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The Influence of Richeese Customer Preferences on Buying Interest in KFC Which Was Boycotted in Indonesia

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Abstract: *This study aims to analyze the influence of the Richese brand on the dynamics of the KFC boycott in Indonesia, which was triggered by various social and economic factors. The boycott against KFC emerged in response to public reactions to certain issues, during which some consumeSrs switched to other brands that were perceived to align more with their values. One such alternative brand was Richese, which offers similar products in the fast-food category. This research utilized surveys and social media analysis to measure consumer preferences, brand awareness, and the impact on KFC's sales. The results indicate that the Richese brand experienced a significant rise in popularity during the boycott period, particularly among younger consumers. However, the KFC boycott did not have a lasting impact on KFC's market position in Indonesia, although it did create opportunities for local brands like Richese to expand their market share. The study concludes that boycotts offer alternative brands a chance to capture consumer attention, but the long-term impact depends on other factors such as brand loyalty and product quality.*

INTRODUCTION

Boycotts as a form of collective action often arise in response to social, political, or economic issues that are perceived to violate certain values. In the digital era, boycotts can quickly gain momentum and widespread support through social media, allowing consumers to participate in such movements. One notable case for analysis is the boycott of KFC in Indonesia, triggered by consumer reactions to specific issues. In the context of this boycott, some consumers opted to switch to alternative brands that were perceived to align more closely with their values or preferences.One brand that gained attention during this boycott was Richese, a local brand also operating in the fast-food sector. By offering products like fried chicken with unique local flavors, Richese managed to capture the interest of consumers, particularly those involved in the KFC boycott. The rise in Richese's popularity during this boycott period raises an important question: to what extent did the KFC boycott influence consumer preferences, and how did Richese capitalize on this situation to expand its market share?

market position and how Richese, as a local alternative, played a role in shifting consumer preferences. Through a qualitative and quantitative approach, this research examines consumer

behavior patterns during the boycott period, brand awareness levels, and shifts in consumer loyalty from KFC to Richese.This study is important because boycotts not only affect the targeted companies but also create opportunities for other brands to increase their visibility. Therefore, analyzing this boycott case can provide deeper insights into marketing strategies during crises and the role played by local brands in responding to market changes.

LITERATURE REVIEW

In the context of international, reputable journal research, food quality is defined as the composite attribute of food that encompasses its nutritional value, safety, and overall acceptability to consumers, encompassing both intrinsic characteristics such as flavor, texture, and appearance, as well as extrinsic factors like origin, handling, and processing methods.

Food quality is a critical dimension in international research that encompasses various attributes influencing consumer perceptions and choices, particularly in the context of food safety and regulatory frameworks. The dimensions of food quality include sensory attributes such as taste, texture, and aroma, which directly affect consumer satisfaction and preference. Additionally, nutritional quality plays a significant role, as consumers increasingly seek foods that contribute positively to their health. Safety is another essential dimension, where compliance with food safety standards and regulations is paramount to prevent foodborne illnesses and ensure public health. Recent studies, such as those conducted within the MoniQA network, highlight the socio-economic implications of food quality regulations, emphasizing the need for effective monitoring and control strategies that balance consumer protection with industry viability. These studies demonstrate that understanding the multifaceted nature of food quality can lead to better regulatory practices and enhanced consumer trust in food systems globally, thereby influencing policy decisions at various levels from local to international standards.(Mazzocchi et al. 2009).

Customer perceived value (CPV) is a customer's subjective evaluation of a product or service's merits and its ability to meet their needs and expectations, particularly in comparison with its peers. This concept is pivotal in marketing as it influences demand and pricing, with customers willing to pay a premium for products they perceive as valuable. The perceived value is determined by the relationship between the customer's perceived benefits and costs, encompassing physical, logical, and emotional benefits. For instance, a product may offer functional value by solving a problem, social value by enhancing social status, and psychological value by providing emotional satisfaction. Understanding and enhancing CPV through strategies such as unique value propositions, premium pricing, and emphasizing brand reputation can significantly impact customer satisfaction and loyalty, ultimately driving business success (Sukati 2019).

