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Muslim Consumer Intentions Towards Boycotted Products Affiliated with Israel in Indonesia

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Abstrak

Konflik berkepanjangan antara Palestina dan Israel telah memicu seruan internasional untuk memboikot produk-produk yang terafiliasi dengan Israel. Fatwa Nomor 83 Tahun 2023 yang dikeluarkan oleh Majelis Ulama Indonesia (MUI) pada 8 November 2023, menyerukan boikot sebagai bentuk dukungan terhadap Palestina. Penelitian ini menganalisis intensi konsumen Muslim di Jabodetabek dalam memboikot produk-produk tersebut dengan menggunakan teori perilaku konsumen. Studi ini mengkaji variabel seperti *product judgment, brand distrust, intrinsic religious motivation, animosity, and self-enhancement,* dan peningkatan diri untuk melihat pengaruhnya terhadap intensi boikot. Hasil penelitian menunjukkan bahwa variabel-variabel yang dapat mempengaruhi intensi boikot produk terafiliasi Israel yaitu *product judgement* (X1) dengan tingkat signifikansi positif sebesar 0.025 dan *intrinsic religious motivation* (x3) dengan tingkat signifikansi positif sebesar 0.000. Sementara variabel *brand distrust* (X2), *animosity* (X4) dan *self ehancement* (X5) tidak berpengaruh terhadap intensi boikot produk terafiliasi Israel dengan tingkat signifikansi di atas 0.05.

Kata Kunci: *Animosity, Brand Distrust, Intrinsic Religious Motivation, Product Judgement, Self Enhancement*

Abstract

The prolonged conflict between Palestine and Israel has sparked international calls to boycott products affiliated with Israel. Fatwa Number 83 of 2023, issued by the Indonesian Ulema Council (MUI) on November 8, 2023, calls for a boycott as a form of support for Palestine. This research analyses the intentions of Muslim consumers in Jabodetabek to boycott these products using consumer behaviour theory. To assess their impact on boycott intentions, the study examines product judgment, brand distrust, intrinsic religious motivation, animosity, and self-enhancement. The research results indicate that the variables affecting the intention to boycott products affiliated with Israel are product judgment (X1), with a positive significance level of 0.025 and intrinsic religious motivation (X3), with a positive significance level of 0.000. Meanwhile, the variables brand distrust (X2), animosity (X4), and self-enhancement (X5) do not affect the intention to boycott products affiliated with Israel, with significance levels above 0.05.

Keywords: *Animosity, Brand Distrust, Intrinsic Religious Motivation, Product Judgement, Self Enhancement*

INTRODUCTION

The conflict between Palestine and Israel is an international issue with a long history spanning 100 years. On October 7, 2003, the conflict between Israel and Palestine became a global focus. To this day, Israel continues to carry out attacks both by land and air. Israel targets residential areas, universities, schools, places of worship, and hospitals. Thousands of casualties have occurred, with women, infants, and children among the victims of the conflict.

Access to humanitarian aid has been blocked, resulting in many Palestinians dying from hunger and a lack of medicine and other medical necessities. This cruelty has ultimately led the global community, particularly Muslims, to unite in boycotting products affiliated with Israel. Indonesia, through the Indonesian Ulema Council (MUI), officially announced a new fatwa related to the boycott of products affiliated with Israel. The MUI affirmed its stance on the Palestine-Israel conflict by issuing Fatwa Number 83 of 2023 on November 8, 2023. In this fatwa, the MUI stated that supporting Palestine is a mandatory duty while supporting Israeli aggression and its products is considered a prohibited act according to religious teachings.

According to research by Populix titled "Understanding Public Sentiment on the Boycott Movement Amid the Palestine-Israel Conflict," the MUI Fatwa has achieved a high level of awareness, reaching 94% of the Indonesian population, including Muslims and non-Muslims. The boycott movement is expected to economically pressure Israel as a consequence of its brutal actions against Palestine. The boycott targets products from Israel

and its allied countries. The Israeli foreign minister claims that 84 countries support Israel, but various media sources indicate that the three most supportive countries are the United States, the United Kingdom, and France. Therefore, products from these three countries have become the primary focus of the boycott movement among Indonesian netizens (Nurasiah et al., 2023).

