	18,00
4	3	2	3	3	2,75	11,00
5	4	4	4	5	4,25	17,00
6	4	3	4	4	3,75	15,00
7	5	5	4	5	4,75	19,00
8	2	4	3	4	3,25	13,00
9	2	3	3	3	2,75	11,00
10	4	3	2	3	3,00	12,00
11	4	5	4	3	4,00	16,00
12	5	4	4	4	4,25	17,00
13	3	3	3	3	3,00	12,00
14	3	4	4	3	3,50	14,00
15	3	3	4	4	3,50	14,00
16	4	4	5	3	4,00	16,00
17	4	2	3	3	3,00	12,00
18	5	4	4	5	4,50	18,00
19	4	3	4	4	3,75	15,00
20	5	5	5	4	4,75	19,00
21	3	3	3	2	2,75	11,00
22	2	4	3	2	2,75	11,00
23	3	3	2	2	2,50	10,00
24	3	3	3	3	3,00	12,00
25	5	4	4	5	4,50	18,00
26	4	5	4	4	4,25	17,00
27	4	3	4	3	3,50	14,00
28	3	2	4	3	3,00	12,00
29	5	5	5	5	5,00	20,00
30	3	2	2	2	2,25	9,00
31	5	5	5	5	5,00	20,00
32	5	4	3	4	4,00	16,00
33	5	5	5	5	5,00	20,00
34	4	5	5	5	4,75	19,00
35	4	4	4	5	4,25	17,00
36	5	3	4	5	4,25	17,00
37	4	4	4	4	4,00	16,00

38	4	4	5	3	4,00	16,00
39	2	3	3	3	2,75	11,00
40	4	4	4	4	4,00	16,00
41	4	5	4	4	4,25	17,00
42	3	2	2	3	2,50	10,00
43	5	5	5	4	4,75	19,00
44	3	3	3	4	3,25	13,00
45	3	3	3	3	3,00	12,00
46	3	4	3	4	3,50	14,00
47	3	3	3	4	3,25	13,00
48	3	3	4	3	3,25	13,00
49	3	2	4	4	3,25	13,00
50	3	3	3	3	3,00	12,00
51	2	2	3	3	2,50	10,00
52	3	3	2	2	2,50	10,00
53	3	3	3	3	3,00	12,00
54	3	3	3	3	3,00	12,00
55	3	3	4	3	3,25	13,00
56	5	4	5	4	4,50	18,00
57	5	4	4	4	4,25	17,00
58	4	4	4	4	4,00	16,00
59	3	3	3	3	3,00	12,00
60	3	3	3	2	2,75	11,00
61	4	3	4	4	3,75	15,00
62	4	4	5	5	4,50	18,00
63	3	4	4	4	3,75	15,00
64	4	3	3	3	3,25	13,00
65	5	5	5	5	5,00	20,00
66	2	3	2	3	2,50	10,00
67	4	4	5	5	4,50	18,00
68	3	3	2	3	2,75	11,00
69	5	4	5	5	4,75	19,00
70	4	4	4	5	4,25	17,00
71	5	4	4	5	4,50	18,00
72	5	5	5	5	5,00	20,00
73	4	3	4	4	3,75	15,00
74	4	4	5	5	4,50	18,00
75	3	3	3	3	3,00	12,00
76	3	3	3	2	2,75	11,00
77	4	4	3	3	3,50	14,00

78	4	4	4	2	3,50	14,00
79	3	3	3	4	3,25	13,00
80	5	4	4	4	4,25	17,00
81	5	5	5	5	5,00	20,00
82	4	3	3	3	3,25	13,00
83	4	3	4	3	3,50	14,00
84	4	5	5	5	4,75	19,00
85	4	2	3	2	2,75	11,00
86	3	4	3	4	3,50	14,00
87	2	3	3	3	2,75	11,00
88	3	3	3	4	3,25	13,00
89	5	4	5	4	4,50	18,00
90	3	4	3	4	3,50	14,00
91	4	5	5	4	4,50	18,00
92	4	2	2	4	3,00	12,00
93	4	4	5	3	4,00	16,00
94	4	4	5	4	4,25	17,00
95	5	3	5	4	4,25	17,00
96	5	4	5	5	4,75	19,00
97	5	4	5	5	4,75	19,00
98	5	5	5	5	5,00	20,00
99	4	4	4	5	4,25	17,00
100	3	4	3	3	3,25	13,00
101	3	3	3	3	3,00	12,00
102	4	4	3	4	3,75	15,00
103	3	2	3	4	3,00	12,00
104	5	3	3	3	3,50	14,00
105	4	5	4	4	4,25	17,00
106	4	5	4	4	4,25	17,00
107	3	3	2	4	3,00	12,00
108	4	5	5	5	4,75	19,00
109	3	2	2	3	2,50	10,00
110	4	4	4	4	4,00	16,00
111	3	5	4	3	3,75	15,00
112	3	4	3	3	3,25	13,00
113	4	5	5	5	4,75	19,00
114	5	3	4	5	4,25	17,00
115	3	3	2	3	2,75	11,00
116	3	4	3	4	3,50	14,00
117	3	3	3	3	3,00	12,00

118	3	4	3	3	3,25	13,00
119	3	4	5	3	3,75	15,00
120	5	5	4	4	4,50	18,00
121	3	4	3	3	3,25	13,00
122	3	5	3	4	3,75	15,00
123	4	4	4	4	4,00	16,00
124	3	3	3	4	3,25	13,00
125	4	3	4	4	3,75	15,00
126	4	5	4	5	4,50	18,00
127	3	4	3	4	3,50	14,00
128	4	5	5	5	4,75	19,00
129	2	4	3	2	2,75	11,00
130	3	4	5	5	4,25	17,00
131	4	4	3	4	3,75	15,00
132	4	3	3	2	3,00	12,00
133	4	4	5	5	4,50	18,00
134	4	4	3	3	3,50	14,00
135	3	3	4	4	3,50	14,00
136	4	5	3	3	3,75	15,00
137	5	5	5	5	5,00	20,00
138	3	3	3	2	2,75	11,00
139	4	3	3	3	3,25	13,00
140	3	3	4	4	3,50	14,00
141	3	2	3	3	2,75	11,00
142	5	3	3	4	3,75	15,00
143	3	3	3	4	3,25	13,00
144	4	4	3	4	3,75	15,00
145	4	5	5	4	4,50	18,00
146	5	4	4	5	4,50	18,00
147	3	2	3	4	3,00	12,00
148	3	3	2	2	2,50	10,00
149	2	3	3	3	2,75	11,00
150	3	3	2	2	2,50	10,00

