

The Israel Boycott Movement: The Role of The Theory of Planned Behavior on Purchase Intention of Israel-Affiliated Products with Religiousness As a Moderator

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ABSTRACT.

This study aims to analyze the influence of the theory of planned behavior, which consists of attitudes, subjective norms, and behavioral control, on the intention in purchasing Israeli-affiliated products. This study will also analyze how religiosity moderates this influence. Primary data from 170 people will be collected using purposive sampling and analyzed using Structural Equation Modelling (SEM). The results show that perceived subjective norms and behavioral control influence the intention in purchasing Israeli-affiliated goods. Furthermore, religiosity is not able to moderate (strengthen/weaken) the relationship between attitudes, subjective norms and perceived behavioral control towards the purchase of Israeli-affiliated goods. Religiosity is actually a factor that directly influences the purchase of Israeli-affiliated goods.

Keywords: *Boycott Israel Action, Planned Behavior Theory, SEM-PLS*

INTRODUCTION

In recent years, the boycott movement against products affiliated with Israel has gained global attention (Ardhani, 2023; Wibowo et al., 2024). This action was triggered by various factors, including prolonged geopolitical conflicts in the Middle East and increasing public awareness of human rights issues. People who support the boycott believe that avoiding products from certain companies can be an effective form of economic pressure in the fight for justice (Handayani, 2024; Misidawati et al., 2024; Prasetyo et al., 2024).

In Indonesia, support for the boycott movement is growing. According to a survey conducted by GoodStats in July 2024, around 70.2% of respondents said they supported the boycott, and 77.2% admitted to actively participating in it (Lubis, 2024). This shows that consumer awareness of this issue is not limited to talk, but is also reflected in concrete actions. However, there are still questions about the extent of the impact of this boycott on the intention in purchasing products related to Israel.

The Theory of Planned Behavior (TPB), created by Ajzen (1991), can be a relevant theoretical basis for understanding the components that influence consumer behavior in the context of boycotts. According to TPB, three main factors influence a person's desire to perform an action: attitude, subjective norm, and perceived behavioral control. The social influence that a person feels from their surroundings, such as family, friends, or community, will also affect their purchasing intention. The extent to which a person feels they have control over their behavior. If a person feels that they have easy access to alternative products that are not affiliated with Israel, then the decision to participate in the boycott will be stronger. In addition, religiosity can be a moderating factor that strengthens or weakens the relationship between TPB and purchase intention. Religiosity refers to the extent to which a person internalises religious values in their daily life, including in consumption decisions. A person with

high religiosity will certainly carry out the precepts of their religion with full conviction.

Several previous studies have reported different results. The study by Elistia & Nurma (2023) shows that TPB can increase consumer purchase intention. This differs from the study Syarifah (2023), which explains that in the context of TPB, attitude does not influence purchase intention. Research by Wibowo L.S, (2024) shows that religiosity cannot moderate attitude and subjective norms towards purchase intention. Different research results were produced by Amalia & Setyono, (2023), which shows that attitude, subjective norms, and financial literacy directly have a significant effect on intention, while perceived behavioral control and religiosity do not affect intention.

Using the Theory of Planned Behavior framework and considering the role of religiosity as a moderating variable, as well as several previous studies that show inconsistent results, this study aims to gain a deeper understanding of how boycotting Israeli-affiliated products affects consumer purchasing intention. The results of this study are expected to provide insights for academics, industry players, and policymakers in understanding consumer behavior dynamics amid global social and political issues.

LITERATURE REVIEW

Consumer behavior from an Islamic perspective is rooted in Sharia values that emphasize justice, balance and social responsibility; consumption is not merely the pursuit of personal satisfaction, but also a reflection of spiritual awareness and ethics. Muslim consumers tend to choose halal and thayyib products, avoid israf (wastefulness), and consider the social and environmental impacts of their choices — so that the act of purchasing can be seen as a form of worship and moral responsibility. As stated by Antonio (2013), this behavior is ‘influenced by faith, sharia, and morals, which make consumption a means of getting closer to Allah, not merely the fulfilment of worldly desires,’ and other studies confirm the importance of religious norms in shaping preferences and purchasing decisions.

The Theory of Planned Behavior (TPB) is a theory that explains how an individual's intention to act is influenced by certain psychological factors. Developed by Ajzen (1991), TPB is rooted in the Theory of Reasoned Action (TRA), which argues that a person's behavior is determined by intention and influenced by attitudes and social norms. However, TPB expands on this concept by adding the element of perceived behavioral control, which considers external and internal factors that can influence the extent to which a person feels capable of performing a behavior. Thus, TPB offers a more comprehensive framework for understanding and predicting human behavior in various contexts.