Customer perceived value (CPV) is a multifaceted concept that has been extensively studied in international research, particularly in marketing literature. It encompasses various dimensions that influence customer behavior and satisfaction. Historically, researchers have categorized CPV into several key dimensions, including functional value, which pertains to the practical benefits a product or service provides; monetary value, focusing on the price relative to perceived worth; social value, highlighting the product's ability to facilitate social connections or enhance social status; and psychological value, emphasizing emotional and psychological benefits derived from using a product or service. Additionally, other dimensions such as emotional value, novelty value, and value for money have been identified, each contributing to a comprehensive understanding of CPV. For instance, functional value ensures the product meets customer needs, while social value enhances social standing. Understanding these dimensions is crucial for businesses seeking to

enhance customer satisfaction and loyalty, as it allows them to tailor their offerings to meet specific customer expectations and deliver value that resonates with their target audience..

The influence of food quality on customer perceived value is a critical area of research in the hospitality and restaurant industry, as highlighted by various studies. Food quality encompasses several factors, including taste, freshness, nutritional value, and presentation, which customers use to evaluate their dining experience. Research indicates that high food quality significantly enhances customer perceived value, as it directly correlates with customer satisfaction and loyalty. For instance, a study published in the British Food Journal found that food quality is a primary determinant of customer perceived value in fast-food restaurants, suggesting that customers are more likely to perceive greater value when they receive high-quality food. This relationship underscores the importance of food

quality in shaping customer expectations and experiences, ultimately influencing their behavioral intentions and repeat patronage. Therefore, restaurateurs must prioritize food quality to enhance customer perceived value and maintain a competitive edge in the market.(Slack et al. 2021).

H1: Menurut uraian diatas kami mengajukan hipotesis bahwasanya foof quality berpengaruh positif terhadap customer perceived value.

2.2 FOOD QUALITY AND REPURCHASE INTENTION

In the context of international, reputable journal research, food quality is defined as the composite attribute of food that encompasses its nutritional value, safety, and overall acceptability to consumers, encompassing both intrinsic characteristics such as flavor, texture, and appearance, as well as extrinsic factors like origin, handling, and processing methods.

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Repurchase intention refers to a customer's willingness to buy a product or service again after their initial purchase, reflecting their satisfaction and loyalty towards a brand. This concept is crucial in understanding consumer behavior, as it indicates the likelihood of repeat purchases, which are essential for a company's long-term profitability and success. Research has shown that repurchase intention is influenced by several factors, including the perceived quality of the product, customer satisfaction, brand loyalty, and emotional connections formed during the initial purchase experience. When customers feel that their expectations have been met or exceeded, they are more inclined to choose the same brand in the future, thereby establishing a cycle of loyalty that benefits both the customer and the business. Understanding repurchase intention allows companies to develop effective marketing strategies aimed at enhancing customer

satisfaction and fostering brand loyalty, ultimately driving sustained growth and competitive advantage in the marketplace (Aquinia and Soliha 2020).

Repurchase intention, a crucial concept in marketing research, is influenced by several key dimensions that have been extensively studied in international reputable studies. These dimensions include brand awareness, which refers to the ability of consumers to recognize or recall a brand, but research has shown that it does not always positively influence repurchase intention. Instead, it can sometimes negatively affect it, as seen in the study by Aquinia and Soliha (2020), where brand awareness was found to have a negative effect on repurchase intention. Perceived quality is another significant dimension, reflecting the consumer's perception of the overall quality or excellence of a product or service. High perceived quality is associated with long-term customer satisfaction and loyalty, making it a positive influencer of repurchase intention. Brand association involves the memories, feelings, and attitudes linked to a brand, which can influence the purchase process by creating a favorable atmosphere. However, the study by Aquinia and Soliha suggested that brand association does not significantly affect repurchase intention. Lastly, brand loyalty is a measure of the consumer's relationship with a brand, indicating whether or not a consumer may switch to another brand offered by a competitor. Brand loyalty positively affects repurchase intention, as loyal customers are more confident in their choices and less likely to switch brands (Aaker, 2008; Kalesaran et al., 2019). These dimensions collectively contribute to a comprehensive understanding of repurchase intention, highlighting the importance of tailored marketing strategies to enhance customer loyalty and repeat purchases.