The impact of the boycott has caused significant concern among pro-Israel companies. Boycotting products that support Israel will lead to a decline in sales and hinder the flow of money to the country. If the drop in sales persists over a long period, it could result in workforce reductions at the affected companies. However, the effectiveness of this boycott will be more substantial if it is carried out consistently, on a large scale, and well-socialized to the public over a long period (Faisal, 2023).

According to research by Susilawati et al. (2024), most Indonesians on social media, particularly on Twitter, strongly feel that they should boycott Israeli products. The findings show that most people choose to boycott Israeli products. Furthermore, research by Jaelani et al. (2024) indicates that consumer behaviour in supporting the MUI Fatwa to boycott Israeli products tends to be very high. Meanwhile, Pratiwi et al. (2021) found that self-enhancement positively and significantly impacts the intention to boycott French products.

Muslims have long practised boycotts in the economic context. For instance, Sheikh Yusuf Qaradhawi previously issued a fatwa to boycott products from Israel and the United States as an act of solidarity with Palestine. This action was a means to support Palestine's independence from Israeli oppression. This study will analyse Muslim consumers' intentions in Indonesia, particularly in the Jabodetabek area (Jakarta, Bogor, Depok, Tangerang, and Bekasi), towards boycotting products affiliated with Israel. This region is a significant economic and commercial hub. In this context, products affiliated with Israel include products from various brands from all countries that support Israel.

To explain the paradigm used, consumer behaviour theory is the theoretical basis for this research. Schiffman & Kanuk (1997:648) define consumer behaviour as: "The behaviour consumers display in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas." Schiffman & Kanuk (1997:6-7) elaborate on this definition by explaining that consumer behaviour studies how individuals use their available resources (time, money, effort) on consumption-related items. This includes studying what, why, when, where, and how often they buy and how they use the products they purchase. Additionally, it encompasses all behaviours consumers exhibit in searching for, purchasing, using, evaluating, and disposing of products and services they expect will satisfy their needs.

In the context of this research, several variables are analysed to determine their influence on the intentions of Muslim consumers to boycott products from companies supporting Israel. Consumer participation is a critical factor that makes a boycott effective (Smith, 1990). The value and importance of a boycott campaign and the pressure on the targeted company to respond increase if many consumers participate. Consumer participation in a boycott signals to the company that its policies or actions are controversial and need to be changed. The large number of boycott participants also indicates that these consumers will not purchase products from the boycotted company in the future, leading to a decline in sales. What distinguishes this research is the unique set of variables used to analyse their influence on boycott intentions. This study not only focuses on the impact of consumer attitudes but also examines the effects of Product Evaluation, Brand Distrust, Intrinsic Religious Motivation, Animosity, and Self-Enhancement.

RESEARCH METHOD

This study employs a quantitative causality method. According to Sugiyono (2010), quantitative research is a method used to present results in numbers or statistics. The research was conducted to analyse the effects of Product Judgment (X1), Brand Distrust (X2), Intrinsic Religious Motivation (X3), Animosity (X4), and Self Enhancement (X5) on the intention to boycott Israeli products (Y). This study uses an explanatory design to explain the causal relationships between variables. The research population consists of men and women in JABODETABEK who have boycotted Israeli products within the last year.

The research sample consists of 100 respondents selected through purposive sampling. Purposive sampling, also known as purposive or judgmental sampling, is a sampling technique based on specific objectives or purposes of the research. This technique is used when researchers want to select samples based on specific characteristics or criteria considered necessary in the study (Indriantoro & Supomo, 2002). Data were collected using Likert scale questionnaires and analysed using multiple linear regression. The data analysis technique used is multiple linear regression. Data processing and hypothesis testing will be presented using multiple linear regression techniques, including the t-test, the F-test (simultaneous test), and the coefficient of determination (R-squared).

