

Issue analysis of pro-israel product boycott: An empirical study of trust and purchase decisions of food and beverage products in Indonesia



Delia Rosinta^a  | Siti Rahisyah Mentari^a  | Sabrina Amira Salsabilla^a  | Irmawan Rahyadi^a  |
Muhammad Aras^a  | La Mani^a 

^aCommunication Department, BINUS Graduate Program, Master of Strategic Marketing Communications, Bina Nusantara University Jakarta, Indonesia.

Abstract In an era where the world is increasingly connected through social media, this research aims to explore how consumer trust influences purchasing decisions, particularly for Food and Beverage (F&B) products on the Instagram platform. In recent years, social media has become a powerful space for the spread of social and political movements, including campaigns that call for boycotts of certain brands or products. This study specifically addresses a topic that has garnered considerable public attention in Indonesia the boycott of Pro Israel products. The issue arises alongside growing social and political awareness among Indonesian consumers, many of whom have begun actively choosing to support local products while avoiding brands perceived as being indifferent or insensitive to global humanitarian concerns, such as the Israeli-Palestinian conflict. Consumers increasingly see purchasing as not just a transactional activity, but also a reflection of their values and social stance. To understand this phenomenon, the study employed a survey method using purposive sampling targeting followers of the Instagram account @gerakanbds, account that consistently shares information about the boycott movement. A total of 160 respondents, ranging in age from 17 to 40 years old, took part by completing a structured questionnaire. The questions were designed to measure the degree of trust they place in brands and how that trust affects their decision-making when purchasing F&B products. The collected data was analyzed using path analysis with the SmartPLS tool. The results of this empirical study indicate that trust shaped through the boycott movement has a significant and positive impact on consumer purchasing decisions. These findings reinforce the idea that modern consumers increasingly weigh both product quality and brand social responsibility in their choices.

Keywords: customer trust, boycott movement, purchasing decision, customer behavior, social media

1. Introduction

Consumer trust is a key foundation for a brand's sustainability and success. When consumers have trust in a brand, they not only buy the products or services offered, but also provide valuable long term loyalty. This trust creates a strong emotional connection between the consumer and the brand, so customers feel confident that the brand will consistently meet their expectations. (Cardoso et al., 2022)

In the competitive business world, consumer trust can be a differentiator among brands offering similar products. Consumers tend to choose brands trust because they are convinced of the quality, safety, and integrity of the product. In addition, this trust encourages repeat purchase behavior, which becomes the main revenue for a company. (Cahyani et al., 2024)

Trust also plays an important role in building brand reputation. In the digital age, where reviews and testimonials can spread rapidly, consumers who trust a brand often leave positive reviews, recommend it to others, and become loyal advocates. This expands the brand's reach without the need for enormous marketing expenses. In addition, social media provides a platform for the direct sharing of experiences, both positive and negative, which can strengthen or tear down a brand's reputation. In many cases, positive reviews on social media can increase consumer trust, whereas negative reviews can influence perceptions and even cancel purchase intentions (Helversen et al., 2018).

Reviews on social media have a significant influence on consumer purchasing decisions. With reviews from other users, consumers often feel more confident in making decisions, as they obtain a clearer picture of the quality of the product or service being offered (Torabi & Bélanger, 2022). Therefore, a brand's presence and interaction on social media are essential to build strong relationships with consumers and influence their purchasing decisions.

Consumer trust in food and beverage products in Indonesia has become an increasingly important topic in recent years. Social and political changes, as well as increased consumer awareness of social and environmental issues, have led to the rise



of boycott movements against major brands in the sector. These movements, often triggered by perceptions of corporate indifference to certain issues related to human rights, politics or environmental impacts have influenced consumer purchasing decisions (Rizan et al., 2025)

Consumer trust in food and beverage brands in Indonesia can suffer from various factors, including boycott movements triggered by geopolitical issues. One obvious example is Unilever, a multinational company facing significant challenges in Indonesia. A boycott of Unilever products, triggered by the company's presence in Israel, has led to a decline in market share in Indonesia from 38.5% to 34.9%. Consumers are turning to more affordable local brands, such as products from Wings Group and Mayora Indah. In addition, the pro-Israel product boycott movement in Indonesian e-commerce has also impacted sales in the food and beverage sector. The biscuits and pastries category experienced a 23% drop in sales, with some boycotted brands seeing a decrease of up to 31.2%. However, local brands such as Gery, Roma, and Khong Guan recorded sales growth of up to 13% amidst the situation (Subari, 2025).