According to the reputable journal study, food quality significantly influences repurchase intention among customers at hot plate restaurants. The research indicates that when consumers perceive the food quality to be high, their satisfaction increases, which in turn enhances their likelihood of returning to the restaurant. This positive relationship suggests that maintaining and improving food quality is essential for restaurants aiming to foster customer loyalty and encourage repeat visits. The findings emphasize that a focus on delivering exceptional food can lead to a stronger connection with customers, ultimately driving their intention to repurchase.(Hidayat, Bismo, and Basri 2020).

H2: Menurut uraian diatas kami mengajukan hipotesis bahwasanya food quality berpengaruh positif terhadap repurchase intention.

2.3 FOOD QUALITY AND CUSTOMER COMMITMENT

Customer commitment is a multifaceted construct that reflects the emotional, normative, and calculative dimensions of a customer's relationship with an organization, particularly in the context of service marketing. Affective commitment pertains to the emotional attachment and identification a customer feels towards a brand or service provider, fostering loyalty through positive feelings and experiences. Normative commitment involves a sense of obligation or moral duty to maintain the relationship, often influenced by social norms and personal values. Calculative commitment, on the other hand, is rooted in the perceived costs associated with switching providers, which can deter customers from leaving despite their satisfaction levels. Together, these dimensions underscore the importance of understanding customer commitment as a vital factor influencing customer loyalty and retention in competitive markets, particularly within sectors such as banking and services where emotional connections and perceived value play crucial roles in consumer behavior.(Khraiwish et al. 2022).

Customer commitment is a multifaceted construct in the context of service marketing, comprising three primary dimensions: affective, normative, and calculative commitment. Affective commitment refers to the emotional attachment and identification a customer feels

towards a service provider, fostering loyalty through positive feelings and experiences. Normative commitment involves a sense of moral obligation or duty to maintain the relationship, often influenced by social norms and personal values. Calculative commitment, on the other hand, is rooted in the perceived costs associated with switching providers, which can deter customers from leaving despite their satisfaction levels. These dimensions collectively underscore the importance of understanding customer commitment in influencing customer loyalty, particularly in competitive markets such as the banking sector. For instance, a study in the International Journal of Data and Network Science (2022) demonstrated that affective commitment has a positive impact on customer loyalty, followed by normative commitment, and then calculative commitment. Moreover, the study showed that the influence of these commitment dimensions on loyalty is moderated by e-service quality, highlighting the significance of high-quality services in enhancing customer retention and commitment in the banking sector in Jordan.

The research indicates that food quality significantly influences customer commitment, as it directly affects customer satisfaction and trust. When customers perceive the quality of food to be high, it enhances their overall satisfaction with the dining experience, which in turn fosters a stronger commitment to the brand. This commitment is crucial, as it encourages customers to engage in positive electronic word-of-mouth (e-WOM) communication, thereby promoting the restaurant or food service to potential new customers. Thus, maintaining high food quality is essential for businesses aiming to build lasting relationships with their customers and encourage loyalty.(Purnasari and Yuliando 2015).

H3: Menurut uraian diatas kami mengajukan hipotesis bahwasanya food qualiy berpengaruh positif terhadap customer commitment.