To determine the influence of Product Judgement (X1), Brand Distrust (X2), Intrinsic Religious Motivation (X3), Animosity (X4), Self Enhancement (X5), and intention to boycott products affiliated with Israel (Y), the multiple linear regression analysis method is used with the following formula:

$$Y = a+bX1+bX2+bX3+bX4+bX5+e$$

In this formula:

Y: the dependent variable (intention to boycott Israeli-affiliated products).

a: constant (intercept)

b: regression coefficient

X1: Product Judgement

X2: Brand Distrust

X3: Intrinsic Religious Motivation

X4: Animosity

X5: Self Enhancement

e: e is the random error

Product Judgement: Israeli products are perceived as high-quality, well-crafted, technologically advanced, and reliable, based on the cultural perceptions and quality standards of Antonettia, et al. (2019). Brand Distrust: As noted by Abdelwahab et al. (2020), distrust in Israeli brands stems from disappointment, dissatisfaction, and a lack of confidence in their reliability and good intentions. Intrinsic Religious Motivation: Religious beliefs drive desired social behaviours, with religion serving as a life guide and attendance at places of worship as an expression of commitment, as highlighted by Muhamad, et al. (2019). Animosity: Strong negative feelings towards Israel are associated with historical or current conflicts, including religious insults and support for controversial cartoons, as noted by Ahmed, et al. (2013). Self-Enhancement: Participating in boycotts is seen as a way to enhance status and social impressions, driven by community pressure and positive feelings, as emphasised by Klein et al. (2004). Intention: The decision to boycott Israeli products is driven by a combination of the abovementioned factors, reflecting a commitment to the action as an expression of protest or solidarity, as outlined by Ahmed, et al. (2013).

Score of Survey Responses: The questionnaire employs a Likert scale for predetermined answers. Respondents choose the option that best fits, with scores ranging from lowest to highest.

Likert Scale:

1 = Strongly Disagree (SD)

2 = Disagree (D)

3 = Agree (A)

4 = Strongly Agree (SA)

Hypothesis

In this study, the hypothesis is formulated as follows:

H1: Product Judgement in boycotting products affiliated with Israel significantly affects the intention to boycott.

H2: Brand Distrust positively affects the intention to boycott products affiliated with Israel.

H3: Intrinsic Religious Motivation positively affects the intention to boycott products affiliated with Israel.

H4: Animosity positively affects the intention to boycott products affiliated with Israel.

H5: Self-enhancement positively affects the intention to boycott products affiliated with Israel

RESULT AND DISCUSSION

The total respondents for this study are 246 individuals, consisting of 83 males (33.7%) and 163 females (66.3%). The age group is predominantly 26-30 years old, with 168 individuals (68.2%), followed by 20-25 years old with 63 individuals (25.6%), and 31-42 years old with 15 individuals (6%). In terms of educational background, respondents include 27 individuals (11%) with a high school diploma, 2 individuals (0.8%) with a diploma (D1/D2/D3), 167 individuals (67.9%) with a bachelor's degree (S1), and 50 individuals (20.3%) with a master's degree (S2). Their domicile is mainly in Jakarta with 117 individuals (47.6%), followed by Tangerang with 45 individuals (18.3%), Bogor with 34 individuals (13.8%), Depok with 38 individuals (15.4%), and Bekasi with 12 individuals (4.9%). Regarding employment status, respondents include 74 private sector employees (30.1%), 4 entrepreneurs (1.6%), 5 civil servants (2%), 77 students (31.3%), 27 lecturers/educators (11%), and 59 others (24%).

Table 1. Number and Percentage of Respondent Profiles

Variable		Number	Percentage
Gender	Male	83	33.7%
	Female	163	66.3%
	Total	246	100%
Age	20 – 25	63	25.6%
	26 – 30	168	68.2%
	31 – 42	15	6%
	Total	246	100%
Educational Level	High School/Equivalent	27	11%
	Diploma	2	0.8%
	Bachelor’s Degree	167	67.9%
	Master’s Degree	50	20.3%

	Total	246	100%
Employment Status	Private Sector	74	30.1%
	Entrepreneur	4	1.6%
	Civil Servant	5	2.0%
	Student	77	31.3%
	Lecturer/Teacher	27	11%
	Others	59	24%
	Total	246	100%
Domicile	Jakarta	117	47.6%
	Bogor	34	13.8%
	Depok	38	15.4%
	Tangerang	45	18.3%
	Bekasi	12	4.9%
	Total	246	100%

Source: The researcher processes the data (2024).