With the issue of boycotts among the public, there is a purchase decision toward products that support Israel, which can be a sensitive concern in Indonesia. Given the political attitudes and views of the public toward the Israeli-Palestinian conflict. Most Indonesians have a critical view of Israel's actions against Palestine (Wiriawan, 2023)

In the boycott movement, many large brands that are pro-Israel have experienced a decline in shares, one of which is Starbucks, McDonald's, Pizza Hut and KFC which operates in Indonesia, according to data attached to katadata.co.id From Quarter 1 to 2024, McDonald's recorded a global sales increase of only 1.9 percent at locations that have been operating for more than one year. Globally, growth fell by 0.2 percent, but in the US it remained steady at 2.5 percent. This was the first decline since 2020. Pizza Hut also experienced a slump. In the first quarter of 2024, Pizza Hut's Indonesian licensee, PT Sarimelati Kencana Tbk (PZZA), reported a 24.22% decline in sales (Pahlevi, 2024).

Consumer trust is created to influence purchasing decisions, especially in the context of the Pro-Israel product boycott movement. The results of this study are expected to provide insights for F&B companies on effective strategies to maintain consumer trust and remain competitive in a market that is sensitive to social and political issues (Awaludin et al., 2023).

These issues trigger consumers to question the brands they buy, and consider supporting companies that are more responsive to evolving social demands. In Indonesia, where political and social issues often influence consumer preferences, boycott movements can grow quickly through social media. Platforms such as Twitter, Instagram, and TikTok are becoming key means for consumers to voice their dissatisfaction with certain products and rally support for boycotts (Kriswanto, 2023).

Along with this trend, many companies are increasingly aware of the importance of building and maintaining consumer trust, not only by focusing on product quality, but also by showing commitment to the social values held by consumers. On the basis of background, the researcher will further examine consumer trust in food and beverage products on purchasing decisions in the issue of the boycott movement in Indonesia. The purpose of this study is to analyze the impact of the boycott of pro-Israel products on consumer confidence in food and beverage products in Indonesia and to provide strategic recommendations for food and beverage industry players in responding to consumer confidence dynamics influenced by global issues and social values.

2. Theoretical basis and literature review

2.1. Theory of Reasoned Action

In 1975, Martin Fishbein and Icek Ajzen introduced the theory of reasoned action, an important concept in social psychology that aims to analyze and predict human behavior through underlying intentions. The theory focuses on the role of social norms and attitudes in shaping an individual's decision to act in a certain way. Within the framework of the theory of reasoned action, human behavior can be understood as the result of planned intentions, which in turn are influenced by two main factors, namely attitudes toward the action and subjective norms present in the social environment. (Rossmann, 2020).

First, behavioral attitudes refer to an individual's evaluation of a particular action, which includes whether the individual has a positive or negative view of the behavior. This assessment is influenced by the individual's perception of the consequences of the action taken as well as how the action is valued in the social and personal context, which ultimately forms the attitude toward the behavior. Furthermore, subjective norms refer to individuals' perceptions of how others view a behavior, including the influence of social pressure and expectations from groups or individuals who are considered important in their lives (Saptiyono et al., 2024).

Subjective norms reflect the extent to which a person feels compelled to follow the norms that exist in society or their social environment, on the basis beliefs about the evaluation and response of those closest to them. The theory of reasoned action assumes that individuals consider available information and make rational evaluations before deciding to take or not take an action. (Gollwitzer & Sheeran, 2023).

2.2. Theory of planned behavior

To understand and predict human behavior on the basis of intention and control over that behavior, Icek Ajzen developed the theory of planned behavior (TPB) in 1985. The TPB extends the theory of reasoned action (TRA) by adding the

concept of perceived behavioral control, which describes the extent to which individuals feel that they have the ability to carry out or avoid a particular action. This concept emphasizes the importance of individuals' perceptions of the ease or difficulty of carrying out the behavior in question, which is a key factor in predicting their intentions and actions. According to the concept of planned behavior, the main indicator of whether a person will perform an action is his or her desire to do so (Rossmann, 2020).

According to the theory of planned behavior, this intention is the main key that predicts whether someone will actually take an action or not. Second, there are subjective norms, namely the social pressure around them. And third, there is what is called perceived behavioral control, is how much the person feels able to actually join the boycott (Utirestantix et al., 2022).

2.3. Customer Trust

Consumer trust is the belief that a brand, product, or company will fulfill the promises made and provide value in accordance with expected expectations. This trust is built through consistent positive experiences and maintained service quality, creating a strong relationship between consumers and brands (Kartomo, 2024).

Mowen and Minor, as cited in Wuwungan A, define consumer confidence as all the knowledge consumers have and the conclusions they draw about objects, attributes, and benefits associated with them (Wuwungan et al., 2024).

According to Mayer, Davis, and Schoorman customer trust is defined as the willingness of consumers to be vulnerable to the actions of others on the basis of the expectation that the other party will act in a certain way, regardless of the ability to monitor or control that party (Morgan & Hunt, 2009).

Without trust, customers may be hesitant to share sensitive information or collaborate closely with service providers, hindering the cocreation process and limiting the potential for innovation. Trust is a key factor in maintaining sustainable long-term relationships with customers (Afkar & Hamsal, 2024).