NO	BTR1	BTR2	BTR3	BTR4	R_BTR	T_BTR
1	4	3	3	2	3,00	12,00
2	4	3	3	3	3,25	13,00
3	4	4	3	2	3,25	13,00
4	3	3	3	4	3,25	13,00
5	5	4	5	5	4,75	19,00
6	3	3	3	2	2,75	11,00
7	4	4	3	5	4,00	16,00
8	3	3	3	3	3,00	12,00
9	3	3	2	3	2,75	11,00
10	5	4	4	4	4,25	17,00
11	5	5	4	5	4,75	19,00
12	3	4	3	4	3,50	14,00
13	4	4	4	4	4,00	16,00
14	2	3	2	4	2,75	11,00
15	4	4	3	4	3,75	15,00
16	4	5	5	4	4,50	18,00
17	4	3	4	5	4,00	16,00
18	2	3	3	3	2,75	11,00
19	2	3	2	2	2,25	9,00
20	3	3	3	3	3,00	12,00
21	5	4	5	5	4,75	19,00
22	5	5	5	5	5,00	20,00
23	3	2	3	2	2,50	10,00
24	3	2	2	4	2,75	11,00
25	4	4	4	4	4,00	16,00
26	3	5	5	4	4,25	17,00
27	4	4	4	4	4,00	16,00
28	4	4	2	4	3,50	14,00
29	4	4	3	4	3,75	15,00
30	4	3	3	4	3,50	14,00
31	3	4	3	4	3,50	14,00
32	3	4	3	5	3,75	15,00
33	4	4	3	3	3,50	14,00
34	2	2	4	4	3,00	12,00
35	4	4	3	3	3,50	14,00
36	4	4	5	3	4,00	16,00
37	4	3	3	5	3,75	15,00
38	5	5	5	5	5,00	20,00
39	3	3	3	4	3,25	13,00

40	2	3	3	3	2,75	11,00
41	5	4	5	5	4,75	19,00
42	5	5	4	4	4,50	18,00
43	5	5	5	4	4,75	19,00
44	2	4	3	3	3,00	12,00
45	4	3	4	4	3,75	15,00
46	4	5	4	4	4,25	17,00
47	4	4	4	4	4,00	16,00
48	3	4	4	4	3,75	15,00
49	2	4	3	2	2,75	11,00
50	4	3	4	3	3,50	14,00
51	2	3	3	3	2,75	11,00
52	3	4	3	3	3,25	13,00
53	4	4	4	3	3,75	15,00
54	4	4	4	4	4,00	16,00
55	2	3	3	3	2,75	11,00
56	3	3	3	3	3,00	12,00
57	4	3	4	4	3,75	15,00
58	3	5	4	3	3,75	15,00
59	4	4	5	5	4,50	18,00
60	4	4	4	3	3,75	15,00
61	3	3	3	3	3,00	12,00
62	4	4	4	4	4,00	16,00
63	5	4	4	4	4,25	17,00
64	4	5	5	5	4,75	19,00
65	4	5	5	5	4,75	19,00
66	5	5	5	5	5,00	20,00
67	4	3	4	3	3,50	14,00
68	5	4	3	4	4,00	16,00
69	3	3	3	3	3,00	12,00
70	4	2	4	3	3,25	13,00
71	4	2	3	3	3,00	12,00
72	4	4	4	4	4,00	16,00
73	4	2	4	2	3,00	12,00
74	3	3	3	3	3,00	12,00
75	5	4	4	3	4,00	16,00
76	4	5	5	3	4,25	17,00
77	3	3	3	3	3,00	12,00
78	2	2	3	3	2,50	10,00
79	4	5	5	3	4,25	17,00

80	2	3	4	3	3,00	12,00
81	4	4	3	5	4,00	16,00
82	4	4	4	5	4,25	17,00
83	3	3	3	3	3,00	12,00
84	5	5	5	5	5,00	20,00
85	3	2	4	3	3,00	12,00
86	5	5	5	5	5,00	20,00
87	3	3	3	3	3,00	12,00
88	5	5	4	4	4,50	18,00
89	4	3	4	4	3,75	15,00
90	3	4	4	5	4,00	16,00
91	5	4	4	4	4,25	17,00
92	4	2	3	3	3,00	12,00
93	3	4	2	3	3,00	12,00
94	5	5	5	5	5,00	20,00
95	2	3	3	3	2,75	11,00
96	4	4	3	4	3,75	15,00
97	3	3	3	3	3,00	12,00
98	3	4	4	4	3,75	15,00
99	3	4	4	3	3,50	14,00
100	4	2	2	3	2,75	11,00
101	4	5	4	5	4,50	18,00
102	4	4	5	5	4,50	18,00
103	5	5	5	5	5,00	20,00
104	5	5	5	5	5,00	20,00
105	2	3	2	3	2,50	10,00
106	4	5	4	5	4,50	18,00
107	4	4	3	4	3,75	15,00
108	3	2	2	4	2,75	11,00
109	4	3	3	2	3,00	12,00
110	2	3	4	3	3,00	12,00
111	5	4	5	5	4,75	19,00
112	3	3	3	3	3,00	12,00
113	4	4	5	3	4,00	16,00
114	4	2	3	3	3,00	12,00
115	2	3	3	2	2,50	10,00
116	5	4	4	3	4,00	16,00
117	4	4	4	3	3,75	15,00
118	5	5	5	5	5,00	20,00
119	5	4	5	5	4,75	19,00

120	4	4	5	3	4,00	16,00
121	4	3	3	4	3,50	14,00
122	5	4	4	4	4,25	17,00
123	3	3	4	5	3,75	15,00
124	3	4	3	2	3,00	12,00
125	5	5	5	5	5,00	20,00
126	4	5	4	3	4,00	16,00
127	4	3	3	4	3,50	14,00
128	4	4	5	4	4,25	17,00
129	4	4	4	4	4,00	16,00
130	3	4	4	4	3,75	15,00
131	3	3	3	3	3,00	12,00
132	4	3	4	3	3,50	14,00
133	4	3	3	3	3,25	13,00
134	2	3	3	4	3,00	12,00
135	5	5	5	5	5,00	20,00
136	5	5	5	5	5,00	20,00
137	5	5	5	4	4,75	19,00
138	4	4	4	4	4,00	16,00
139	2	4	3	3	3,00	12,00
140	4	4	4	5	4,25	17,00
141	3	3	3	3	3,00	12,00
142	3	4	3	3	3,25	13,00
143	5	4	4	5	4,50	18,00
144	3	3	3	2	2,75	11,00
145	3	3	3	3	3,00	12,00
146	3	4	3	5	3,75	15,00
147	4	3	3	4	3,50	14,00
148	3	4	4	3	3,50	14,00
149	3	2	3	3	2,75	11,00
150	2	3	3	4	3,00	12,00