Validity and Reliability Testing

The data underwent validity and reliability testing before analysis. All research variables passed the validity test with an r value > r table. The method used for validity testing was the Pearson correlation test. Validity testing is used to measure whether a questionnaire is valid or not. An instrument or questionnaire is considered valid if the questions on the instrument or questionnaire can reveal something that will be measured by the questionnaire (Ghozali, 2016). The results of the validity test can be shown in the following table:

Tabel 2. Uji Validitas Kuesioner

Variabel	R hitung	R tabel	Keterangan
PJ1	0.791	0.125	Valid
PJ2	0.878	0.125	Valid
PJ3	0.849	0.125	Valid
PJ4	0.804	0.125	Valid
BD1	0.649	0.125	Valid
BD2	0.743	0.125	Valid
BD3	0.723	0.125	Valid
BD4	0.728	0.125	Valid
IRM1	0.818	0.125	Valid
IRM2	0.737	0.125	Valid

IRM3	0.778	0.125	Valid
IRM4	0.774	0.125	Valid
AN1	0.767	0.125	Valid
AN2	0.842	0.125	Valid
AN3	0.776	0.125	Valid
AN4	0.706	0.125	Valid
SE1	0.759	0.125	Valid
SE2	0.707	0.125	Valid
SE3	0.646	0.125	Valid
SE4	0.668	0.125	Valid
IN1	0.940	0.125	Valid
IN2	0.950	0.125	Valid
IN3	0.973	0.125	Valid
IN4	0.950	0.125	Valid

Source: Data processed using SPSS (2024)

According to Ghozali (2016), reliability is a tool used to measure a questionnaire, an indicator of a variable or construct. Reliability testing is used to determine the level of consistency in questionnaire responses, thus indicating the fairness of a measurement instrument. The testing is performed using Cronbach's Alpha test. If alpha > 0.80, then the reliability is very high. If alpha is between 0.60 and 0.79, then the reliability is high. If alpha is between 0.40 and 0.59, then the reliability is sufficient. If alpha is between 0.20 and 0.39, then it is low, and if alpha < 0.20, then the reliability is very low, indicating that one or more items are unreliable. The results of the reliability test are shown as follows:

Table 3. Questionnaire Reliability Test

Variables	Cronbach's Alpha	Reliability Description
Product Judgement	0.845	Very High
Brand Distrust	0.668	High
Intrinsic Religious Motivation	0.768	High
Animosity	0.758	High
Self Enhancement	0.619	High
Intention	0.966	Very High

Source: Data processed using SPSS (2024)

Based on the validity test results in Table 2, all indicator values for each variable have an r value > r table of 0.125. Therefore, the questionnaire can be considered valid for use in

the study. Furthermore, the reliability test results in Table 3 indicate that all research variables have valid indicators. The average Cronbach's Alpha value is high, above > 0.60, which means these variables are trustworthy and reliable.

Multiple Regression Analysis Results

The results of processing the multiple regression analysis using SPSS software are presented in the following table:

Table 4. Multiple Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Contstant)	8.057	0.981		8.215	0.000		
X1	-0.096	0.043	-0.128	-2.248	0.025	0.883	1.132
X2	0.001	0.043	0.002	0.030	0.976	0.646	1.549
X3	0.375	0.056	0.485	6.724	0.000	0.551	1.813
X4	0.024	0.079	0.023	0.300	0.765	0.489	2.044
X5	0.143	0.083	0.126	1.725	0.086	0.536	1.864

Source: Data processed using SPSS (2024)

Based on the statistical processing results above, the equation can be obtained as follows:

$$Y = 8.057 - 0.096X1 + 0.001X2 + 0.375X3 + 0.024X4 + 0.143X5 + e$$

Interpretation:

a. 8.057 = When the percentages of X1, X2, X3, X4, and X5 are very low, the average boycott intention percentage is 8.057%.
b. - 0.096 PJ = For every 1% increase in X1, the boycott intention will decrease by 0.096%.
c. 0.001 BD= For every 1% increase in X2, the boycott intention will increase by 0.001%.
d. 0.375 IRM = For every 1% increase in X3, the boycott intention will increase by 0.375%.
e. 0.024 AN = For every 1% increase in X4, the boycott intention will increase by 0.024%.
f. 0.143 SE = For every 1% increase in X5, the boycott intention will increase by 0.143%.

