

## ***ABSTRACT***

*The purpose of this research is to examine the relationship between brand hate among consumers and the quality of restaurant service from a negative perspective, focusing on consumer behavior, namely the purchase decision and the intention not to repurchase. Brand hate arises due to a perceived mismatch in ideologies. Poor service quality leads to customer dissatisfaction as it does not meet expectations.*

*The population used in this study consists of consumers who have purchased food or beverages from Pizza Hut in the provinces of DKI Jakarta and West Java. The sampling technique employed is purposive sampling. Data was collected through a survey on Google Forms and processed using Smart-PLS 3.2.9. The results show that brand hate has a positive effect on NWOM, online complaining, and non-repurchase intention. Service quality has a negative effect on NWOM, online complaining, and non-repurchase intention. NWOM has a positive effect on non-repurchase intention. Online complaining has a positive effect on non-repurchase intention.*

***Keywords:*** *Brand hate, service quality, online complaining, negative word of mouth, non-repurchase intention.*