NO	DVC1	DVC2	DVC3	DVC4	R_DVC	T_DVC
1	4	4	4	5	4,25	17,00
2	5	5	4	5	4,75	19,00
3	3	4	3	4	3,50	14,00
4	4	3	4	4	3,75	15,00
5	3	4	3	3	3,25	13,00
6	2	4	2	4	3,00	12,00
7	3	3	3	2	2,75	11,00
8	3	3	4	3	3,25	13,00
9	4	3	4	4	3,75	15,00
10	3	3	2	4	3,00	12,00
11	4	4	3	4	3,75	15,00
12	4	5	5	5	4,75	19,00
13	5	4	5	5	4,75	19,00
14	3	3	2	3	2,75	11,00
15	3	3	4	4	3,50	14,00
16	4	2	3	3	3,00	12,00
17	4	5	4	4	4,25	17,00
18	3	3	5	4	3,75	15,00
19	3	3	4	2	3,00	12,00
20	3	3	4	3	3,25	13,00
21	5	5	4	5	4,75	19,00
22	3	3	3	2	2,75	11,00
23	4	3	4	4	3,75	15,00
24	3	3	4	4	3,50	14,00
25	3	5	4	4	4,00	16,00
26	3	2	3	3	2,75	11,00
27	3	4	5	3	3,75	15,00
28	2	3	3	3	2,75	11,00
29	5	5	4	5	4,75	19,00
30	4	5	5	5	4,75	19,00
31	3	2	4	3	3,00	12,00
32	5	4	5	4	4,50	18,00
33	4	5	5	5	4,75	19,00
34	4	5	5	5	4,75	19,00
35	5	4	5	4	4,50	18,00
36	5	5	5	5	5,00	20,00
37	5	5	4	5	4,75	19,00
38	5	4	4	3	4,00	16,00
39	4	4	4	5	4,25	17,00

40	3	4	3	2	3,00	12,00
41	3	3	3	3	3,00	12,00
42	3	3	3	3	3,00	12,00
43	2	3	3	4	3,00	12,00
44	3	3	3	3	3,00	12,00
45	2	4	3	3	3,00	12,00
46	3	4	3	3	3,25	13,00
47	4	4	4	4	4,00	16,00
48	4	3	3	2	3,00	12,00
49	4	4	4	4	4,00	16,00
50	3	3	3	3	3,00	12,00
51	5	4	5	4	4,50	18,00
52	2	3	3	3	2,75	11,00
53	4	4	4	4	4,00	16,00
54	3	3	3	3	3,00	12,00
55	5	5	5	5	5,00	20,00
56	4	4	4	4	4,00	16,00
57	3	2	3	3	2,75	11,00
58	4	4	3	3	3,50	14,00
59	4	4	3	5	4,00	16,00
60	4	3	2	2	2,75	11,00
61	5	4	4	5	4,50	18,00
62	5	4	5	5	4,75	19,00
63	3	3	4	4	3,50	14,00
64	4	4	4	5	4,25	17,00
65	4	5	5	5	4,75	19,00
66	3	3	3	2	2,75	11,00
67	4	3	4	3	3,50	14,00
68	3	2	3	3	2,75	11,00
69	3	4	3	4	3,50	14,00
70	3	3	3	4	3,25	13,00
71	5	5	4	5	4,75	19,00
72	4	4	3	3	3,50	14,00
73	3	3	3	3	3,00	12,00
74	5	5	4	5	4,75	19,00
75	4	4	4	5	4,25	17,00
76	5	5	5	5	5,00	20,00
77	5	4	5	5	4,75	19,00
78	4	5	5	4	4,50	18,00
79	5	5	5	5	5,00	20,00

80	4	3	4	4	3,75	15,00
81	4	4	3	3	3,50	14,00
82	3	3	4	5	3,75	15,00
83	5	4	5	4	4,50	18,00
84	4	5	4	5	4,50	18,00
85	3	5	5	5	4,50	18,00
86	4	4	3	4	3,75	15,00
87	5	4	5	3	4,25	17,00
88	3	4	3	3	3,25	13,00
89	4	4	5	5	4,50	18,00
90	3	2	3	4	3,00	12,00
91	3	3	3	2	2,75	11,00
92	5	5	5	5	5,00	20,00
93	3	4	3	3	3,25	13,00
94	3	2	2	3	2,50	10,00
95	4	4	5	4	4,25	17,00
96	4	3	4	3	3,50	14,00
97	4	3	4	5	4,00	16,00
98	3	3	4	2	3,00	12,00
99	5	4	4	5	4,50	18,00
100	4	3	4	4	3,75	15,00
101	4	4	3	3	3,50	14,00
102	4	4	4	3	3,75	15,00
103	5	4	4	5	4,50	18,00
104	3	3	2	3	2,75	11,00
105	3	2	3	3	2,75	11,00
106	4	5	4	5	4,50	18,00
107	4	5	3	4	4,00	16,00
108	3	2	4	4	3,25	13,00
109	4	3	4	3	3,50	14,00
110	4	5	4	4	4,25	17,00
111	3	2	2	3	2,50	10,00
112	3	4	4	4	3,75	15,00
113	5	5	4	5	4,75	19,00
114	2	3	3	2	2,50	10,00
115	4	4	3	3	3,50	14,00
116	5	4	5	5	4,75	19,00
117	4	4	5	4	4,25	17,00
118	5	5	5	5	5,00	20,00
119	4	3	5	4	4,00	16,00

120	3	3	3	3	3,00	12,00
121	4	5	5	4	4,50	18,00
122	3	4	4	3	3,50	14,00
123	3	3	4	4	3,50	14,00
124	4	5	4	3	4,00	16,00
125	5	5	5	5	5,00	20,00
126	3	3	3	3	3,00	12,00
127	4	3	3	3	3,25	13,00
128	5	5	5	4	4,75	19,00
129	5	5	5	5	5,00	20,00
130	3	4	3	2	3,00	12,00
131	4	2	4	3	3,25	13,00
132	4	3	4	3	3,50	14,00
133	4	4	4	4	4,00	16,00
134	2	3	3	4	3,00	12,00
135	3	2	4	3	3,00	12,00
136	4	3	3	3	3,25	13,00
137	4	4	5	4	4,25	17,00
138	5	4	4	3	4,00	16,00
139	3	2	4	3	3,00	12,00
140	5	5	5	5	5,00	20,00
141	5	5	5	5	5,00	20,00
142	3	3	4	5	3,75	15,00
143	4	4	3	5	4,00	16,00
144	4	4	4	4	4,00	16,00
145	4	3	3	4	3,50	14,00
146	3	2	3	2	2,50	10,00
147	3	3	3	2	2,75	11,00
148	4	4	4	5	4,25	17,00
149	4	5	5	5	4,75	19,00
150	4	2	4	2	3,00	12,00