Classic Assumption Test

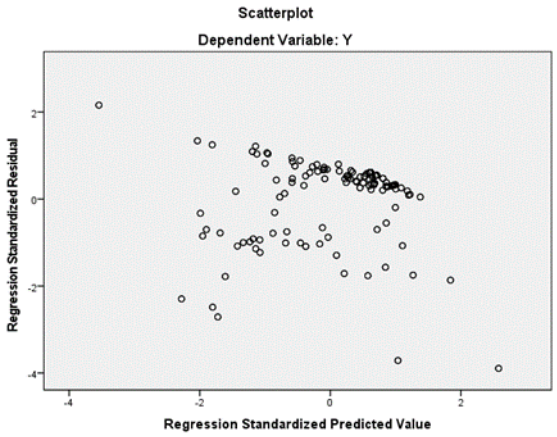
Multicollinearity Test

Ghozali (2016) states that the multicollinearity test aims to examine whether there is a correlation among the independent variables in a regression model. Based on the VIF values

in Table 4 of the regression results, it can be seen that the VIF values are < 5. Therefore, it can be concluded that there is no multicollinearity in the regression model.

Heteroskedasticity Test

Based on Figure 1, it can be observed that the points on the scatterplot do not form any specific pattern. Therefore, it can be concluded that there is no heteroskedasticity in the regression model. According to Ghozali (2016), the heteroskedasticity test aims to determine whether a regression model has an unequal variance of residuals from one observation to another.

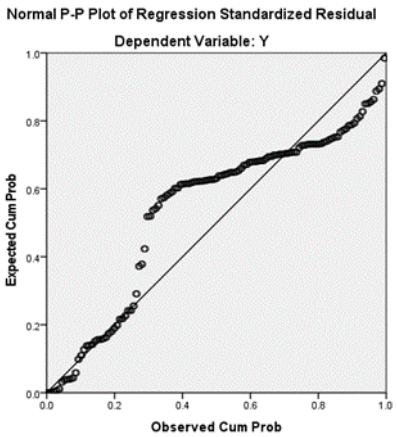


Picture 1

Source: Data processed using SPSS (2024)

Normality Test

Ghozali (2016) said that the normality test aims to determine whether the confounding or residual variables have a normal distribution in the regression model. There are two ways to detect whether the residuals are normally distributed: graphic analysis and statistical tests. Based on the test results, the points in Figure 2 follow the diagonal line. So, it can be concluded that the regression equation model is normally distributed.



Picture 1

Source: Data processed using SPSS (2024)

F Test (Simultaneous Test)"

Ghozali (2016) states that the F test is a joint test used to determine whether the independent variables jointly influence the dependent variable. To determine whether the independent variables, namely Product Judgment, Brand Distrust, Intrinsic Religious Motivation, Animosity, and Self-Enhancement, influence the intention to boycott Israeli products, an F test (Simultaneous Test) is conducted.

Table 5. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	224,133	5	44,827	21,841	.000
Residual	492,584	240	2,052		
Total	716,717	245			

Source: Data processed using SPSS (2024)

Based on the table, the obtained F value is 21.841 with a significance level (sig.) of 0.000. This indicates a significant influence of variable X on variable Y because 0.000 < 0.05. Thus, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted. It can be stated that the variables of product judgment, brand distrust, intrinsic religious motivation, Animosity, and self enhancement jointly influence the intention to boycott Israeli products.

Coefficient of Determination (R-squared)

The coefficient of determination test aims to measure the proportion of the independent variable values that can explain the dependent variable. According to Ghozali (2016), the coefficient of determination is used to test the goodness-of-fit of a regression model. The coefficient of determination is a value that indicates the proportion of the influence of independent variables that can explain the dependent variable. The results of the SPSS test yielded the coefficient of determination values as shown in the following table: [Insert table with coefficient of determination values here:

Table 6. Coefficient of Determination (R-squared)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.559	0,313	0,298	1,43263

Source: Data processed using SPSS (2024)

Table 6 shows that the R-squared value is 0.313. This value indicates that the variables Product Judgment, Brand Distrust, Intrinsic Religious Motivation, Animosity, and Self-Enhancement can explain 31.3% of the variance in the intention to boycott Israeli products, while the remaining 68.7% is explained by other variables not included in this study.