2.4 CUSTOMER PERCEIVED VALUE AND CUSTOMER COMMITMENT

Customer perceived value (CPV) is a customer's subjective evaluation of a product or service's merits and its ability to meet their needs and expectations, particularly in comparison with its peers. This concept is pivotal in marketing as it influences demand and pricing, with customers willing to pay a premium for products they perceive as valuable. The perceived value is determined by the relationship between the customer's perceived benefits and costs, encompassing physical, logical, and emotional benefits. For instance, a product may offer functional value by solving a problem, social value by enhancing social status, and psychological value by providing emotional satisfaction. Understanding and enhancing CPV through strategies such as unique value propositions, premium pricing, and emphasizing brand reputation can significantly impact customer satisfaction and loyalty, ultimately driving business success .

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tailor their offerings to meet specific customer expectations and deliver value that resonates with their target audience.

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According to the reputable journal study, customer perceived value significantly influences customer commitment by shaping the overall experience and satisfaction that customers derive from a service. When customers perceive high value in the services provided, they are more likely to develop a strong emotional attachment and commitment to the brand. This commitment is characterized by a desire to maintain a long-term relationship with the service provider, as customers feel that their needs and expectations are being met effectively. Consequently, the positive perception of value not only enhances customer satisfaction but also fosters a deeper sense of loyalty and commitment, ultimately leading to repeat patronage and advocacy for the brand.(A. Kungumpriya* K. Malarmathi** 2018).

H4: Menurut uraian diatas kami mengajukan hipotesis bahwasanya customer perceived value berpengaruh positif terhadap customer commitment.

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Repurchase intention refers to a customer's willingness to buy a product or service again after their initial purchase, reflecting their satisfaction and loyalty towards a brand. This concept is crucial in understanding consumer behavior, as it indicates the likelihood of repeat purchases, which are essential for a company's long-term profitability and success. Research has shown that repurchase intention is influenced by several factors, including the perceived quality of the product, customer satisfaction, brand loyalty, and emotional connections formed during the initial purchase experience. When customers feel that their expectations have been met or exceeded, they are more inclined to choose the same brand in the future, thereby establishing a cycle of loyalty that benefits both the customer and the business. Understanding repurchase intention allows companies to develop effective marketing strategies aimed at enhancing customer satisfaction and fostering brand loyalty, ultimately driving sustained growth and competitive advantage in the marketplace .
(Safiah et al. 2024)

Repurchase intention, a crucial concept in marketing research, is influenced by several key dimensions that have been extensively studied in international reputable studies. These dimensions include brand awareness, which refers to the ability of consumers to recognize or recall a brand, but research has shown that it does not always positively influence repurchase intention. Instead, it can sometimes negatively affect it, as seen in the study by Aquinia and Soliha (2020), where brand awareness was found to have a negative effect on repurchase intention. Perceived quality is another significant dimension, reflecting the consumer's perception of the overall quality or excellence of a product or service. High perceived quality is associated with long-term customer satisfaction and loyalty, making it a positive influencer of repurchase intention. Brand association involves the memories, feelings, and attitudes linked to a brand, which can influence the purchase process by creating a favorable atmosphere. However, the study by Aquinia and Soliha suggested that brand association does not significantly affect repurchase intention. Lastly, brand loyalty is a measure of the consumer's relationship with a brand, indicating whether or not a consumer may switch to another brand offered by a competitor. Brand

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The study presented in the reputable journal reveals that customer perceived value has a significant positive effect on repurchase intention within the ecotourism sector. It emphasizes that when tourists perceive a high value in their experiences—stemming from factors such as quality service, enjoyable itineraries, and overall satisfaction—they are more inclined to express a willingness to return to the same ecotourism provider. This relationship underscores the importance of delivering exceptional value, as it not only enhances the overall customer experience but also fosters loyalty, leading to increased repurchase intentions. Thus, the findings suggest that enhancing perceived value is crucial for ecotourism businesses aiming to secure repeat customers and maintain a competitive edge in the market.(Huang, Gao, and Hsu 2019).