NO	DII1	DII2	DII3	DII4	R_DII	T_DII
1	3	3	3	2	2,75	11,00
2	5	5	5	5	5,00	20,00
3	4	3	4	3	3,50	14,00
4	4	3	2	3	3,00	12,00
5	4	5	4	4	4,25	17,00
6	3	2	2	3	2,50	10,00
7	4	4	3	4	3,75	15,00
8	4	2	3	4	3,25	13,00
9	4	3	3	4	3,50	14,00
10	2	3	4	3	3,00	12,00
11	4	4	4	4	4,00	16,00
12	4	5	3	3	3,75	15,00
13	5	4	4	5	4,50	18,00
14	4	3	3	3	3,25	13,00
15	4	4	5	3	4,00	16,00
16	4	3	4	4	3,75	15,00
17	4	4	4	4	4,00	16,00
18	4	5	4	4	4,25	17,00
19	2	3	3	3	2,75	11,00
20	4	5	4	4	4,25	17,00
21	5	4	4	4	4,25	17,00
22	4	3	4	3	3,50	14,00
23	3	3	3	3	3,00	12,00
24	3	3	4	2	3,00	12,00
25	4	3	4	5	4,00	16,00
26	4	4	4	4	4,00	16,00
27	4	3	3	4	3,50	14,00
28	3	3	2	2	2,50	10,00
29	5	4	5	5	4,75	19,00
30	4	5	5	4	4,50	18,00
31	3	4	5	4	4,00	16,00
32	4	5	3	3	3,75	15,00
33	5	5	5	5	5,00	20,00
34	3	4	4	5	4,00	16,00
35	5	3	4	4	4,00	16,00
36	4	4	4	5	4,25	17,00
37	4	4	4	4	4,00	16,00
38	4	4	4	4	4,00	16,00
39	5	4	5	4	4,50	18,00

40	3	3	2	2	2,50	10,00
41	4	3	4	3	3,50	14,00
42	3	4	3	3	3,25	13,00
43	4	3	4	4	3,75	15,00
44	4	3	3	3	3,25	13,00
45	4	4	4	4	4,00	16,00
46	2	4	3	4	3,25	13,00
47	5	4	5	4	4,50	18,00
48	2	3	2	3	2,50	10,00
49	3	3	3	4	3,25	13,00
50	4	3	4	3	3,50	14,00
51	2	3	3	4	3,00	12,00
52	4	2	3	4	3,25	13,00
53	3	4	4	4	3,75	15,00
54	3	4	3	3	3,25	13,00
55	4	4	5	4	4,25	17,00
56	5	4	4	4	4,25	17,00
57	4	4	4	5	4,25	17,00
58	4	4	3	3	3,50	14,00
59	4	4	4	4	4,00	16,00
60	3	4	4	2	3,25	13,00
61	4	4	4	5	4,25	17,00
62	4	3	4	4	3,75	15,00
63	4	4	4	3	3,75	15,00
64	3	5	4	4	4,00	16,00
65	5	4	4	5	4,50	18,00
66	3	3	5	4	3,75	15,00
67	4	4	5	5	4,50	18,00
68	3	2	3	4	3,00	12,00
69	4	4	3	3	3,50	14,00
70	3	4	4	3	3,50	14,00
71	4	4	5	5	4,50	18,00
72	4	4	4	4	4,00	16,00
73	3	3	3	2	2,75	11,00
74	5	3	5	4	4,25	17,00
75	4	4	4	4	4,00	16,00
76	4	4	4	3	3,75	15,00
77	4	3	5	4	4,00	16,00
78	3	3	3	2	2,75	11,00
79	4	4	4	3	3,75	15,00

80	3	4	4	4	3,75	15,00
81	3	4	4	3	3,50	14,00
82	4	4	3	3	3,50	14,00
83	4	4	3	3	3,50	14,00
84	5	5	4	5	4,75	19,00
85	3	4	2	3	3,00	12,00
86	4	4	5	4	4,25	17,00
87	2	4	3	3	3,00	12,00
88	3	3	3	2	2,75	11,00
89	4	4	4	3	3,75	15,00
90	4	4	3	3	3,50	14,00
91	4	4	4	5	4,25	17,00
92	3	3	4	3	3,25	13,00
93	3	2	3	3	2,75	11,00
94	3	4	5	4	4,00	16,00
95	4	4	5	4	4,25	17,00
96	3	4	4	4	3,75	15,00
97	3	4	4	5	4,00	16,00
98	3	3	4	5	3,75	15,00
99	4	4	4	5	4,25	17,00
100	3	3	3	3	3,00	12,00
101	3	4	3	2	3,00	12,00
102	4	5	5	3	4,25	17,00
103	4	4	3	5	4,00	16,00
104	5	5	4	4	4,50	18,00
105	4	3	3	3	3,25	13,00
106	4	4	4	5	4,25	17,00
107	5	4	5	4	4,50	18,00
108	4	4	4	5	4,25	17,00
109	3	3	3	2	2,75	11,00
110	4	3	4	4	3,75	15,00
111	5	4	4	4	4,25	17,00
112	3	3	3	4	3,25	13,00
113	4	3	3	3	3,25	13,00
114	2	3	3	3	2,75	11,00
115	3	4	3	3	3,25	13,00
116	4	4	4	4	4,00	16,00
117	4	4	5	4	4,25	17,00
118	4	4	4	4	4,00	16,00
119	4	4	4	3	3,75	15,00