In consumer trust, there are factors that meet the criteria for consumer trust. The first is product quality where quality is important when a product can consistently meet the expectations of consumers to provide continuous trust to consumers who buy a product. Furthermore, the credibility factor where the credibility of the company fosters consumer confidence in the products it uses, with good credibility, consumers believe that the products used are in accordance with the expectations of the consumers themselves. Apart from the two factors above, the value perceived by consumers is also included in the consumer confidence factor where consumers can feel the benefits and benefits they obtain from a product purchased, the value referred to in this factor is not only of price, but also quality, comfort, experience, and alignment of products or services with consumer needs and expectations (Mansyuri et al., 2024).

2.4. Social Media

Social media is a digital platform that allows individuals and communities to create, share and modify content, and interact in virtual networks. Social media offers a space for two-way communication and collaboration between users in various parts of the world. (Kim & Kim, 2021).

Social media, is a network of communication technologies that allows users to communicate and share content in various formats, including text, photos, video, and audio. Social media is often used to form online communities, encourage interpersonal interaction, and disseminate information quickly and widely. (Uldam & Vestergaard, 2023).

Social media as a digital ecosystem that integrates various communication services, allows users to participate in social activities, such as sharing news, disseminating information, and engaging in public discussions. Social media is also an important tool in social surveillance and public opinion formation (Ausat, 2023).

According to Christian Fuchs, social media is an internet-based communication tool that gives users the ability to interact with and share content in digital communities. Social media acts as a bridge in the dissemination of information and global collaboration, is an important tool in organizing social and political movements (Fuchs, 2021).

Social media, as an evolving new medium, has unique characteristics that distinguish it from traditional forms of communication. First, participation encourages users to not only be recipients of information, but also make active contributions through feedback, thus creating dynamic interactions between users. Then, openness becomes one of the important characteristics, where information flows freely and can be accessed by anyone, allowing for greater transparency. Conversation is also integral, with two-way communication allowing users to directly interact, debate and exchange ideas in real-time. Finally, the interconnectedness between users creates an interconnected network, strengthening relationships between individuals, groups, and communities (Burgess et al., 2018).

2.5. Boycott Movement

Product boycott as a collective action taken by a group of consumers who deliberately avoid or refuse to buy products or services from a company as a form of protest against certain actions or provisions that are considered unethical or not in accordance with consumer moral values (Radzik, 2017).

A boycott is defined as the collective refusal to purchase goods or services from distributors or companies deemed to have unfair social or business practices. (McEvoy & Bryson, 2022). A product boycott is an attempt to disengage consumers from a product or company as a form of social or political criticism. Product boycotts are often organized through public campaigns that aim to draw attention to issues of public concern (Ali, 2021).

A person's decision to boycott a brand or product is often influenced by various interrelated factors. One of them is participation, which is a significant factor. When a person feels that many others will also participate in the boycott, a sense of solidarity and social influence can encourage them to participate. The greater the number of people involved, the greater the perceived impact on the boycotted brand, which in turn encourages more people to join. In addition, the likelihood of success also plays an important role in this decision. If individuals believe that the boycott has the potential to affect real change, such as a change in policy or brand actions, they are more likely to take decisive steps in support of it. A sense of optimism about achievable outcomes is one of the strong drivers in decision-making (Shin & Yoon, 2018).

Equally important is the credibility of the message. The boycott message must be credible in order to move individuals to action. This credibility can come from who is delivering the message, whether they have a recognized authority or reputation, and the extent to which the reasons and evidence provided convince individuals to believe that the boycott is the right move. When the message is delivered by a respected or trusted party, the potential influence is much greater, making individuals more likely to join the boycott (Hasanah et al., 2024).

2.6. Purchasing Decisions

Purchasing decisions according to Schiffman and Wisenblit in R. Indriyani and A. Suri are the cognitive processes through which customers select, purchase, utilize, and evaluate goods or services to meet their needs and desires referred to as purchasing decisions by Schiffman and Wisenblit. This process consists of several steps, namely problem identification, information gathering, alternative assessment, purchase selection, and post-purchase behavior (Indriyani et al., 2020).

Before making the final decision to buy, buyers consider a variety of complex criteria, including price, perceived risk, and product value, according to Michael R. Solomon. In addition, the consumer's psychological, social, and cultural environment influences the decision to purchase (Solomon, 2019).

According to Kotler and Armstrong, the process by which consumers determine their needs or wants, seek information about goods or services, consider existing options, decide whether to buy or not, and then reevaluate their options after making a purchase is known as a purchase decision. (Kotler & Armstrong, 2018).

A purchase decision is a cognitive process through which customers select, acquire, utilize, and evaluate goods or services on the basis of psychological, social, and cultural aspects, according to the various expert perspectives discussed above. It is the result of the cognitive and affective processes that consumers go through when choosing goods or services, such as considering the advantages and disadvantages of various options and considering past experiences that influence decisions. Problem identification, information search, evaluation of alternatives, purchase selection, and postpurchase behavior are the five steps in the purchase decision-making process. (Kotler & Armstrong, 2018).