Partial Hypothesis Testing (T-test)

The t-test is used to determine the individual influence of each independent variable, namely Product Judgment, Brand Distrust, Intrinsic Religious Motivation, Animosity, and Self-Enhancement, on the intention to boycott Israeli products. Decision-making is based on a significance probability of 0.05 (5%). According to Ghozali (2016), the partial test (t-test) determines the individual influence of each independent variable on the dependent variable.

The significance values are BD = 0.976, AN = 0.765, and SE = 0.086. The null hypothesis (H0) stating that BD, AN, and SE do not affect the intention is accepted because the significance values are > 0.05. Therefore, it can be concluded that BD, AN, and SE do not affect the intention to boycott. The significance values for PJ and IRM are 0.025 and 0.000, respectively. The null hypothesis (H0) stating that PJ and IRM do not affect the intention is rejected because the significance values are < 0.05. Therefore, it can be concluded that PJ and IRM affect the intention to boycott.

a. The Influence of Product Judgement on the Intention to Boycott Israeli Products

Based on Table 4, the regression coefficient of the variable Product Judgement (X1) is -0.096, with a calculated t-value of -2.248 and a significance value of 0.025. The criterion for accepting or rejecting the hypothesis in a partial hypothesis test is that the calculated t-value must be greater than the critical t-value (+/-1.971). Based on the calculations, the calculated t-value for X1 is greater than the critical t-value. Additionally, the decision to accept or reject the hypothesis is based on the significance level. If the significance level is less than or equal to 0.05, the hypothesis is accepted; otherwise, it is rejected. The research results show a significance value of 0.025 (< 0.05). Therefore, H1 is accepted, and H0 is rejected. This means that the variable Product Judgement (X1) influences the intention to boycott Israeli products (Y).

This research is consistent with studies conducted by Boluda et al. (2012), Brown et al. (1992), and Hussin et al. (2013), which state that purchase intention is influenced by brand. Product Judgement refers to the evaluation made by consumers regarding various aspects of a product, including quality, price, value, and other attributes. In the context of boycotting Israeli products, product judgement involves consumers' assessments not only of the

products' physical and functional attributes but also of those products' ethical and moral aspects.

Product judgement can influence consumers' intention to boycott Israeli products in various ways. Ethical and moral evaluations play a crucial role, where consumers may have a stronger intention to boycott if they believe that Israeli companies are involved in unethical practices or controversial policies. Product quality and value assessments also have an impact, with low-quality products or those deemed not worth their price being more easily boycotted. Through effective boycott campaigns, social influence and media can shape consumer perceptions and reinforce the intention to boycott. Additionally, consumers who are highly aware of social and political issues tend to be more critical in evaluating products based on their origins, making them more likely to boycott products from countries or companies whose policies they disagree with.

Empirical research shows that consumers' ethical judgments influence their intention to boycott, as found by Klein, Smith, and John (2004), who noted that perceptions of social injustice increase the intention to boycott. Consumer behaviour models, such as the Theory of Planned Behavior (Ajzen, 1991), suggest that attitudes toward a boycott are influenced by individuals' evaluations of the positive impact of the boycott in supporting issues they care about. Additionally, research by Sen, Gürhan-Canli, and Morwitz (2001) indicates that social norms and perceptions of socially accepted behaviour also affect boycott intentions; consumers are more likely to participate if they feel their community supports the boycott.

b. The Influence of Brand Distrust on the Intention to Boycott Israeli Products

Based on Table 4, the regression coefficient for the variable Brand Distrust (X2) is 0.001, with a calculated t-value of 0.030 and a significance value of 0.976. The criterion for accepting or rejecting the partial hypothesis test is that the calculated t-value must be greater than the critical t-value (+/-1.971). Based on the calculations, the calculated t-value for X2 is smaller than the critical t-value. Additionally, the decision to accept or reject the hypothesis is based on the significance level. If the significance level is less than or equal to 0.05, the hypothesis is accepted; otherwise, it is rejected. The research results show a significance value of 0.976 (> 0.05). Therefore, H1 is rejected, and H0 is accepted. This means that the variable Brand Distrust (X2) does not influence the intention to boycott Israeli products (Y).