The main components of TPB consist of three factors that shape an individual's intention to act. First, attitude toward the behavior, which refers to an individual's positive or negative evaluation of an action based on beliefs about its consequences. Second, subjective norms, which reflect the social pressure an individual feels from influential individuals, such as family, friends, or the wider community. Third, perceived behavioral control, which reflects the extent to which individuals feel they have control over the behavior, both in terms of resources and obstacles encountered. The combination of these three factors determines an individual's intention, which will ultimately influence their actions in daily life.

To understand the factors that influence consumer behavior in the context of boycotts, the Theory of Planned Behavior (TPB) developed by Ajzen (1991) can serve as a relevant theoretical basis. TPB explains that a person's intention to perform an action is influenced by three main factors:

1. The influence of attitude on purchase intention. A person's positive or negative view of an action will influence their purchase intention. In the context of boycotts, this attitude is influenced by moral, political, and economic factors. If a person feels that a boycott can have the desired effect, then they are more likely to be committed to implementing it. In Islam, this can be explained by the argument that (QS. Al-Maidah: 2)

وَتَعَاوَنُوا عَلَى الْبِرِّ وَالتَّقْوَىٰ وَلَا تَعَاوَنُوا عَلَى الْإِثْمِ وَالْعُدْوَانِ

Meaning:

“Help one another in righteousness and piety, but do not help one another in sin and hostility” (Lajnah Pentashihan Mushaf Al-Qur’an, 2022).

2. The influence of subjective norms on purchase intention. The social influence that a person feels from their surroundings, such as family, friends, or community, will affect their purchase intention. In the case of a boycott, if a person is in an environment that supports this action, they will tend to participate in the movement. In Islam, this can be explained by the argument that (QS. Ali-Imron: 110)

كُنْتُمْ خَيْرَ أُمَّةٍ أُخْرِجَتْ لِلنَّاسِ تَأْمُرُونَ بِالْمَعْرُوفِ وَتَنْهَوْنَ عَنِ الْمُنْكَرِ وَتُؤْمِنُونَ بِاللَّهِ ۗ وَلَوْ آمَنَ أَهْلُ الْكِتَابِ لَكَانَ خَيْرًا لَهُمْ ۗ مِنْهُمْ الْمُؤْمِنُونَ وَأَكْثَرُهُمُ الْفَاسِقُونَ

Meaning:

“You (Muslims) are the best community that has been raised up for mankind, as long as you enjoin what is right, forbid what is wrong, and believe in Allah. If the People of the Book had believed, it would have been better for them. Among them are believers, but most of them are wicked” (Lajnah Pentashihan Mushaf Al-Qur’an, 2022).

3. The influence of perceived behavioral control on purchase intention. The extent to which a person feels they have control over their behavior. If a person feels that they have easy access to alternative products that are not affiliated with Israel, their decision to participate in the boycott will be stronger. In Islam, this can be explained by the argument that (QS. Al-Baqarah: 286)

لَا يُكَلِّفُ اللَّهُ نَفْسًا إِلَّا وُسْعَهَا

Meaning:

“Allah does not burden a person beyond their capacity” (Lajnah Pentashihan Mushaf Al-Qur’an, 2022).

This study further explores the role of religiosity in the relationship between TPB and purchase intention. Religiosity can be a moderating factor that strengthens or weakens the relationship between TPB and purchase intention. Religiosity refers to the extent to which a person internalizes religious values in their daily life, including in consumption decisions.

As a moderating factor, religiosity can play a role in several aspects:

1. Influence on Attitudes: Individuals with high levels of religiosity generally give more consideration to moral and ethical aspects in their decision-making.

If their religious beliefs encourage them to reject products affiliated with Israel, their attitude towards boycotts will be stronger.

2. Influence on Subjective Norms: In religious communities, social norms are often stronger because they are based on religious teachings. If an individual is in an environment that religiously emphasizes the importance of boycotts, they will be more inclined to follow the movement.
3. Influence on Perceived Behavioral Control: Individuals with high levels of religiosity tend to have greater determination in carrying out the values they believe in. Even if alternative products are more difficult to access, they may still try to avoid products that are considered contrary to religious principles.