120	3	4	4	4	3,75	15,00
121	4	4	5	4	4,25	17,00
122	4	4	5	5	4,50	18,00
123	5	3	3	5	4,00	16,00
124	3	3	2	3	2,75	11,00
125	5	4	5	5	4,75	19,00
126	5	4	4	4	4,25	17,00
127	4	5	3	4	4,00	16,00
128	5	5	4	4	4,50	18,00
129	5	3	3	4	3,75	15,00
130	5	4	4	5	4,50	18,00
131	3	3	3	4	3,25	13,00
132	5	4	3	4	4,00	16,00
133	5	4	5	5	4,75	19,00
134	3	3	4	3	3,25	13,00
135	4	5	4	4	4,25	17,00
136	4	4	4	4	4,00	16,00
137	4	5	5	5	4,75	19,00
138	4	4	4	4	4,00	16,00
139	4	3	3	3	3,25	13,00
140	4	5	4	4	4,25	17,00
141	3	5	4	4	4,00	16,00
142	5	5	4	4	4,50	18,00
143	4	3	4	3	3,50	14,00
144	5	3	3	5	4,00	16,00
145	4	3	4	4	3,75	15,00
146	3	4	4	4	3,75	15,00
147	3	4	3	4	3,50	14,00
148	3	3	3	4	3,25	13,00
149	5	4	4	4	4,25	17,00
150	3	2	3	3	2,75	11,00

Appendix 5: Data Analysis Results

APPENDIX RESULTS OF DESCRIPTIVE STATISTICAL ANALYSIS

Descriptive Statistics									
	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
						Statistic	Std. Error	Statistic	Std. Error
R_BE	150	2,25	5,00	3,6850	,74435	,111	,198	-1,156	,394
R_BTR	150	2,25	5,00	3,6900	,72796	,241	,198	-,995	,394
R_DVC	150	2,50	5,00	3,7683	,74247	,108	,198	-1,251	,394
R_DII	150	2,50	5,00	3,7567	,58214	-,265	,198	-,633	,394
Valid N (listwise)	150								

APPENDIX FREQUENCY DISTRIBUTION TEST RESULTS

Boycott Exposure

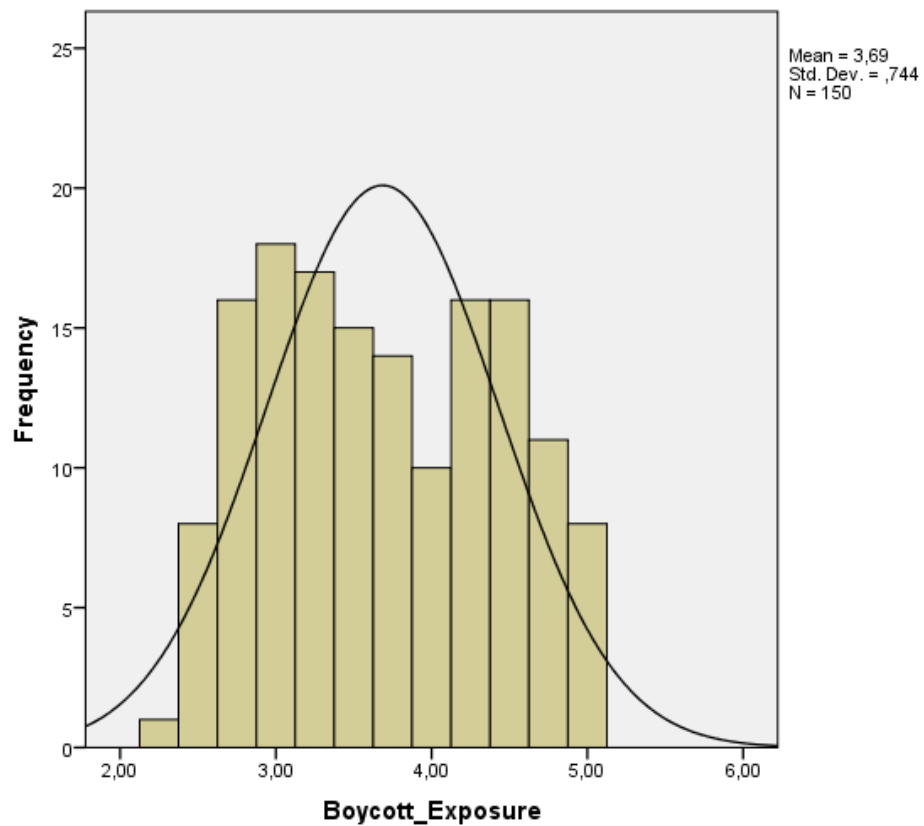
BE1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	10	6,7	6,7	6,7
	3,00	56	37,3	37,3	44,0
	4,00	52	34,7	34,7	78,7
	5,00	32	21,3	21,3	100,0
	Total	150	100,0	100,0	

BE2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	14	9,3	9,3	9,3
	3,00	54	36,0	36,0	45,3
	4,00	54	36,0	36,0	81,3
	5,00	28	18,7	18,7	100,0
	Total	150	100,0	100,0	

BE3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	13	8,7	8,7	8,7

	3,00	58	38,7	38,7	47,3
	4,00	46	30,7	30,7	78,0
	5,00	33	22,0	22,0	100,0
	Total	150	100,0	100,0	

BE4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	14	9,3	9,3	9,3
	3,00	47	31,3	31,3	40,7
	4,00	54	36,0	36,0	76,7
	5,00	35	23,3	23,3	100,0
	Total	150	100,0	100,0	



Brand Trust Recovery

BTR1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	18	12,0	12,0	12,0
	3,00	41	27,3	27,3	39,3
	4,00	61	40,7	40,7	80,0
	5,00	30	20,0	20,0	100,0
	Total	150	100,0	100,0	