This research is consistent with the study conducted by Abosag et al. (2014), which found that a boycott does not affect consumers' product evaluations, meaning that purchase intentions are not influenced by brand distrust. Brand distrust refers to consumers'

lack of trust in a brand, usually caused by negative experiences, insufficient information, or the perception that the brand is unreliable or lacks integrity. However, in the context of boycotting Israeli products, there is an argument that brand distrust may not always be directly related to the intention to boycott.

Brand distrust may not affect the intention to boycott Israeli products because the motivation for boycotts is often based on ethical and political reasons rather than distrust of the brand. Consumers might boycott to take a stand against the Israeli government's policies rather than due to a lack of trust in the brand itself. Boycotts are also often driven by activism campaigns and social pressure rather than direct experiences with the brand. Additionally, consumers highly concerned with political or human rights issues may boycott regardless of their trust in the brand, as their commitment to the more significant issue outweighs factors such as brand distrust.

Research by Klein, Smith, and John (2004) shows that the primary motivation behind boycotts is often ethical and moral reasons rather than distrust of the brand, with social and political concerns playing a more dominant role in the decision to boycott. Activism and social campaigns also significantly influence motivating boycotts, as John and Klein (2003) found, where consumer participation is often triggered by effective campaigns that highlight ethical issues and mobilise support through social pressure. The Theory of Planned Behavior (Ajzen, 1991) indicates that the intention to perform a specific action, such as a boycott, is more influenced by ethical attitudes and social norms than brand distrust.

c. The Influence of Intrinsic Religious Motivation on the Intention to Boycott Israeli Products

Based on Table 4, the regression coefficient for the variable Intrinsic Religious Motivation (X3) is 0.375, with a calculated t-value of 6.274 and a significance value of 0.000. The criterion for accepting or rejecting the partial hypothesis test is that the calculated t-value must be greater than the critical t-value (+/-1.971). Based on the calculations, the calculated t-value for X3 is greater than the critical t-value. Additionally, the decision to accept or reject the hypothesis is based on the significance level. If the significance level is less than or equal to 0.05, the hypothesis is accepted; otherwise, it is rejected. The research results show a significance value of 0.000 (< 0.05). Therefore, H1 is accepted, and H0 is rejected. This means that the variable Intrinsic Religious Motivation (X3) influences the intention to boycott Israeli products (Y).

The research findings align with the study conducted by Muhamad (2018), which states that purchase intention is influenced by intrinsic religious motivation. According to

Muhamad (2018), individual decision-making in religious-based boycotts is influenced by subjective norms, which refer to the level of compliance of individuals with others. In the context of Islam, subjective norms play a role in binding members of the religious group to advocate for and uphold religious teachings, often viewed as consumer jihad.

Intrinsic Religious Motivation refers to motivation that is based on deep and intrinsic religious beliefs and values. Individuals with intrinsic motivation in religion perform specific actions not because of external pressure or worldly gain but because of personal conviction and the values taught by their religion.

Intrinsic Religious Motivation can influence consumers' intentions to boycott Israeli products through several factors. Moral and ethical beliefs taught by religion, such as justice, humanity, and solidarity, can motivate consumers to boycott if they feel such actions support these principles. Additionally, religion, as an integral part of one's identity, makes boycotting Israeli products an expression of commitment to their religious values. Lastly, social norms and pressures from the religious community can also influence consumers with intrinsic religious motivation to participate in the boycott.