H5: Menurut uraian diatas kami mengajukan hipotesis bahwasanya customer perceived value berpengaruh positif terhadap repurchase intention.

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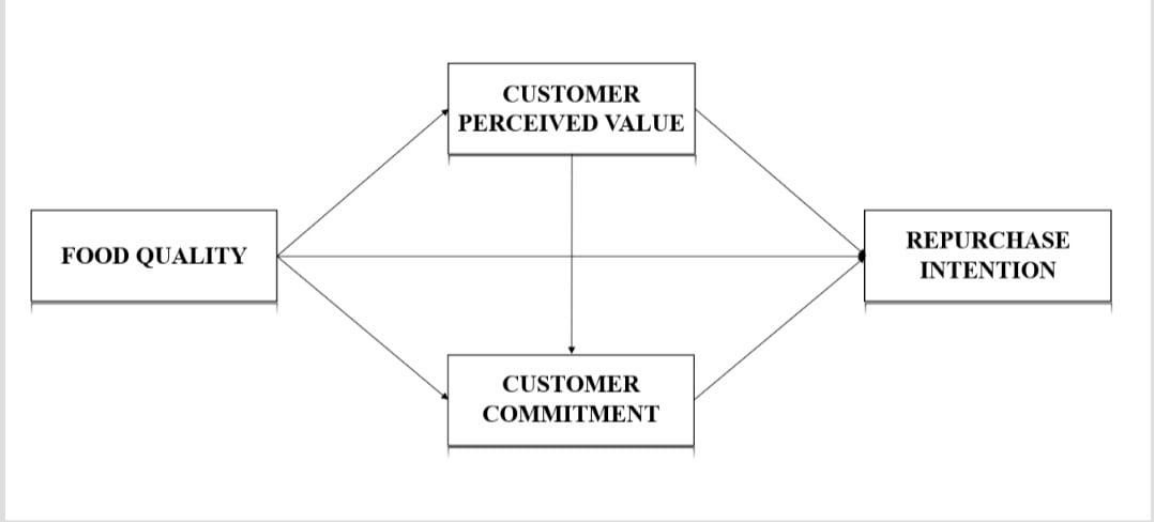
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The research presented in the journal article highlights that customer commitment significantly influences repurchase intentions through a five-component model, which includes affective, normative, economic, forced, and habitual commitment. The findings indicate that affective commitment has a strong positive relationship with repurchase intentions, while economic and habitual commitments also contribute positively, albeit to a lesser extent. Conversely, forced commitment is negatively associated with repurchase intentions, suggesting that customers who feel compelled to remain loyal are less likely to repurchase. The study emphasizes that the impact of these commitment types varies between goods and services, with affective and habitual commitments being more beneficial for goods, while economic commitment shows a stronger effect for services. Overall, the research provides a nuanced understanding of how different dimensions of commitment can be strategically managed to enhance customer loyalty and drive repurchase behavior.(Keiningham et al. 2015).

H6: Menurut uraian diatas kami mengajukan hipotesis bahwasanya customer commitment berpengaruh positif terhadap repurchase intention.



METODHOLOGY

september to october 2024, an online survey was conducted in Jakarta, Indonesia, with the aim of collecting information about Indonesian customers. The survey used a 6- point Likert scale, with 6 indicating the most favorable response. The decision to adopt a 6- point scale is based on its ability to guide respondents towards a particular option. The questionnaire items were adapted from previous research to assess SMMA characteristics such as destination imagery, goal attitude, perceived value, destination awareness, and travel intention.