BTR2

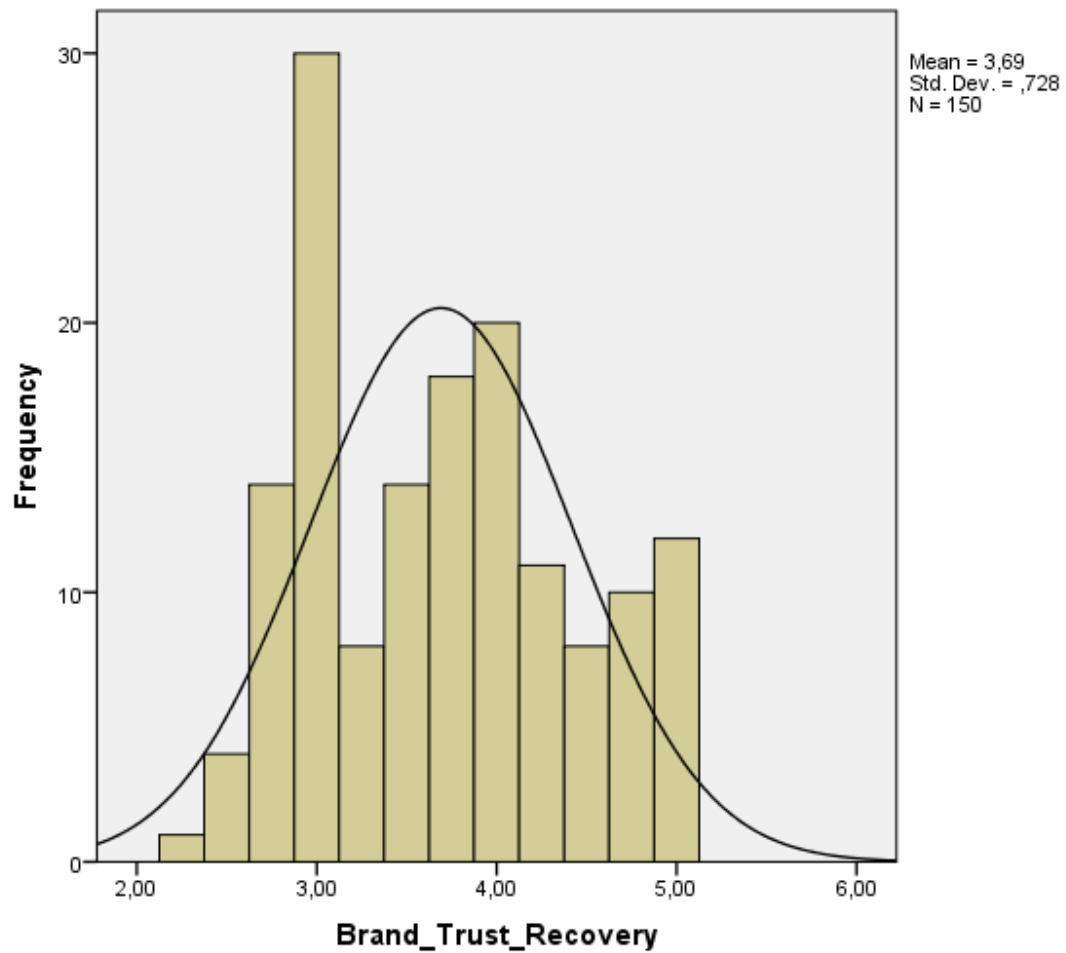
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	13	8,7	8,7	8,7
	3,00	49	32,7	32,7	41,3
	4,00	60	40,0	40,0	81,3
	5,00	28	18,7	18,7	100,0
	Total	150	100,0	100,0	

BTR3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	9	6,0	6,0	6,0
	3,00	61	40,7	40,7	46,7
	4,00	49	32,7	32,7	79,3
	5,00	31	20,7	20,7	100,0
	Total	150	100,0	100,0	

BTR4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	11	7,3	7,3	7,3
	3,00	57	38,0	38,0	45,3
	4,00	47	31,3	31,3	76,7
	5,00	35	23,3	23,3	100,0
	Total	150	100,0	100,0	



Digital Voucher Campaigns

DVC1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	7	4,7	4,7	4,7
	3,00	53	35,3	35,3	40,0
	4,00	58	38,7	38,7	78,7
	5,00	32	21,3	21,3	100,0
	Total	150	100,0	100,0	

DVC2

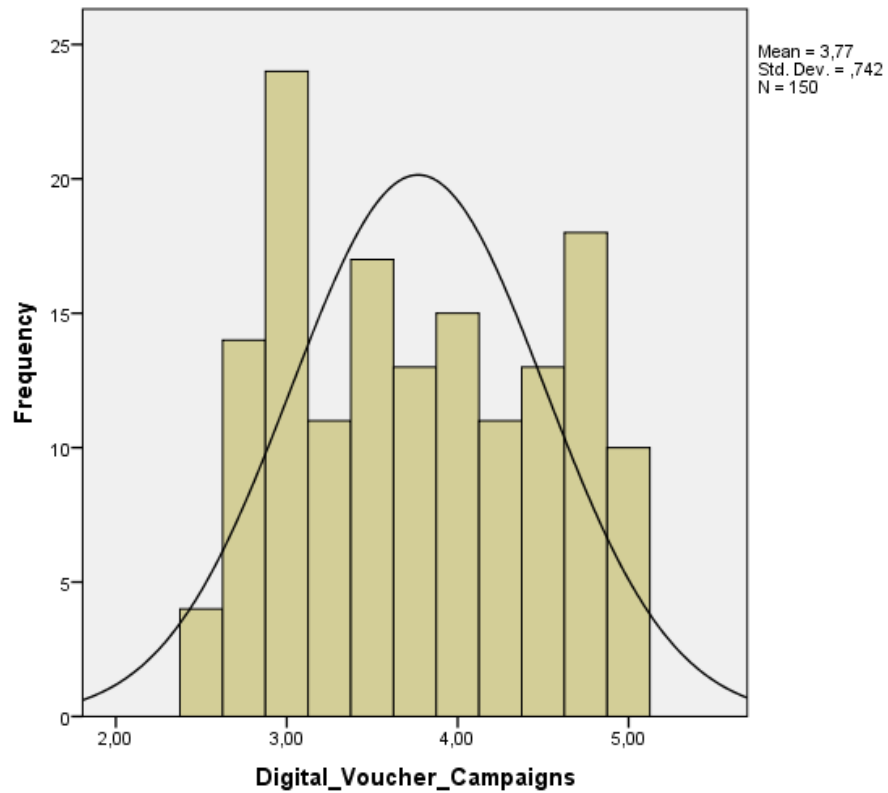
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	15	10,0	10,0	10,0
	3,00	49	32,7	32,7	42,7
	4,00	52	34,7	34,7	77,3
	5,00	34	22,7	22,7	100,0
	Total	150	100,0	100,0	

DVC3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	7	4,7	4,7	4,7
	3,00	49	32,7	32,7	37,3
	4,00	58	38,7	38,7	76,0
	5,00	36	24,0	24,0	100,0
	Total	150	100,0	100,0	

DVC4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	14	9,3	9,3	9,3
	3,00	48	32,0	32,0	41,3
	4,00	44	29,3	29,3	70,7
	5,00	44	29,3	29,3	100,0
	Total	150	100,0	100,0	



Dine In Intention

DII1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	7	4,7	4,7	4,7
	3,00	43	28,7	28,7	33,3
	4,00	74	49,3	49,3	82,7
	5,00	26	17,3	17,3	100,0
	Total	150	100,0	100,0	