A confused customer faces a situation where the product they are using no longer meets their expectations. This dissatisfaction triggers curiosity and a drive to find a solution. This is when they begin to realize the problem is not a bad want, but an unavoidable need. This problem can arise from an internal desire that creates demand, and while it is not always perceived as negative, it forces the customer to look for better alternatives to fulfill the emerging need. With the problem recognized, the customer moves to gather more information about the product that they think can address their needs. Some may do so proactively, whereas others simply raise their awareness of the available options. After obtaining a wide range of information, customers begin to evaluate their options (Kotler & Armstrong, 2018).

They not only look for products that fulfill their needs, but also try to find the best benefits. Each product they consider is, in essence, a set of features that have different capacities to provide benefits. Finally, when the decision to buy or not to buy a product comes, it is not a decision that comes out of nowhere. It involves many choices and considerations. The type of product, its form, the quantity needed, and many other factors all play a role in determining whether the product will make it into the customer's shopping cart. It is the culmination of a series of thoughtful evaluations and searches, which ultimately results in a clear decision (Kotler & Armstrong, 2018).

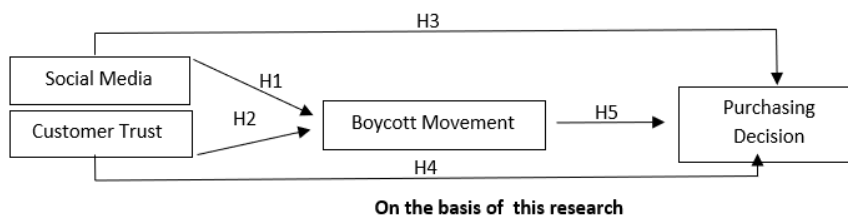
3. Research methodology

The research methodology structure applied in this study can be seen through Figure 1.

This research uses an explanatory quantitative approach because it explains the position of each variable, and tests the hypotheses that have been proposed to identify the relationship among the variables studied. As explained by (Sugiyono, 2019), explanatory research focuses on hypothesis testing to determine the relationships between variables as well as the position of each in the context of the study.

In this study, the hypothesis was tested via a computer program tool (SmartPLS). Data analysis was performed via descriptive and inferential statistical methods. Descriptive statistical analysis was conducted with research data from the

average score of respondents in the context of demographics and then multivariate analysis with Smart-PLS was subsequently conducted (Hair Jr et al., 2021).



On the basis of this research
Figure 1 Study framework.

The survey method used in this research. The survey was chosen because of its ability to determine the relationship between two or more factors that influence the cause and effect of a particular situation or condition (Bekman, 2022).

The survey instrument was organized into several sections. The initial section informs respondents about the purpose of the survey and answers questions on the basis of experience without requiring precise details. The next section included predetermined questions designed to correlate with the research criteria, The main focus of this study was to build an in-depth understanding of social media and consumer trust on purchasing decisions related to the growing pro-Israel product boycott movement in Indonesia. To prevent unintended bias, the survey did not ask for personal data such as email addresses or names. The fourth section consisted of a list of questions with answer options using a semantic differential scale (1 = strongly disagree to 5 = strongly agree). The next step was for the instrument to be distributed.

Researchers chose the Instagram account @gerakanbds as the research population, considering that this account often discusses the boycott movement against products that support Israel. The selection of this account was based on its credibility in voicing the issue. To determine the sample size, the researcher used the Slovin formula, which resulted in a sample of 160 respondents, ensuring sufficient representation for further analysis.

The data used in this study cannot be made publicly available due to the presence of personally identifiable and sensitive information provided by research participants. Public disclosure of such data would risk breaching the principles of privacy and confidentiality, which are fundamental to ethical research practices. Therefore, access to the data can only be granted upon approved request and in compliance with applicable ethical guidelines.

4. Results

The data were collected via a structured questionnaire distributed via Google Form to 160 respondents. The data obtained from the questionnaires were verified, so that invalid data were removed so that they could not affect the results of the research analysis. The respondent profile contained in this study is in accordance with the characteristics of this study through general questions given at the beginning of the questionnaire. The respondents are categorized into groups on the basis of gender, occupation, and latest education which are the criteria for determining the respondent profile.

Table 1 summarizes the characteristics of the responden.

Table 1 Characteristics response.

Characteristics	Category	Total	Percentage
Gender	Male	76	47,5%
	Female	84	52,5%
Age	17-25 Years	82	51,2%
	26-35 Years	64	40%
	36-40 Years	10	6,3%
	41-50 Years	4	2,5%
Latest Education	Senior High School	34	21,3%
	Diploma	37	23,1%
	Undergraduate	73	45,6%
	Magister	16	10%
Job	Student	23	14,4%
	Private Employee	97	40,6%
	Freelance	18	11,3%
	Civil Servants	6	3,7%
	No Jobs	16	10%

Source: Data processing (2025).

