

DAFTAR GAMBAR

Gambar 1. 1 Logo McDonald's	1
Gambar 1. 2 Laporan Laba Rugi McDonald's Tahun 2023-2024.....	10
Gambar 1. 3 Rating Aplikasi McDonald's	15
Gambar 1. 4 Review Konsumen terkait Intention to Participate in Attitude toward Religious	16
Gambar 2. 1 Kerangka Pemikiran	54
Gambar 3. 1 Tahapan Penelitian	66
Gambar 3. 2 Parameter Garis Kontinum	76
Gambar 4. 1 Karakteristik Responden Berdasarkan Domisili	82
Gambar 4. 2 Karakteristik Responden Berdasarkan Jenis Kelamin	83
Gambar 4. 3 Karakteristik Responden Berdasarkan Usia.....	84
Gambar 4. 4 Karakteristik Responden Berdasarkan Pekerjaan	85
Gambar 4. 5 Garis Kontinum Variabel Perceived Success Likelihood	93
Gambar 4. 6 Garis Kontinum Variabel Intention to Participate in Religious Boycott.....	100
Gambar 4. 7 Garis Kontinum Variabel Attitude Toward Religious Boycott	107
Gambar 4. 8 Outer Model Structural Equation Modelling.....	108
Gambar 4. 9 Path Diagram Inner Model (Bootstrapping).....	115
Gambar 4. 10 R-Square.....	116