

CHAPTER 1

INTRODUCTION

1.1 Research Background

The Israeli-Palestinian conflict in 2023 that killed 8,900 Palestinians has also gained international attention. Even the United Nations Secretary-General's report was that there were a total of 2,985 deaths of children (Jasa, 2023). The Israeli atrocities harvested criticism from the international community, including the Indonesian community in the ASEAN territory. As a result, countries that support Palestine are calling for a boycott of products or companies affiliated with Israel or so-called Boycott, Divestment and Sanctions (BDS).

The boycott movement among social media users has even spread massively to countries around the world including Indonesia with the tag #BDSMovement that has become the headline news. The movement began on October 10, 2023, exactly two days after Israel committed genocide against the Palestinians. The boycott is expected to put economic pressure on the economies and supportive states as a consequence of their brutal actions against Palestine. The boycott was aimed at products originating from Israel and its allies, which was the impact of an Israeli Prime Minister who ignored a resolution approved by the United Nations General Assembly and stated that Israel would continue to attack Palestine (CNBC Indonesia, 2023).

The mass boycott of Israeli and allied products has implications for businesses, investors, workers and consumers in both the short and long term. Shares of global companies that are considered sympathetic to Israel have also decreased in value and show the volatile position of companies in the era of the Israel-Hamas war as a result of the boycott movement (Kompas Indonesia, 2024). Indonesia is a country that participated in the boycott of Israeli products, namely

through the Indonesian Ulema Council's Fatwa Number 82 of 2023 concerning the Application of Land Law in the Palestinian Territories. The fatwa strongly advises Muslims to avoid using products that have something to do with Israel. Through the Fatwa of the Indonesian Ulema Council, it also encourages the government to take a flexible approach in supporting Palestinian rights (Mardeson & Mardesci, 2022). The following list of Israeli products in Indonesia that must be avoided according to the Fatwa of the Indonesian Ulema Council can be seen in the following table.

Table 1. 1 List of Pro-Israel Products Based on Fatwa of Indonesian Ulema Council

No.	Product Type	Product Name/ Brand
1.	Body Wash	Lifebuoy, Lux, Dove
2.	Shampoo	Clear, Sunsilk, Tresemme, Head & Shoulders, Pantene, Rejoice
3.	Personal Care	Pepsodent, Closeup, Rexona, Molto, Rinso, Axe, Downy, Vaseline, Sunlight, Vanish
4.	Milk	SGM, Milo, Ovaltine, Bear Brand, Dancow
5.	Beverages Products	Buavita, Sari Wangi, Lipton, Nescafe, Coca-Cola, Sprite, Fanta,

		Nutriboost, Minute Maid, Mizone, Pepsi
6.	Snack	Kit Kat, Cadbury, Pringles, Oreo, Walls, Lays, Koko Crunch, Belvita, Biskuat, Ritz, Kraft, Doritos
7.	Instant Foods	McDonalds, Oreo, KFC, Burger King, Popeyes, Pizza Hut, Pizza Papa John's, Dunkin Donuts, Starbucks

(Source: Trisnawati, 2024)

The existence of a boycott also has an impact on the company that is the target of the community boycott. This will have implications in the occurrence of a crisis in the company's profit-loss structure which also takes the structure of the leadership change of the boycott target company (McDonnell & Cobb, 2020). The impact of a boycott can also affect the company's financial performance, customer trust and corporate reputation due to the potential loss of the consumer base (Mendez-Suarez & Crespo-Tejero, 2021). In addition, boycotts can also disrupt the company's relationship with parties who have an interest in the company (McDonnell & Werner, 2016).

Broek, et al., (2017) state that in the case of online boycotts on social media, it also has a negative impact on the company. When there is an online boycott campaign, it will also mobilize