DII2

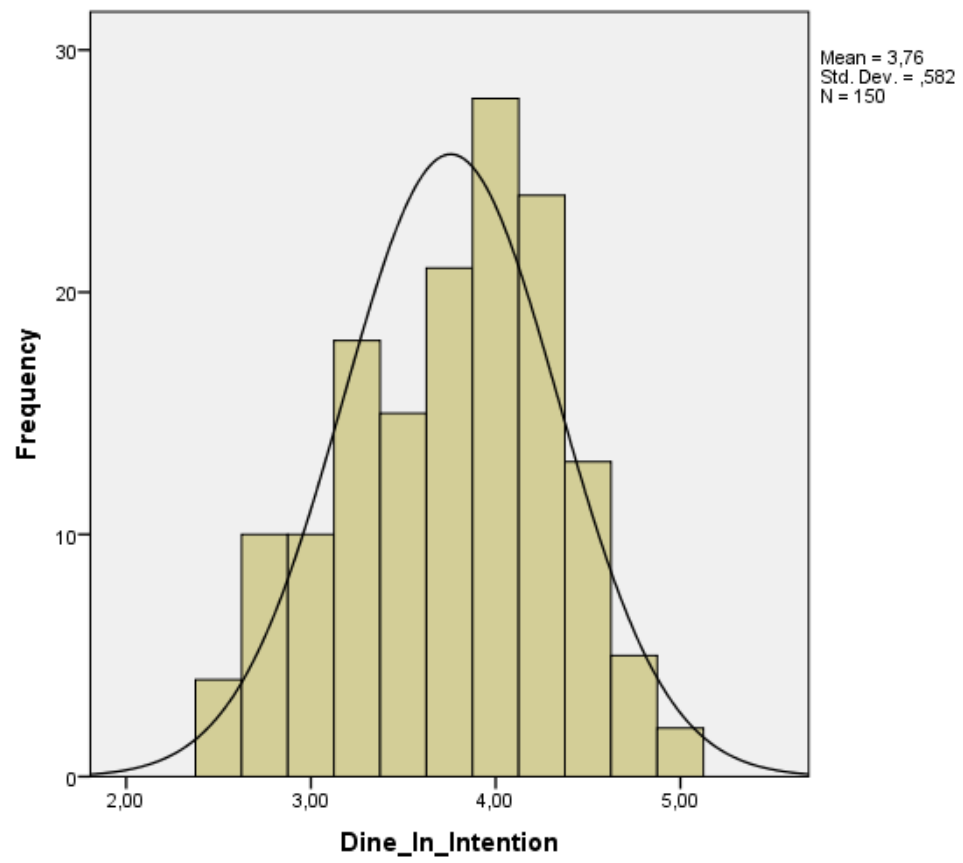
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	6	4,0	4,0	4,0
	3,00	49	32,7	32,7	36,7
	4,00	76	50,7	50,7	87,3
	5,00	19	12,7	12,7	100,0
	Total	150	100,0	100,0	

DII3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	7	4,7	4,7	4,7
	3,00	47	31,3	31,3	36,0
	4,00	71	47,3	47,3	83,3
	5,00	25	16,7	16,7	100,0
	Total	150	100,0	100,0	

DII4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	10	6,7	6,7	6,7
	3,00	44	29,3	29,3	36,0
	4,00	69	46,0	46,0	82,0
	5,00	27	18,0	18,0	100,0
	Total	150	100,0	100,0	



APPENDIX
PRE-TEST RESULTS (N = 30)

Boycott Exposure
Correlations

		BE1	BE2	BE3	BE4	T_BE
BE1	Pearson Correlation	1	,841**	,726**	,880**	,932**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	30	30	30	30	30
BE2	Pearson Correlation	,841**	1	,758**	,831**	,931**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	30	30	30	30	30
BE3	Pearson Correlation	,726**	,758**	1	,791**	,884**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	30	30	30	30	30
BE4	Pearson Correlation	,880**	,831**	,791**	1	,947**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	30	30	30	30	30
T_BE	Pearson Correlation	,932**	,931**	,884**	,947**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Brand Trust Recovery
Correlations

		BTR1	BTR2	BTR3	BTR4	T_BTR
BTR1	Pearson Correlation	1	,946**	,727**	,767**	,948**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	30	30	30	30	30
BTR2	Pearson Correlation	,946**	1	,762**	,796**	,965**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	30	30	30	30	30
BTR3	Pearson Correlation	,727**	,762**	1	,583**	,853**
	Sig. (2-tailed)	,000	,000		,001	,000
	N	30	30	30	30	30
BTR4	Pearson Correlation	,767**	,796**	,583**	1	,861**
	Sig. (2-tailed)	,000	,000	,001		,000
	N	30	30	30	30	30
T_BTR	Pearson Correlation	,948**	,965**	,853**	,861**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Digital Voucher Campaigns Correlations

		DVC1	DVC2	DVC3	DVC4	T_DVC
DVC1	Pearson Correlation	1	,614**	,614**	,523**	,776**
	Sig. (2-tailed)		,000	,000	,003	,000
	N	30	30	30	30	30
DVC2	Pearson Correlation	,614**	1	1,000**	,745**	,958**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	30	30	30	30	30
DVC3	Pearson Correlation	,614**	1,000**	1	,745**	,958**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	30	30	30	30	30
DVC4	Pearson Correlation	,523**	,745**	,745**	1	,840**
	Sig. (2-tailed)	,003	,000	,000		,000
	N	30	30	30	30	30
T_DVC	Pearson Correlation	,776**	,958**	,958**	,840**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Dine In Intention Correlations

		DII1	DII2	DII3	DII4	T_DII
DII1	Pearson Correlation	1	,577**	,583**	,627**	,838**
	Sig. (2-tailed)		,001	,001	,000	,000
	N	30	30	30	30	30
DII2	Pearson Correlation	,577**	1	,577**	,665**	,849**
	Sig. (2-tailed)	,001		,001	,000	,000
	N	30	30	30	30	30
DII3	Pearson Correlation	,583**	,577**	1	,491**	,797**
	Sig. (2-tailed)	,001	,001		,006	,000
	N	30	30	30	30	30
DII4	Pearson Correlation	,627**	,665**	,491**	1	,839**
	Sig. (2-tailed)	,000	,000	,006		,000
	N	30	30	30	30	30
T_DII	Pearson Correlation	,838**	,849**	,797**	,839**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Boycott Exposure