Table 1 Discriminan validity

	Customer Commitment	Customer Perceived Value	Food Quality	Repuchase Intention
Customer Commitment	0,917			
Customer Perceived Value	0,875	0,813		
Food Quality	0,666	0,791	0,860	
Repuchase Intention	0,642	0,665	0,737	0,808

This study investigates the interrelationships among customer commitment, customer perceived value, food quality, and repurchase intention within the food industry. The correlation matrix derived from survey data reveals significant associations among these variables, indicating their importance in shaping consumer behavior.Customer commitment exhibits a strong positive correlation with customer perceived value (r = 0.875), suggesting that as customer commitment increases, so does the perceived value of the products or services offered. This relationship highlights the critical role of fostering customer loyalty in enhancing the overall perception of value.Moreover, food quality is positively correlated with both customer commitment (r = 0.666) and repurchase intention (r = 0.737). This indicates that customers who perceive higher food quality are more likely to remain committed to a brand and express intentions to repurchase. The correlation between food quality and customer perceived value (r = 0.791) further emphasizes that quality significantly influences how customers perceive the value of their dining experience.Repurchase intention also shows a noteworthy correlation with customer perceived value (r = 0.665) and food quality (r = 0.737). These findings suggest that enhancing food quality

and perceived value can effectively drive customers' intentions to return, reinforcing the necessity for businesses to focus on these aspects to cultivate long-term consumer relationships.In conclusion, this analysis underscores the interconnectedness of customer commitment, perceived value, food quality, and repurchase intention. By prioritizing these elements, businesses in the food sector can enhance customer satisfaction and loyalty, ultimately leading to increased repurchase rates.(Rönkkö and Cho 2022)

Table 2 Outher Loadings

COM1	0,920			
COM2	0,921			
COM3	0,909			
FQ1			0,674	
FQ2			0,946	
FQ3			0,933	
RIT2				0,687
RIT3				0,857
RIT4				0,816
RIT5				0,834
RIT6				0,864
VAL1		0,780		
VAL2		0,882		
VAL3		0,862		
VAL4		0,594		
VAL5		0,788		
VAL6		0,822		
VAL7		0,872		
VAL8		0,866		
RIT1				0,778

This study examines the relationships among various dimensions of customer commitment, food quality, perceived value, and repurchase intention within the food industry. The data presented in the correlation matrix highlights the significance of these constructs in influencing consumer behavior. Starting with customer commitment, the items COM1 (r = 0.920), COM2 (r = 0.921), and COM3 (r = 0.909) demonstrate strong internal consistency, indicating that customers feel a high level of commitment toward the brand. This robust commitment is crucial for fostering long-term relationships with consumers. In terms of food quality, the items FQ1 (r = 0.674), FQ2 (r = 0.946), and FQ3 (r = 0.933) reflect a high degree of reliability. The strong correlation of FQ2 and FQ3 suggests that customers perceive these aspects of food quality as particularly vital to their overall dining experience.

Repurchase intention is assessed through several items, including RIT2 (r = 0.687), RIT3 (r = 0.857), RIT4 (r = 0.816), RIT5 (r = 0.834), RIT6 (r = 0.864), and RIT1 (r = 0.778). The consistently high correlations indicate that various factors contribute to consumers' intentions to repurchase, with RIT3 and RIT6 showing particularly strong associations. Perceived value is measured through eight items: VAL1 (r = 0.780), VAL2 (r = 0.882), VAL3 (r = 0.862), VAL4 (r = 0.594), VAL5 (r = 0.788), VAL6 (r = 0.822), VAL7 (r = 0.872), and VAL8 (r = 0.866). The high correlations for most items suggest that customers perceive significant value in their experiences, although VAL4 shows a comparatively lower correlation, indicating potential areas for improvement. Overall, these findings underscore the importance of customer commitment, food quality, perceived value, and repurchase intention in shaping consumer loyalty within the food sector. By focusing on enhancing these dimensions, businesses can effectively strengthen their customer relationships and encourage repeat patronage, ultimately driving long-term success in a competitive market environment.(Hair et al. 2010)

Tabel 3 Path Coefficient

	Customer Commitment	Customer Perceived Value	Food Quality	Repuchase Intention
Customer Commitment				0,272
Customer Perceived Value	0,930			
Food Quality	-0,070	0,791		0,555
Repuchase Intention				