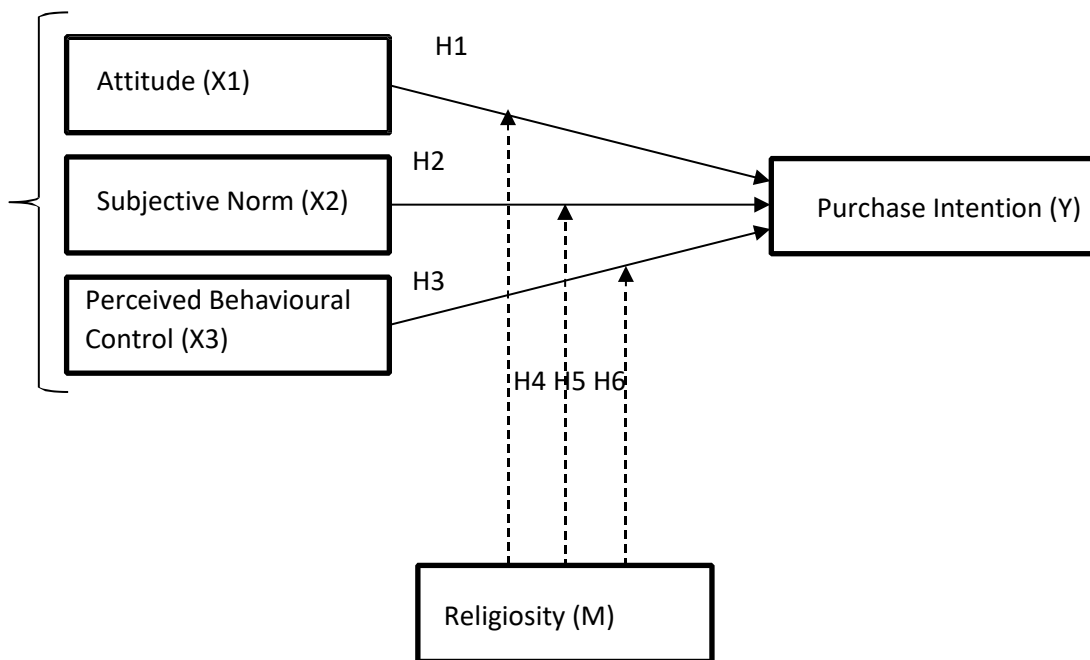


Figure 1 Conceptual Framework

- H1: Attitude (X1) has a negative effect on purchase intention (Y).
 H2: Subjective norms (X2) have a negative effect on purchase intention (Y).
 H3: Perceived behavioral control (X3) has a negative effect on purchase intention (Y).
 H4: Religiosity (M) strengthens the relationship between attitude (X1) and purchase intention purchase intention (Y).
 H5: Religiosity (M) strengthens the relationship between subjective norms (X2) and purchase intention (Y).
 H6: Religiosity (M) strengthens the relationship between perceived behavioral control (X3) and purchase intention (Y).

METHODS

This study uses a quantitative approach with the Partial Least Squares - Structural Equation Modelling (PLS-SEM) method. This approach was chosen because it is capable of testing the relationship between latent variables simultaneously and provides flexibility in handling data that is not normally distributed (Hair et al., 2021).

Using PLS-SEM, this study can analyze the extent to which boycotting Israeli-affiliated products influences purchase intention, while also considering religiosity as a moderating variable.

The population in this study is the Indonesian community who understand the issue of boycotting Israeli-affiliated products. Purposive sampling technique was used to select respondents based on the following criteria:

1. At least 18 years of age.
2. Aware of the boycott movement against products associated with Israel.
3. Have ever or are currently actively participating in a boycott.

The number of respondents targeted for sampling in this study is 170 people. This sample size is based on the rules in PLS-SEM analysis, which suggests a minimum sample size of 10 times the number of variable indicators with the most paths (Hair et al., 2021).