To ensure the quality of the instruments used in this study, a series of tests were conducted, including validity, reliability, and hypothesis testing. Each of these testing stages aims to ensure that the instrument used is able to measure exactly what should be measured and has high consistency. The data analysis technique chosen is SEM-PLS (structural equation modeling -



partial least squares), which allows researchers to analyze the relationships between variables in a more complex and in-depth manner.

In this study, to reveal the direct effect between variables, researchers used path tests. This path test aims to determine how much influence is exerted by intervening variables, such as consumer confidence, social media, and boycott movements on consumer purchasing decisions. By using the path test, researchers can identify the strength of the direct influence of each variable involved in the purchasing decision-making process. Table 2 and table 3 provide information about loading value of customer trust and social media variable.

Table 2 Loading value of consumer trust variable.

Item	Outer Loading	Description
X1(1)	0.893	Valid
X1(2)	0.858	Valid
X1(3)	0.882	Valid
X1(4)	0.850	Valid
X1(5)	0.876	Valid
X1(6)	0.900	Valid

Source: Data Processing (2025).

Table 3 Loading value of social media variables.

Item	Outer Loading	Description
X2(1)	0.815	Valid
X2(2)	0.859	Valid
X2(3)	0.830	Valid
X2(4)	0.841	Valid
X2(5)	0.872	Valid
X2(6)	0.869	Valid
X2(7)	0.864	Valid
X2(8)	0.790	Valid

Source: Data processing (2025).

The test results for variables X1 and X2, namely social media and consumer confidence, show that all indicators used have an outer loading value above 0.7. These findings indicate that each of these indicators significantly contributes to the measurement of social media variables. Thus, be concluded that all indicators in this model are valid, and none of the indicators need to be removed. This success strengthens the research model, ensuring that social media variables are measured appropriately and can be relied upon in further analysis. Table 4 provide information about purchasing decisions variable.

Table 4 Loading value of purchasing decision variables.

Item	Outer Loading	Description
Y1	0.853	Valid
Y2	0.882	Valid
Y3	0.877	Valid
Y4	0.855	Valid
Y5	0.840	Valid
Y6	0.848	Valid

Source: Data processing (2025).

In the tests conducted, the outer loading values for all the indicators are greater than 0.70, which means that all data obtained from the questionnaire can be considered valid. Interestingly, the indicator with the highest outer loading value is Y4, which reaches an extraordinary value of 0.900. This value reflects that the X6 indicator makes a very strong and significant contribution in measuring the variable under study. Table 5 provide information about Value average variance extracted.

Table 5 Value average variance extracted.

Variabel	AVE	Kriteria (AVE >0.5)
Customer Trust	0.777	Valid
Social Media	0.738	Valid
Boycott Movement	0.747	Valid
Purchasing Decision	0.710	Valid

Source: Data processing (2025).

All indicators in this study have an average variance extracted (AVE) value of more than 0.5, which indicates that the measurement for each item in the questionnaire can be considered feasible and relevant. Moreover, the cross loading value which is greater than 0.7 further strengthens the validity of the results of this study. The Fornell-Larcker test results also show



that the root value of the AVE for each construct is greater than the correlation value between constructs, indicating that the tested constructs have good discrimination. Finally, the Heterotrait-Monotrait Ratio (HTMT) test provides results showing that all variables in this study have reliable values and support each other. All these results further confirm that this study is valid and reliable for analyzing the relationships between variables. Table 6 provide information about R-square value for variables Y and Z.

Table 6 R-square value for variables Y and Z.

	R Square	R Square Adjusted
Y Purchasing Decision	0.512	0.500
Z Boycott Movement	0.601	0.594

Source: Data processing (2025).

The heterotrait-monotrait ratio (HTMT) is less than 0.9. This shows that in this study all the variables are considered reliable and adequate because they have a Cronbach's alpha and composite reliability alpha value and a composite reliability values of more than 0.7. The coefficient of determination test results show that purchasing decisions have an influence of 0.512, which is 51.2% and the remaining 48.8% are likely to be influenced by various factors outside this study. The boycott movement in this study has an influence of 0.601, which is 60.1% and the remaining 39.9% is likely to be influenced by various factors outside this study. Table 7 provide information about structural model.

Table 7 Structural Model.

Hypotesis	Path	STD	T Statistic	P Values
H1	Customer Trust -> Boycott Movement	0.545	10.739	0.012
H2	Social Media -> Boycott Movement	0.373	8.287	0.000
H3	Customer Trust -> Purchasing Decision	0.425	6.615	0.000
H4	Social Media -> Purchasing Decision	0.398	7.263	0.000
H5	Boycott Movement -> Purchasing Decision	0.418	4.607	0.000

The results of this study indicate that consumer trust has a real and significant influence on the boycott movement. This is evidenced by the p-value of 0.012, which strengthens the acceptance of the first hypothesis (H1). This means that the greater the level of consumer trust in an issue or information is, the greater the likelihood that customers are involved in the boycott movement. Furthermore, social media also proved to play an important role in encouraging the boycott movement. With a p-value of 0.000, this relationship is highly significant and supports the second hypothesis (H2). This means that the more active and widespread the dissemination of information on social media, the stronger the public's urge to boycott.