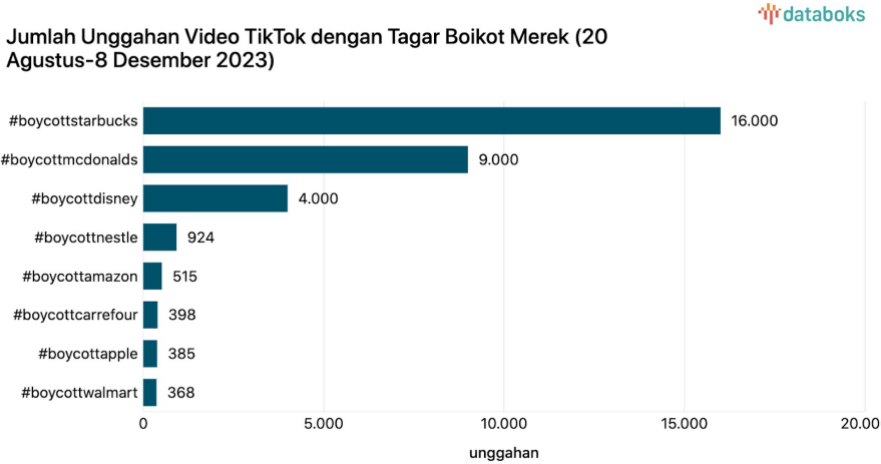
consumers who aim for the company's financial losses, reputation and sales. Bhagwat et al. (2020) also stated that in situations of corporate boycotts on social media, investors tend to give negative responses to companies involved in socio-political activism. So that overall companies that experience boycotts get a bad reputation from consumers and overall market capital so that the scandal also reduces consumer interest in purchasing company products (Arnold, 2019).

Starbucks is one of the businesses that has turned pro-Israel. Coffee shops in the United States were first introduced by Starbucks, which allowed customers to purchase and carry their own coffee. In Indonesia, Starbucks started operating its flagship store in Plaza Indonesia in 2002. As of January 2018, 326 Starbucks shops were scattered throughout 22 main cities in Indonesia, according to the company's official website, www.starbucks.co.id. The significant growth of Starbucks in Indonesia is due to the high demand for coffee in Indonesia. This is because the coffee industry gets high public enthusiasm which has an impact on the increase in profits earned. In 2023, the coffee market revenue in Indonesia reached US\$ 2.7 billion (Statista, 2023).

Starbucks consumers in Indonesia were quite shocked due to the actions of Starbucks management who sued the labor union. Starbucks Workers United in early October 2023 initially expressed solidarity with Palestinians for the genocide committed by Israel. However, Starbucks management filed a lawsuit against its labor union for supporting Israel (CNBC Indonesia, 2023). As a result of the actions of Starbucks management, it has also led to community activity through online boycotts on social media, which is a massive boycott strategy because social media can be reached by all elements of society without being limited by time and distance. It is known that active social media users in Indonesia reach 167 million (60.4%) of the total population (Data Portal, 2023). Based on TikTok Creative Center, the hashtag #boycottstarbucks has been used 16,000 times on social media in the last 30 days with a total of 167 views.

Starbucks consumers in Indonesia express disappointment, unhappiness and unfavorable comments on Starbucks' managerial choices. On the basis of this phenomenon, this study will discuss in depth about how this phenomenon affects customer purchase interest in Starbucks through the variables examined in this study. The existence of BDS against Starbucks that is widely used on TikTok generates public sentiment, the majority of which expresses critical comments and disappointment with Starbucks' managerial choices. On this basis, it is known that Indonesia is a majority Muslim country which also carries out the orders of the MUI Fatwa. Some consumers consciously avoid Starbucks products, which shows that the boycott has a real effect on consumer behavior. Consumers' decisions to stay away from Starbucks products are influenced by real actions and online public opinion expressing disapproval of the company (Gusnadi, et al., 2024).

Figure 1. 1 Number of TikTok Video Uploads with the Brand Boycott Hastag

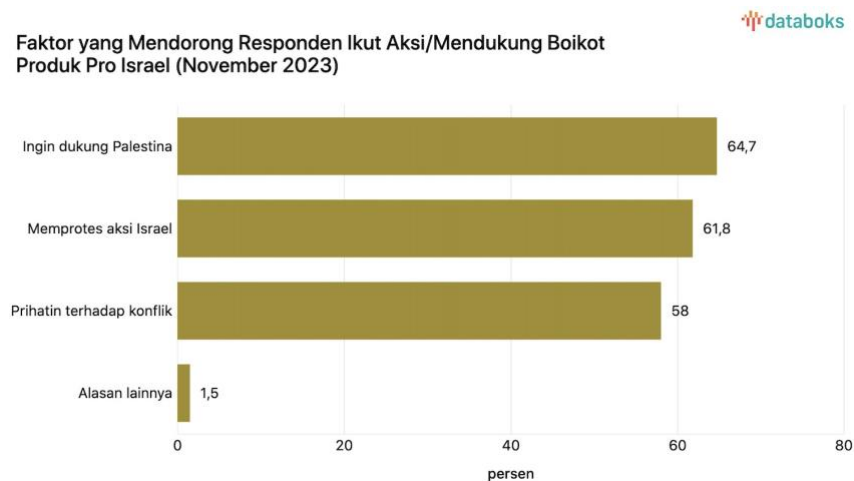


(Source: Databoks, 2023)