This study explores the relationships among customer commitment, customer perceived value, food quality, and repurchase intention in the context of the food industry. The correlation matrix provides insights into how these variables interact and influence consumer behavior.The analysis reveals a strong positive correlation between customer commitment and customer perceived value (r = 0.930). This finding indicates that higher levels of customer commitment are associated with greater perceived value of the offerings. When customers feel a strong commitment to a brand, they are likely to perceive the value of its products or services more favorably, which can enhance their overall satisfaction.Conversely, the relationship between food quality and customer commitment is notably weak, with a correlation coefficient of -0.070. This suggests that food quality may not significantly influence customer commitment in this context, indicating that other factors might play a more critical role in fostering loyalty among consumers.(Ghorbani et al. 2006)

However, food quality does show a substantial positive correlation with customer perceived value (r = 0.791), highlighting its importance in shaping how customers evaluate the worth of their dining experiences. This relationship suggests that when customers perceive high food quality, they are more likely to recognize and appreciate the value of the offerings provided.The correlation between food quality and repurchase intention is moderate (r = 0.555), indicating that while food quality does impact consumers' intentions to return, it is not the sole determinant. This suggests that factors beyond just food quality may also influence repurchase decisions. In summary, this study emphasizes the critical role of customer commitment and perceived value in driving consumer behavior within the food industry. While food quality is important for enhancing perceived value and influencing repurchase intentions, it appears that building strong customer commitment is essential for fostering long-term loyalty. Businesses should focus on enhancing both customer commitment and perceived value to encourage repeat patronage and ensure sustained success in a competitive market environment.(Gao and Ruan 2011)

Table 4 Realibity & Validity

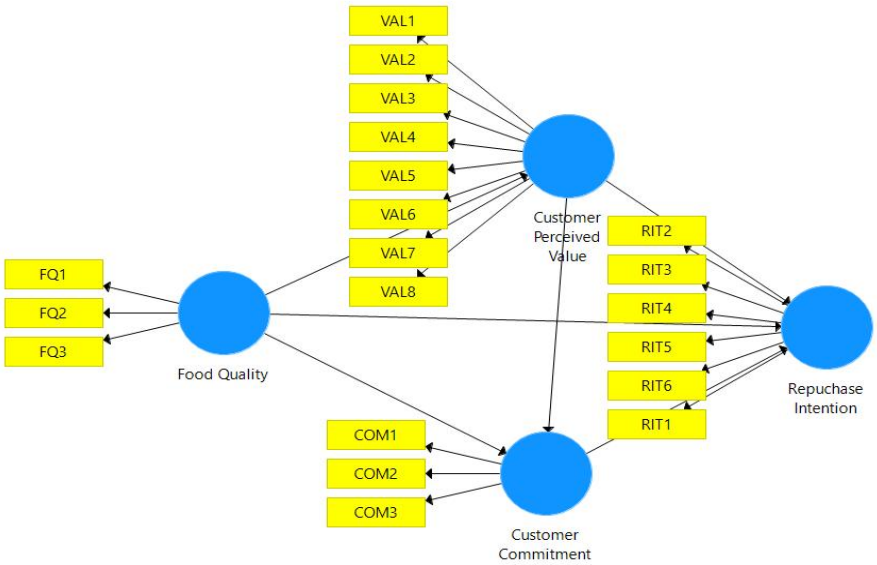
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer Commitment	0,905	0,910	0,940	0,840
Customer Perceived Value	0,925	0,935	0,939	0,661
Food Quality	0,814	0,869	0,893	0,739
Repuchase Intention	0,893	0,902	0,918	0,663