This study adopts the Theory of Planned Behavior (TPB) as the basis for understanding the factors influencing consumer decisions regarding boycott actions (Ajzen, 1991). The main variables in this study include:

Table 1 Operational Variables

Variable	Operational Definition		Indicators	Measurement Scale
Intention Purchase (Y)	Purchase intention refers to a person's plans or desires regarding a product. Factors that influence purchase intention include an individual's intention in seeking information about the product, trying the product, and the desire to own and purchase the product in question (Syarifah, 2023).	1.	Intention exploratory	Likert 1-5
		2.	Intention Transactional	
Attitude (X1)	Attitude is an aspect related to various forms of actions, both beneficial and detrimental. When faced with a situation, individuals tend to choose to be positive, which is beneficial (Syarifah, 2023).	1.	The cognitive	Likert 1-5
		2.	Component Affective	
		3.	Conative	
Norm Subjective (X2)	Subjective norms refer to social pressures that arise to encourage a person to engage in or refrain from certain behaviors. These pressures originate from the surrounding environment, including family, parents, and friends who influence an individual's decisions and actions (Syarifah, 2023)	1.	<i>Normative beliefs</i> (beliefs normative)	Likert 1-5
		2.	<i>Motivation to Comply</i>	
Control Behavior that Perceived (X3)	Behavioral control refers to the ease or difficulty of a person. Every behavior performed will shape beliefs and provide information based on that experience. (Syarifah, 2023)	1.	<i>Control beliefs</i>	Likert 1-5
		2.	<i>Power of Control belief</i> (belief strength control)	
Religiosity		1.	Belief	Likert 1-5

(M)	Religiosity can be defined as an individual's religious commitment to a particular religious doctrine that will have an impact on society. An individual's behavior related to their religion can be seen as part of their religiosity (Glock & Stark, 1965)	2.	Religious Practices
		3.	Experience
		4.	Knowledge
		5.	Practical Application

Variable measurement was conducted using a five-point Likert scale, consisting of: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree ((Likert, 1932). Data was collected through an online questionnaire, which was distributed via social media and communities active in the boycott movement.

Data analysis was conducted using the Partial Least Squares - Structural Equation Modelling (PLS-SEM) method with SmartPLS software. The analysis stages included:

1. Data Quality Test (Outer Model)

- Validity Test

Using Average Variance Extracted (AVE) (>0.5) and Outer Loadings (>0.7) (Fornell, C., & Larcker, 1981). This test was used to measure the quality of the instruments used in the study, whether they were valid or not.

- Reliability Test

Using Composite Reliability (CR) and Cronbach's Alpha (>0.7) ((Hair et al., 2021). This test is used to measure the reliability of the questionnaire, which is an indicator of a variable.

2. Structural Model Test (Inner Model)

- R-Square (R^2) test to measure the predictive power of the model (Chin, 1998).
- Path Coefficient Test (β) to examine the relationship between variables. Bootstrapping with 5000 samples to test the significance of the relationship.

3. Hypothesis Testing

- Partial Test
- Moderation Test

Testing the moderation hypothesis using MRA (Moderated Regression Analysis) with SEM-PLS.

There are several limitations in this study. First, the sample size is limited to 170 respondents, so the results of this study cannot be generalized widely. Second, there is potential for social bias because respondents may give answers that are more in line with norms than their actual experience.

RESULT AND DISCUSSION

Outer Model

The measurement model (outer model) was evaluated to ensure that the measurements were valid, reliable, and non-multicollinear. The following figure shows the evaluation of the measurement model (outer model) using Smart-PLS 3.0:

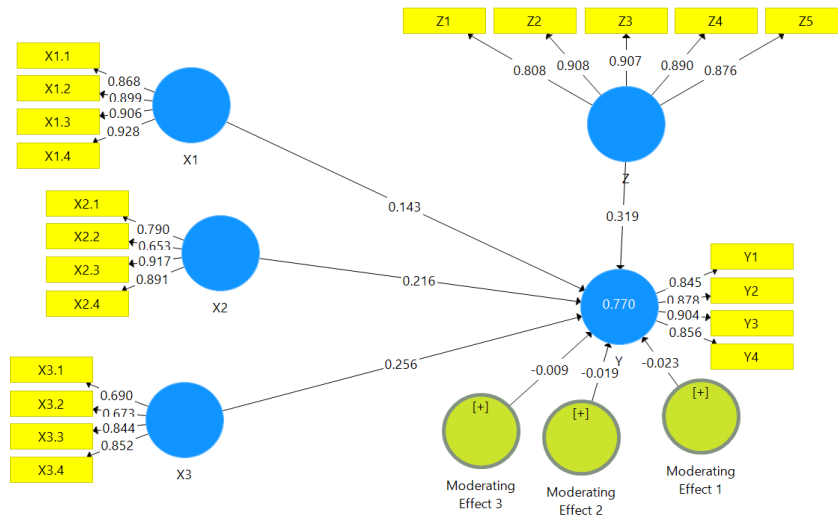


Figure 1 Structural Model

Source: Author's Data Analysis Results, 2025

An instrument is considered valid and reliable if its indicators have a loading factor ≥ 0.70 and an Average Variance Extracted (AVE) value ≥ 0.50 . Based on Figure 2, the results show that there are several indicators with a loading factor value of less than 0.70, so adjustments are needed by removing these indicators so that the model becomes as follows:

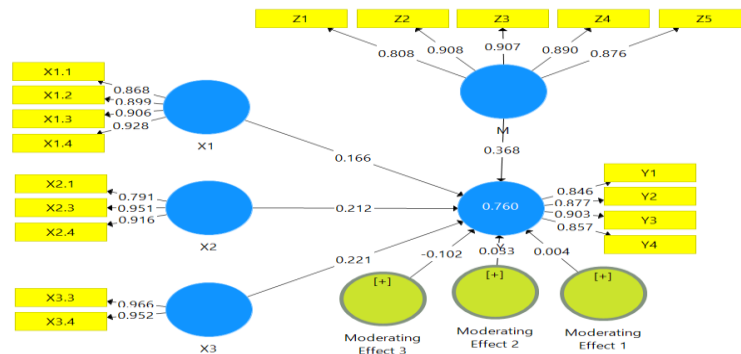


Figure 2 Structural Model After Adjustment

Source: Author's Data Analysis Results, 2025

Table 2 Reliability Table

	Cronbach...	rho_A	Composi...	Average ...
M	0.926	0.929	0.944	0.772
Moderati...	0.997	1.000	0.997	0.939
Moderati...	0.993	1.000	0.994	0.913
Moderati...	0.980	1.000	0.982	0.846
X1	0.923	0.934	0.945	0.811
X2	0.863	0.871	0.918	0.790
X3	0.913	0.932	0.958	0.920
Y	0.894	0.895	0.926	0.759

Source: Author's Data Analysis Results, 2025

The figure above shows that all loading factors are above 0.70 and the Average Variance Extracted (AVE) value of all indicators is ≥ 0.50 , so the instrument is considered valid and accurate in measuring variables. Cronbach's alpha and composite reliability values exceeding 0.70 indicate that the instrument is consistent in measuring variables or is reliable.

Inner Model

Table 3 R Square Test Results Table

	R Square	Adjusted R Square
Y	0.760	0.749

Source: Author's Data Analysis Results, 2025

The test results show that the R Square and Adjusted R Square values are above 0.7, indicating a good model. Simply put, the independent variables are able to explain the dependent variable by 76% (R square).

Table 4 Path Coefficient

	Original ...	Sample ...	Standard ...	T Statistic...	P Values
M -> Y	0.368	0.353	0.096	3.838	0.000
Moderati...	0.004	-0.001	0.100	0.045	0.964
Moderati...	0.033	0.047	0.129	0.257	0.797
Moderati...	-0.102	-0.116	0.105	0.972	0.332
X1 -> Y	0.166	0.188	0.110	1.509	0.132
X2 -> Y	0.212	0.214	0.078	2.709	0.007
X3 -> Y	0.221	0.228	0.066	3.360	0.001

Source: Author's Data Analysis Results, 2025

The hypothesis testing results show that there is a positive and significant effect of variable X2 on variable Y, X3 on Y, and M on Y. This can be seen from the original coefficient values, which are positive, and the respective P values of 0.007, 0.001, and 0.000, all of which are less than 0.05. The interaction variable between M and X1, X2, X3 proved to have no significant effect, meaning that the moderator variable was unable to moderate the independent variables but instead became an independent variable that directly affected the dependent variable.

DISCUSSION

The Influence of Subjective Norms on Purchase Intention

Subjective norms can reduce intention in purchasing Israeli-affiliated products. Based on the Theory of Planned Behavior, the stronger an individual's belief that their social environment opposes a certain behavior, the less likely they are to engage in that behavior, even if they are personally intentioned in it. More specifically, subjective norms reflect an individual's belief about the approval or disapproval of people they consider important towards a purchasing behavior, as well as the extent to which the individual is motivated to meet these social expectations (Damit et al., 2019). Subjective norms are considered a strong predictor of purchase intention, especially when purchasing decisions are influenced by non-economic factors such as ideology or political sentiment (Yang et al., 2024). This phenomenon is increasingly relevant as public awareness of geopolitical issues that influence consumption decisions increases (Herani & Angela, 2024). Therefore, a deep understanding of subjective norms is crucial in analyzing purchasing patterns for Israeli products, particularly in predicting boycott behavior or support for certain products (Anugrah & Fitriandi, 2022). This behavior involves consideration of the views of reference groups, such as family, friends, or the wider community, regarding the purchase (Sahir et al., 2021). This is consistent with findings that individuals tend to behave in accordance with the expectations of their social group, even though such behavior may not provide personal benefits (Haque et al., 2018). This study aligns with research by Elistia & Nurma (2023), Herani & Angela (2024) and Yang et al., (2024), where geopolitical and religious issues influence consumption decisions.