Based on Figure 1.1 above, against pro-Palestinian products, Starbucks received the highest boycott on TikTok. It can be seen that the hashtag #boycottstarbucks has been used by 16,000 TikTok users and ranked as the first boycott on TikTok for 120 days in the period August 20-December 8, 2023. In addition, the reasons for consumers to support the boycott of pro-Israel

brands are as a form of solidarity with Palestine (64.7%), protesting Israel's actions (61.8%) and worrying about the condition of Palestine (58%). For more details, please see Figure 1.2 below.

Figure 1. 2 Factors that Encourage Respondents to Take Action/Support the Boycott of Pro-Israel Products

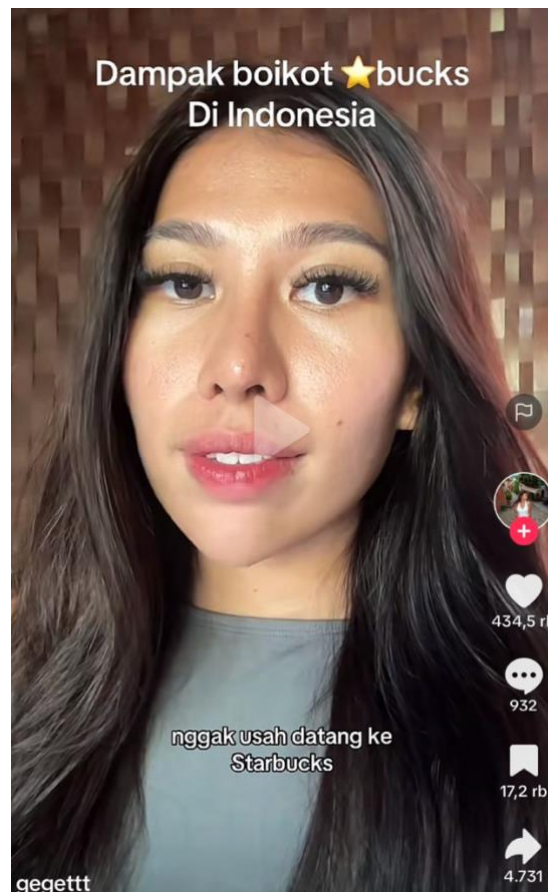


(Source: Databoks 2023)

According to Kotler & Susanto (2001), a person's beliefs, thoughts, and impressions of an object constitute their brand image. Starbucks features a contemporary and minimalist style that exudes comfort. Starbucks has become more than just a place to buy food and drinks, but also a preferred place for individuals to gather with friends or hold business meetings. In Indonesia, Starbucks is the coffee shop that customers think of first and always has the best place in their minds. Companies must choose the best course of action to achieve their goals and stay in business while winning the competition. Customers really pay attention to the brand image of a product in meeting their current demands. Companies should consider this to satisfy customers and meet their expectations (Manik & Siregar, 2022). However, the impact of the Starbucks boycott caused losses for Starbucks, which estimated losses reached IDR 186 trillion globally (Tribun News, 2024).

It can be seen from some of the content creators on TikTok regarding the boycott of Starbucks products as well as the @geg3tt account regarding the content of boycotting Starbucks products that are pro-Israel in the following image.