Furthermore, consumer trust also has a direct effect on purchasing decisions. With the same p-value of 0.000, the third hypothesis (H3) is accepted. This means that the level of consumer trust determines whether they will buy a product or not. Similarly, social media has a significant influence on purchasing decisions, with a p-value of 0.000 which confirms the fourth hypothesis (H4). Widespread information on social media is able to shape consumer perceptions and ultimately influence their choices in shopping.

Finally, the results also show that the boycott movement directly and significantly impacts purchasing decisions, with a p-value of 0.000. This confirms that the stronger the boycott movement is, the greater the influence it has on consumers' decisions not to buy certain products.

4. Discussion

The results indicate that this study examines how the two main factors of consumer trust and social media affect a person's purchasing decision. However, this relationship is not straightforward. One important variable that mediates this influence, which is the boycott movement. Through the mediation of the boycott movement, five main hypotheses are formed that explain how and to what extent trust and social media influence a person's decision to buy a product.

Consumer significantly influences the emergence of the boycott movement. This means that when the level of consumer trust in a product or company decreases, customers tend to be more easily encouraged to participate in boycotts. This finding is in line with previous research conducted by (Rohaya et al., 2024) who reported that consumer trust is one of the main factors that drive the boycott movement against a product. They also found that the relationship between consumer trust and the boycott movement is positive and significant. The greater the consumer's level of trust or distrust, the greater the likelihood of engaging in a boycott.

This research shows that social media plays a very important role in driving the boycott movement. The findings show a significant influence between social media use and increased participation in the movement. This is in line with the results of research conducted by (Afifah et al., 2024) who also reported that when a boycott movement is promoted through social media, its impact becomes much greater. Social media is not only an information channel, but also an effective tool for building solidarity, expanding campaign reach and mobilizing collective action.



Consumer trust has a significant influence on purchasing decisions. This means that the higher the level of trust someone has in a product or brand, the more likely they are to make a purchase. This finding is in line with the results of research conducted by (Yulianingsih et al., 2023). The study explained that purchasing decisions are influenced not only by consumer confidence, but also by other factors such as the level of religiosity, the presence of halal labels, and product quality. Consumer trust is one of the key factors that can determine whether customers will choose to buy a product.

4.1. Social media has a significant influence on people's purchasing decisions.

When people are exposed to product content on social media, especially through platforms such as Instagram, they tend to be more interested and encouraged to buy. This finding is in line with the results of other studies (Indriyani et al., 2020) that concluded that Instagram popular from of social media has a strong influence on people's purchasing decisions. Through attractive photos, user reviews, and widespread promotions, Instagram is able to shape consumer perceptions and interests in choosing a product.

5. Conclusions

In the midst of increasingly intense social and political turmoil, an interesting study was conducted to explore how consumer trust affects food and beverage purchasing decisions in Indonesia, especially in the context of the boycott movement against pro-Israel products. The results of this study revealed a surprising fact: consumer trust has a very significant effect on customers choices when shopping. However, it is not just consumer trust that influences purchasing decisions. Social media also plays an important role. Platforms such as Instagram, Twitter and Facebook have become information battlegrounds, where sensitive social and political issues can trigger strong reactions from consumers.

Boycott movements, often online, have tremendous power to influence how people choose the brands and products they buy. In fact, boycott movements born out of dissatisfaction with large corporations perceived to be ignorant of social issues, such as their involvement with Israel, have had a huge impact on the sales of top brands. Big brands like Unilever, Starbucks, and McDonald's have seen a significant drop in sales. In contrast, local brands that are more responsive to the social values upheld by consumers have seen very positive sales growth. The statistical tests revealed that consumer trust through the boycott movement had a positive effect on their purchasing decisions. With a significant p-value ($p < 0.05$), this shows that consumers consider not only the quality of the product, but also the extent to which the brand is in line with the social values they believe in. Their decision to buy, it turns out, is more complex and influenced by many factors that go deeper than just price or quality.

Acknowledgment

The authors express their sincere gratitude to Bina Nusantara University for its unwavering support throughout the research process.

Ethical considerations

Consent was appropriately obtained from all the respondents during data collection.

Conflict of interest

The authors declare that they have no conflicts of interest.