The research by Minton, Kahle, and Kim (2015) indicates that intrinsic religious motivation plays a significant role in consumer behaviour related to ethical issues. Individuals with intrinsic religious motivation are likelier to engage in boycotts because such actions are consistent with their religious values. The Social Identity Theory (Tajfel & Turner, 1986) explains that individuals tend to act according to the norms and values of the social groups they identify, so boycotting Israeli products can strengthen and express their religious identity. Additionally, research by Weaver and Agle (2002) shows that religion can be a vital source of motivation for social activism, with individuals with intrinsic religious motivation being driven to take actions believed to bring about positive social change, including boycotting products related to injustice.

d. The Influence of Animosity on the Intention to Boycott Israeli Products

Based on Table 4, the regression coefficient for the variable Animosity (X4) is 0.024, with a calculated t-value of 0.300 and a significance value of 0.765. The criterion for accepting or rejecting the partial hypothesis test is that the calculated t-value must be greater than the critical t-value (+/-1.971). Based on the calculations, the calculated t-value for X4 is smaller than the critical t-value. Additionally, the decision to accept or reject the hypothesis is based on the significance level. If the significance level is more significant than 0.05, the hypothesis is accepted; otherwise, it is rejected. The research results show a significance value of 0.765 (> 0.05). Therefore, H1 is rejected, and H0 is accepted. This means

that the variable Animosity (X4) does not influence the intention to boycott Israeli products (Y).

The findings of this research are consistent with studies conducted by Salma et al. (2023) and Xie et al. (2023), which indicate that purchase intentions are not influenced by animosity. Consumer animosity does not always lead to an increased intention to boycott products. For instance, a study by Salma et al. (2023) found that while consumer animosity can drive the intention to boycott, this relationship can be attenuated by factors such as brand evaluations and counterarguments. In other words, if consumers positively perceive the brand's quality or encounter persuasive arguments against the boycott, their animosity may not impact their boycott behaviour.

Furthermore, Xie et al. (2023) observed that although brand animosity can influence the intention to boycott, cognitive evaluations of the product do not directly affect this intention. This indicates that consumers may still choose to purchase a product even if they have negative feelings toward the brand if they believe the product meets their needs or expectations. This confirms that the decision to boycott is complex and influenced by various factors beyond just animosity.

In the context of boycotting Israeli products, animosity refers to negative feelings towards Israeli products that political controversies or ethical issues can trigger. Although animosity can influence the intention to boycott, factors such as cognitive evaluations of the product and personal preferences also play a role. Consumers may still purchase Israeli products if they perceive them as good quality or suitable for their needs, even in animosity. Additionally, media influence and social pressure from groups supporting the boycott can also influence consumer decisions to boycott products, even without solid animosity towards those products.

e. The Influence of Self-Enhancement on the Intention to Boycott Israeli Products

Based on Table 4, the regression coefficient for the variable Self-Enhancement (X5) is 0.143, with a calculated t-value of 1.725 and a significance value of 0.086. The criterion for accepting or rejecting the partial hypothesis test is that the calculated t-value must be greater than the critical t-value (+/-1.971). Based on the calculations, the calculated t-value for X5 is smaller than the critical t-value. Additionally, the decision to accept or reject the hypothesis is based on the significance level. If the significance level is more significant than 0.05, the hypothesis is accepted; otherwise, it is rejected. The research results show a significance value of 0.086 (> 0.05). Therefore, H1 is rejected, and H0 is accepted. This means

that the variable Self-Enhancement (X5) does not influence the intention to boycott Israeli products (Y).

Consumers who consider boycotting Israel-affiliated products are often driven by strong negative emotions and attitudes toward Israel's policies or actions toward Palestine rather than positive self-enhancement motives. Social pressure, boycott movements, media information, and more rational product evaluations are also dominant factors in influencing consumer decisions to boycott Israel-affiliated products.

Thus, while self-enhancement remains relevant in consumer behaviour overall, in boycotting Israel-affiliated products, other factors related to emotions, values, and social pressure tend to significantly influence the intention to boycott.

CONCLUSION

This study reveals that product judgement and intrinsic religious motivation significantly influence the intention to boycott Israeli products, while brand distrust, animosity, and self-enhancement do not. The research deepens the understanding of ethical, social, and religious factors driving the boycott of Israel-affiliated products, highlighting the crucial role of religious values and ethical perceptions in consumer decisions. These findings provide strategic insights to enhance the effectiveness of boycott campaigns, emphasizing the importance of moral and social aspects in motivating consumer participation.

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