Figure 1. 3 @geg3tt TikTok Content of Boycott Starbucks Indonesia



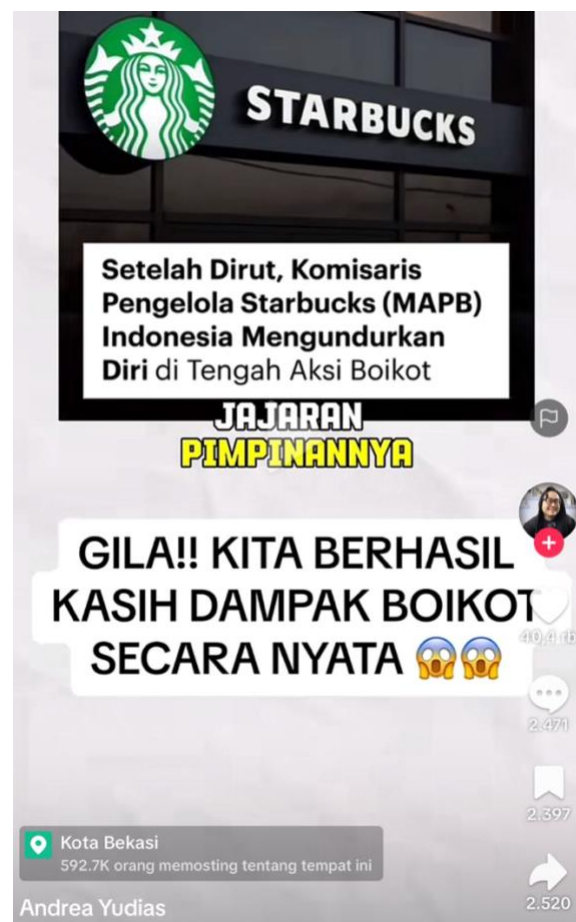
(Source: TikTok Content Creator @geg3tt, 2024)

Based on uploads from TikTok content creator @geg3tt regarding the boycott of Starbucks Indonesia, it is known that it has won 5.6 million viewers, 434.5k likes, 932 comments, 17.2 thousand saves and 4,731 forwards. Public attention also commented on the @geg3tt account, such as the @mamimikjun account which commented “but great loh in Cileungsi here to the mall alone Starbucks closed”, the @intellokal account which commented “I think it is very effective, the proof is that the defenders go directly to the heart of the Israeli economic contributors, continue to replace

with indigenous MSMEs”, as well as the @juntrik account which commented on the @geg3tt content post “resign all employees, hopefully get a blessed job”.

Not only the @geg3tt account, TikTok influencers such as @andreyudias also uploaded content about the boycott of Starbucks Indonesia by giving the impact of boycotting Starbucks products in Indonesia. The @andreyudias upload managed to get 338.3 thousand viewers, 30.4 thousand likes, 2,473 comments, 2,399 saves and 2,522 forwards, in the following image.

Figure 1. 4 @andreyudias TikTok Content of Boycott Starbucks Indonesia



(Source: TikTok Content Creator @andreyudias, 2024)

Comments on the TikTok account @andreyudias were also crowded by Indonesians who voiced the same thing against the boycott of Starbucks Indonesia. As with the comments given by @alnakba “boycott has a positive impact on MSMEs” with 3,041 likes, @okonomiyaki account

“who said yesterday the boycott didn't affect” with 1,381 likes, and @hiki25 account comments “yesterday passing Starbucks in my city, it was really quiet” with 305 likes. This indicates that the mass action of boycotting Starbucks Indonesia on social media in the form of TikTok is something that attracts public enthusiasm to provide a deterrent and warning effect against brands or companies that are pro-Israel. In addition, the boycott of Starbucks by the Indonesian people can be said to be running massively and clearly evidenced by the low consumer purchase interest in products from Starbucks Indonesia.

Purchase intention is significantly influenced by attitude (Pavlou & Fygenon, 2006). Customers will have a positive attitude regarding the product as their buy intention grows (Ko et al., 2005). However, exposure to the hashtag #boycottstarbucks on TikTok will have a negative effect on customers' attitudes, meaning that the more times a consumer sees the hashtag, the less likely they are to purchase from Starbucks (Tsai, 2010). The research is a quantitative study that looks at the influence of moral norms, attitude, perceived behavioral control, and subjective norms on purchase intention with the object of eco-friendly reusable bag consumers. It is based on research done in 2020 by Ayu Ekasari and Syelila Md Zaini under the title Moral Norm and Theory of Planned Behavior: The Intention to Use Eco-Friendly Reusable Bag. Subjective norms have a detrimental impact on purchasing intention, according to the research.