References

- Affiah, M. N., Abizar, A., Sutopo, H., & Albab, U. (2024). Pengaruh Gerakan Boikot Produk Pro Israel Di Media Sosial Terhadap Minat Beli Masyarakat Bandar Lampung. *Jurnal Ekonomi Syariah Pelita Bangsa*, 9(02), 426–435. <https://doi.org/10.37366/jespb.v9i02.1918>
- Afkar, E., & Hamsal, M. (2024). Innovation ambidexterity in Indonesian professional services industry: the role of customer trust and co-creation. *Cogent Business & Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2431186>
- Ali, B. J. (2021). Impact of consumer animosity, boycott participation, boycott motivation, and product judgment on purchase readiness or aversion of Kurdish consumers in Iraq. *Journal of Consumer Affairs*, 55(2), 504–523. <https://doi.org/10.1111/joca.12350>
- Anisa Dwi Cahyani, Nina Agustiani, Yogi Aprianto, & Anas Malik. (2024). Analisis Strategi Marketing dan Kepercayaan Pelanggan terhadap Keputusan Pembelian Online Shop Berbasis Aplikasi Shopee pada Mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Raden Intan Lampung. *Jurnal Bisnis Kreatif Dan Inovatif*, 1(4), 51–64. <https://doi.org/10.61132/jubikin.v1i4.402>
- Ausat, A. M. A. (2023). The Role of Social Media in Shaping Public Opinion and Its Influence on Economic Decisions. *Technology and Society Perspectives (TACIT)*, 1(1), 35–44. <https://doi.org/10.61100/tacit.v1i1.37>
- Awaludin, A. A., Al-Khaidar, M. A., & Ratnasari, R. T. (2023). Opinion Leaders and Product Boycott Intentions: Factors Influencing Consumer Behavior in Support of Israel Boycott. *Journal of Digital Marketing and Halal Industry*, 5(2), 243–264. <https://doi.org/10.21580/jdmhi.2023.5.2.20166>
- Bekman, M. (2022). QUANTITATIVE RESEARCH METHOD IN PUBLIC RELATIONS: RELATIONAL SURVEY MODEL. *The Meric Journal*, 16(6), 238–258. <https://doi.org/http://dx.doi.org/10.54707/meric.1143322>
- Burgess, J., Marwick, A., & Poell, T. (2018). *The SAGE Handbook of Social Media*. SAGE Publications Ltd. <https://doi.org/10.4135/9781473984066>