This study evaluates the reliability and validity of constructs related to customer commitment, customer perceived value, food quality, and repurchase intention in the food industry. The results, summarized in the table of reliability metrics, provide insights into the robustness of these constructs.Starting with Customer Commitment, the Cronbach's Alpha is reported at 0.905, indicating excellent internal consistency among the items measuring this construct. The rho_A value of 0.910 further supports this finding, suggesting a high degree of reliability. Composite reliability is also strong at 0.940, while the Average Variance Extracted (AVE) stands at 0.840, demonstrating that a significant proportion of variance is captured by this

construct.For Customer Perceived Value, the metrics are similarly impressive. The Cronbach's Alpha is 0.925, indicating excellent internal consistency. The rho_A value is 0.935, and composite reliability is reported at 0.939, confirming the reliability of this construct. (Bannigan and Watson 2009)

However, the AVE is lower at 0.661, suggesting that while the items are reliable, there may be room for improvement in capturing variance related to perceived value.Food Quality shows a Cronbach's Alpha of 0.814, which reflects good internal consistency. The rho_A value of 0.859 and composite reliability of 0.893 further affirm its reliability. The AVE for food quality is reported at 0.739, indicating that this construct effectively captures a substantial amount of variance.Lastly, Repurchase Intention has a Cronbach's Alpha of 0.893, indicating strong internal consistency among its measurement items. The rho_A value of 0.902 and composite reliability of 0.918 reinforce this reliability. However, the AVE for repurchase intention is slightly lower at 0.653, suggesting that while it is a reliable construct, there may be opportunities to enhance its measurement.In conclusion, the findings from this study indicate that all constructs exhibit strong reliability and validity metrics, particularly customer commitment and perceived value. These results underscore the importance of these dimensions in understanding consumer behavior in the food industry and highlight areas for potential enhancement in capturing variance related to perceived value and repurchase intention. By focusing on these constructs' robustness, businesses
can better strategize to foster consumer loyalty and satisfaction in a competitive market landscape.(Twaissi and Aldehayyat 2021)

HYPOTHESIS TESTING RESULT



The proposed hypotheses suggest that food quality has a direct and positive impact on both customer perceived value and customer commitment. In other words, when customers experience high-quality food, they are more likely to perceive greater value in the product and feel a stronger sense of commitment to the brand. Customer perceived value, in turn, is expected to have a positive influence on repurchase intention, meaning that when customers believe they are receiving good value, they are more inclined to make repeat purchases. Similarly, customer

commitment plays a significant role in encouraging repurchase behavior, as higher commitment to the brand increases the likelihood of future purchases.(Bozinovic, Muñoz, and Cruz-Neto 2007)

This model offers a framework to assess how food quality impacts customer perceptions and commitment, and how these factors jointly influence repurchase intention. The findings from this research can provide valuable insights for businesses, helping them identify the key factors that drive customer loyalty and repeat purchasing behavior. It underscores the importance of consistently delivering high food quality and building strong customer commitment to ensure long-term success

- **H1**: Food quality positively influences customer perceived value.
- **H2**: Food quality positively influences customer commitment.
- **H3**: Customer perceived value positively influences repurchase intention.
- **H4**: Customer commitment positively influences repurchase intention.

This model allows for an evaluation of how food quality affects both perceived value and customer commitment, as well as the combined effect of these factors on repurchase intention. The insights gained from this research could help businesses understand the key drivers of customer loyalty and repurchase behavior, emphasizing the importance of maintaining high food quality and fostering customer commitment.(Visioli et al. 2023)

CONCLUSION

The ongoing pro-Palestinian boycott in Indonesia has significantly impacted KFC, leading to steep financial losses as consumers avoid brands perceived to support Israel, with KFC reporting a net loss of approximately 348.83 billion rupiah (about $21.5 million) in the first quarter of this year, a staggering increase from the previous year. In contrast, Richeese Factory, a local fast-food chain, has managed to remain relatively stable and even thrive during this period, as it is viewed as a more supportive option for consumers who wish to boycott international brands associated with Israel. This situation highlights the complex interplay between political sentiments and consumer behavior, demonstrating how local brands can capitalize on geopolitical issues while multinational companies like KFC struggle to maintain their market presence amid public backlash.

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