Reliability Statistics

Cronbach's	
Alpha	N of Items
,942	4

Brand Trust Recovery

Reliability Statistics

Cronbach's	
Alpha	N of Items
,926	4

Digital Voucher Campaigns

Reliability Statistics

Cronbach's	
Alpha	N of Items
,907	4

Dine In Intention

Reliability Statistics

Cronbach's	
Alpha	N of Items
,850	4

APPENDIX
MAIN-STUDY VALIDITY AND RELIABILITY TEST RESULTS (N = 150)

VALIDITY
Boycott Exposure (BE)
Correlations

		BE1	BE2	BE3	BE4	T BE
BE1	Pearson Correlation	1	,489**	,599**	,580**	,807**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	150	150	150	150	150
BE2	Pearson Correlation	,489**	1	,620**	,501**	,791**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	150	150	150	150	150
BE3	Pearson Correlation	,599**	,620**	1	,636**	,868**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	150	150	150	150	150
BE4	Pearson Correlation	,580**	,501**	,636**	1	,828**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	150	150	150	150	150
T_BE	Pearson Correlation	,807**	,791**	,868**	,828**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

Brand Trust Recovery (BTR)

Correlations

		BTR1	BTR2	BTR3	BTR4	T_BTR
BTR1	Pearson Correlation	1	,531**	,607**	,511**	,819**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	150	150	150	150	150
BTR2	Pearson Correlation	,531**	1	,634**	,508**	,818**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	150	150	150	150	150
BTR3	Pearson Correlation	,607**	,634**	1	,500**	,839**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	150	150	150	150	150
BTR4	Pearson Correlation	,511**	,508**	,500**	1	,777**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	150	150	150	150	150
T_BTR	Pearson Correlation	,819**	,818**	,839**	,777**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

Digital Voucher Campaigns (DVC)

Correlations

		DVC1	DVC2	DVC3	DVC4	T DVC
DVC1	Pearson Correlation	1	,579**	,608**	,555**	,821**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	150	150	150	150	150
DVC2	Pearson Correlation	,579**	1	,523**	,609**	,827**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	150	150	150	150	150
DVC3	Pearson Correlation	,608**	,523**	1	,577**	,812**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	150	150	150	150	150
DVC4	Pearson Correlation	,555**	,609**	,577**	1	,841**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	150	150	150	150	150
T_DVC	Pearson Correlation	,821**	,827**	,812**	,841**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

Dine In Intention (DII)

Correlations

		DII1	DII2	DII3	DII4	T DII
DII1	Pearson Correlation	1	,320**	,413**	,462**	,739**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	150	150	150	150	150
DII2	Pearson Correlation	,320**	1	,431**	,317**	,680**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	150	150	150	150	150
DII3	Pearson Correlation	,413**	,431**	1	,488**	,784**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	150	150	150	150	150
DII4	Pearson Correlation	,462**	,317**	,488**	1	,774**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	150	150	150	150	150
T_DII	Pearson Correlation	,739**	,680**	,784**	,774**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

RELIABILITY

Boycott Exposure (BE)

Reliability Statistics

Cronbach's Alpha	N of Items
,842	4

Brand Trust Recovery (BTR)

Reliability Statistics

Cronbach's Alpha	N of Items
,829	4

Digital Voucher Campaigns (DVC)

Reliability Statistics

Cronbach's Alpha	N of Items
,843	4

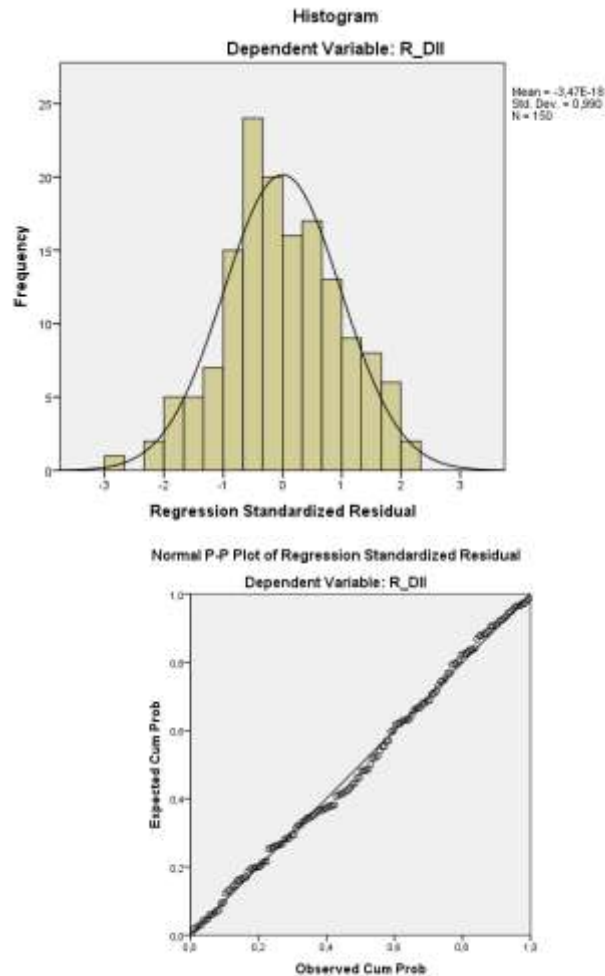
Dine In Intention (DII)

Reliability Statistics

Cronbach's Alpha	N of Items
,732	4

APPENDIX RESULTS OF THE CLASSICAL ASSUMPTION TEST

Normality Test



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,43944109
Most Extreme Differences	Absolute	,046
	Positive	,046
	Negative	-,033
Test Statistic		,046
Asymp. Sig. (2-tailed)		,200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Multicollinearity Test

Coefficients ^a		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	R_BE	,996	1,004
	R_BTR	,995	1,005
	R_DVC	,998	1,002

a. Dependent Variable: R_DII

Heteroscedasticity Test

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	,539	,184		2,933	,004
	R_BE	-,017	,028	-,048	-,590	,556
	R_BTR	-,047	,029	-,133	-1,625	,106
	R_DVC	,014	,028	,039	,480	,632

a. Dependent Variable: ABS_RES

APPENDIX MULTIPLE REGRESSION TEST RESULTS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,656 ^a	,430	,418	,44393

a. Predictors: (Constant), R_DVC, R_BE, R_BTR

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21,720	3	7,240	36,737	,000 ^b
	Residual	28,773	146	,197		
	Total	50,493	149			

a. Dependent Variable: R_DII

b. Predictors: (Constant), R_DVC, R_BE, R_BTR

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,430	,319		1,348	,180
	R_BE	,298	,049	,381	6,090	,000
	R_BTR	,280	,050	,350	5,584	,000
	R_DVC	,317	,049	,405	6,472	,000

a. Dependent Variable: R_DII