- Cardoso, A., Gabriel, M., Figueiredo, J., Oliveira, I., Rêgo, R., Silva, R., Oliveira, M., & Meirinhos, G. (2022). Trust and Loyalty in Building the Brand Relationship with the Customer: Empirical Analysis in a Retail Chain in Northern Brazil. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(3), 109. <https://doi.org/https://doi.org/10.3390/joitmc8030109>
- Christian Fuchs. (2021). *Social Media: A Critical Introduction* (Third Edition). Sage.
- Gollwitzer, P. M., & Sheeran, P. (2023). Implementation intentions and goal achievement: A meta-analysis of effects and processes. *Advances in Experimental Social Psychology*, 38, 69–119. [https://doi.org/https://doi.org/10.1016/S0065-2601\(06\)38002-1](https://doi.org/https://doi.org/10.1016/S0065-2601(06)38002-1)
- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Classroom Companion: Business Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R AAWorkbook* (1st ed.). Springer. <http://www.>
- Hasanah, A. N., Luqman, Y., & Dwiningtyas, H. (2024). Pengaruh terpaan media sosial Instagram mengenai produk boikot dan konflik Palestina-Israel terhadap keputusan pembelian produk boikot. *Interaksi Online*, 6(4), 1005–1015. <https://doi.org/https://ejournal3.undip.ac.id/index.php/interaksi-online/article/view/47482>
- Indriyani, R., Suri, A., Manajemen Bisnis, P., Studi Manajemen, P., Ekonomi Dan Bisnis, F., & Korespondensi, P. (2020). PENGARUH MEDIA SOSIAL TERHADAP KEPUTUSAN PEMBELIAN MELALUI MOTIVASI KONSUMEN PADA PRODUK FAST FASHION. <https://doi.org/10.9744/pemasaran.14.1.25-34>
- Kartomo, T. (2024). The Role Of Social Media In Building Consumer Trust In Product. *Kompartemen: Kumpulan Orientasi Pasar Konsumen*, 2(2), 8–17. <https://doi.org/10.56457/kompartemen.v2i2.641>
- Kim, D. Y., & Kim, H. Y. (2021). Influencer advertising on social media: The multiple inference model on influencer-product congruence and sponsorship disclosure. *Journal of Business Research*, 130, 405–415. <https://doi.org/10.1016/j.jbusres.2020.02.020>
- Kotler, Philip., & Armstrong, G. (2018). *Principels of Marketing* (17th ed.). Pearson.
- Kriswanto, J. (2023). *Palestina: Ramai seruan boikot Israel di media sosial Indonesia, apakah akan berdampak terhadap Israel? - BBC News Indonesia*. <https://www.bbc.com/indonesia/articles/c3gldnyzy7ro> Accessed on April 20,2025
- Mansyuri, M. I., Iskandar, R., Mutmainnah, & Ramadhan, Muh. S. (2024). Trust, Product Quality, and Consumer Loyalty of Scarlett Whitening Skincare. *Social Science Studies*, 4(1), 454–557. <https://doi.org/10.47153/sss37.8572023>
- McEvoy, K., & Bryson, A. (2022). Boycott, Resistance and the Law: Cause Lawyering in Conflict and Authoritarianism. *Modern Law Review*, 85(1), 69–104. <https://doi.org/10.1111/1468-2230.12671>
- Michael R. Solomon. (2019). *Consumer Behavior: Buying, Having, Being* (12th ed). Pearson.
- Morgan, R. M., & Hunt, S. D. (2009). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 53(3), 20. <https://doi.org/http://dx.doi.org/10.2307/1252308>
- Pahlevi, R. (2024, May 20). *Cek Data: Bagaimana Boikot Pengaruhi Bisnis Merek Global di Indonesia? - Cek Data Katadata.co.id*. <https://katadata.co.id/cek-data/664a92f2437dd/cek-data-bagaimana-boikot-pengaruh-bisnis-merek-global-di-indonesia> Accessed on April 20,2025
- Radzik, L. (2017). Boycotts and The Social Enforcement of Justice. *Social Philosophy and Policy*, 34(1), 102–122. <https://doi.org/10.1017/S026505251700005X>
- Rizan, M., Kresnamurti, A., Hanoum, F. C., Anugrah, R. P., Prabowo, H., Violinda, Q., Zalzalah, G. G., & Herdiany, H. D. (2025). Investigative model of repurchase intention on boycott brand of multinational franchise food and beverage in Indonesia. *Asian Management and Business Review*, 107–127. <https://doi.org/10.20885/AMBR.vol5.iss1.art8>
- Rohaya, Lathief, M., Nasution, I., & Dharma Budi. (2024). ANALISIS FAKTOR PERILAKU KONSUMSI TERHADAP KEPUTUSAN BOIKOT PRODUK ISRAEL : STUDI KASUS PADA GENERASI Z UNIMED. *Jurnal Manajemen Terapan Dan Keuangan (Mankeu)*, 13(03). <https://doi.org/https://doi.org/10.22437/jmk.v13i03.36882>
- Rossmann, C. (2020). Theories of Reasoned Action and Planned Behavior . *The International Encyclopedia of Media Psychology*.
- Saptiyono, A., Sjafe, S. L., & Steyowati, R. M. (2024). STRATEGI SOSIALISASI LITERASI MEDIA AKUN INSTAGRAM @japelidi. *Jurnal Ilmu Komunikasi*, 13(1), 1–17. <https://doi.org/http://dx.doi.org/10.14710/interaksi.13.1.1-17>
- Shin, S., & Yoon, S. W. (2018). Consumer motivation for the decision to boycott: The social dilemma. *International Journal of Consumer Studies*, 42(4), 439–447. <https://doi.org/10.1111/ijcs.12444>
- Subari, W. A. (2025). *Pangsa Pasar Unilever Indonesia Anjlok Ditekan Boikot dan Merek Lokal*. https://mediaindonesia.com/ekonomi/733747/pangsa-pasar-unilever-indonesia-anjlok-ditekan-boikot-dan-merek-lokal?utm_source#google_vignette
- Sugiyono. (2019). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta.
- Torabi, M., & Bélanger, C. H. (2022). Influence of social media and online reviews on university students' purchasing decisions. *International Journal of Internet Marketing and Advertising (IJIMA)*, 16. <https://doi.org/http://dx.doi.org/10.1504/IJIMA.2022.120968>
- Uldam, J., & Vestergaard, A. (2015). *Introduction: Social Media and Civic Engagement*. Palgrave Macmillan. https://doi.org/http://dx.doi.org/10.1057/9781137434166_1
- Utarestantix, U., Purwanto, B. M., & Lukito-Budi, A. S. (2022). Role of Desire and Implementation of Intention in the Theory of Planned Behavior: A Bibliometric Analysis. *Binus Business Review*, 13(1), 97–107. <https://doi.org/10.21512/bbr.v13i1.7898>
- von Helversen, B., Abramczuk, K., Kopeć, W., & Nielek, R. (2018). Influence of consumer reviews on online purchasing decisions in older and younger adults. *Decision Support Systems*, 113, 1–10. <https://doi.org/10.1016/j.dss.2018.05.006>
- Wiriawan, J. (2023, November 3). *Konflik Palestina-Israel berlanjut dengan “perang narasi” di media sosial Indonesia: Jangan sampai jadi persoalan besar - BBC News Indonesia*. <https://www.bbc.com/indonesia/indonesia-57142467> Accessed on April 20,2025
- Wuwungan, A., Tielung, M., & Pandowo, M. (2024). The influence of e-WOM and perceived benefits on the decision to use e-wallet with customer trust as an intervening variable in FEB UNSRAT students. *Jurnal EMBA (Economics, Management, Business & Accounting)*, 12(4), 368–378. <https://doi.org/https://doi.org/10.35794/emba.v12i4.58941>
- Yulianingsih, Limakrisna, N., & Muharam, H. (2023). Purchasing Decisions Based on Consumer Trust in Halal Topical Cosmetic Products. *International Journal of Business and Applied Economics*, 2(5), 753–770. <https://doi.org/10.55927/ijbae.v2i5.6043>