The Influence of Perceived Behavioral Control on Purchase Intention

Perceptions of behavioral control refer to an individual's beliefs about the ease or difficulty they may encounter when making purchasing decisions, especially in the context of products with specific affiliations (Asih et al., 2024). Perceived behavioral control, which includes an individual's beliefs about the existence of factors that can facilitate or hinder the execution of a behavior, has been shown to significantly influence purchase intention. This factor is crucial because behavior can only be realized if individuals have adequate control over it; even when attitudes and subjective norms support intentions, the absence of control can be an obstacle to the realization of behavior (Anugrah & Fitriandi, 2022). The research results indicate that perceived behavioral control (PBC) has a significant positive effect, whereby consumers will increasingly avoid purchasing Israeli-affiliated goods. Theoretically, perceived behavioral control (PBC) not only reflects a person's perception of their ability to perform a behavior but also their awareness of the moral, social, and normative barriers that may hinder that behavior, as explained in the Theory of Planned Behavior proposed by Icek Ajzen. In the context of purchasing Israeli-affiliated goods, higher PBC can actually reduce purchasing intention because

individuals who are highly aware of behavioral control are also more aware of the social, political, and ethical consequences of their actions. Consumers who feel they have complete control over their consumption choices will tend to consider moral aspects more, such as the product's involvement in humanitarian conflicts or its contribution to the economy of a country associated with human rights violations. The greater the sense of control, the stronger the individual's ability to control themselves and resist the urge to buy, so that high PBC encourages individuals to choose alternative products that are not affiliated with Israel. This means that a high perception of control in this context does not facilitate purchasing behavior, but rather provides space for individuals to reject such behavior because they feel capable of consciously regulating and controlling their consumption behavior. Therefore, high PBC will tend to reduce intention in purchasing Israeli-affiliated products because individuals use their behavioral control to avoid purchases that are considered contrary to their values or norms. This study aligns with research on the concept of *masalah mursalah* by Sa'diah et al., (2021) and Elistia & Nurma (2023), which explains behavioral control within the framework of *masalah mursalah*.

The Influence of Religiosity on Purchase Intention

High religiosity is more commonly associated with a decline in intention in purchasing Israeli-affiliated products because religious values often instill strong moral sensitivity, social solidarity, and humanitarian concern (Laila et al., 2024; Xie et al., 2022). Individuals with high levels of religiosity tend to evaluate their consumption behavior not only based on functional or economic aspects, but also on its compatibility with religious teachings and ethical values they believe in (Bukhari et al., 2020; Sudarsono et al., 2022). In the context of Israeli products, strong religiosity can lead to a refusal to purchase because these products are considered to be involved in or supportive of practices that contradict moral and humanitarian values, such as conflict, oppression, or injustice towards certain groups. Consumer behavior studies show that religious individuals often use religious values as guidelines in economic decision-making, including avoiding products they consider incompatible with their religious principles. Therefore, the higher a person's religiosity, the stronger their tendency to refuse to buy Israeli-affiliated products because they view such purchases as a form of support for parties considered contrary to their religious values. The results of this study are in line with the research of (Amalia & Setyono, 2023; Herani & Angela, 2024; Prastiwi & Harsoyo, 2025; Xie et al., 2022).

CONCLUSION

The results of the study indicate that attitudes have no influence on the intention in purchasing Israeli-affiliated goods. Subjective norms and perceived behavioral control influence the intention in purchasing Israeli-affiliated goods. The higher the subjective norms and behavioral control of consumers, the more consumers will avoid purchasing goods affiliated with Israel. Furthermore, this study proves that religiosity cannot moderate (strengthen/weaken) the relationship between attitudes, subjective norms, and perceived behavioral control towards the intention in purchasing Israeli-affiliated goods. Religiosity is actually a factor that directly influences the intention in purchasing Israeli-affiliated goods.

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