A person's beliefs can influence what he thinks about the subjective norms of others (Ajzen, 1991). In other words, the more exposure to #boycottstarbucks content on TikTok, the lower the interest in purchasing Starbucks products. The existence of subjective norms related to the community boycotting pro-Israel products makes a person's belief to boycott Starbucks, which is considered a product that supports Israel. In other words, the existence of norms in exposure to

#boycottstarbucks content on TikTok plays a significant role in purchase intention (Chen & Zimitat, 2006).

In the Indonesian market itself, the impact of #boycottstarbucks resulted in a decrease in sales due to the sentiment of boycotting Israel by Indonesians by up to 35%. Not only that, the #boycottstarbucks action on TikTok also resulted in the impact of negative sentiment towards downsizing employees to acts of vandalism committed by consumers against Starbucks outlets in Indonesia (Katadata, 2024). For this reason, it is urgent in this study to discuss consumer purchase interest in Starbucks in Indonesia due to TikTok content in the form of the hashtag #boycottstarbucks.

1.2 Problem Statement

One of the most well-known coffee shops in Indonesia is Starbucks. This is because Starbucks has catchphrases and distinctive features that set it apart from other coffee shops and pique consumers' curiosity and desire to return. Additionally, they always work to provide clients a unique, superior experience in order to keep their business, even at a greater expense. Starbucks places a high priority on maintaining its products' quality so that customers may enjoy the greatest flavor possible. Even though a cup of coffee at Starbucks costs more than it does at other coffee shops, this doesn't stop people from returning. But this happened when Starbucks had not yet shown their statement regarding their support for Israel. (Rahman, 2023).

However, due to their statement supporting Israel, it is proven that their sales have decreased. The influence of #boycottstarbucks led to a 35% drop in sales as a result of Indonesians' inclination to boycott Israel. Furthermore, the TikTok movement known as "#boycottstarbucks"

had an adverse effect on everything from customer vandalism against Starbucks locations in Indonesia to bad opinion around staff layoffs (Katadata, 2024).

Based on the above statement, the researcher provides a problem formulation in this study:

1. Is there an influence of attitude towards TikTok content of #boycottstarbucks on Starbucks Indonesia purchase intention?
2. Is there an influence of subjective norms boycott product pro-Israel on Starbucks Indonesia purchase intention?

1.3 Research Objectives

This research was conducted with the following objectives:

Describe the influence of attitude towards TikTok content of #boycottstarbucks and subjective norms boycott product pro-Israel on Starbucks Indonesia purchase intention.

1.4 Research Significance

1.4.1 Academically

The results of this study are expected to increase knowledge in the field of communication and reference with similar themes, especially in analyzing the effects of TikTok content in the form of the hashtag #boycottstarbucks in relation to the influence of attitude and subjective norms on Starbucks consumer purchase intention.

1.4.2 Practically

The results of this study are expected to contribute, especially for Starbucks Indonesia as a food and beverages brand in Indonesia in measuring the effect of TikTok content in the form of the hashtag #boycottstarbucks on consumer purchase intention in Indonesia.

1.4.3 Socially

The results of this study are expected to be an appeal to the public to be more careful in making product purchasing choices and responding to social media exposure in the news, especially in TikTok content in the form of the hashtag #boycottstarbucks.

1.5 Theoretical Framework

1.5.1 Research Paradigm

A framework that describes how researchers see science and theory in the context of research is known as the research paradigm. In addition to providing a foundation for issue solving in research, the researcher's paradigm also clarifies how researchers interpret a problem (Guba & Lincoln, 1998). In this study, the paradigm adopted is positivism, because it is to find out the size, strength or lack of influence between research variables, namely: the effect of Attitude (X1) and Subjective Norms (X2) on Purchase Intention (Y). In simple terms, the positivism paradigm can be understood as a paradigm that emphasizes various basic assumptions and researchers need to put aside the facts with the prevailing values.

This kind of study employs a quantitative methodology in accordance with the research paradigm. Through the positivism paradigm with a quantitative approach, researchers will try to

find the influence between Attitude (X1) and Subjective Norms (X2) on Purchase Intention (Y) of Starbucks Indonesia products.

1.5.2 State of The Art

In light of the fact that this research has been supported by several studies, a few of the earlier studies will be discussed and their findings clarified. There are several previous studies that were adopted as basic guidelines in this study.

The first study, conducted by Hsien-Long Huang, Li-Keng Cheng, Pi-Chuan Sun, and Szu-Jung Chou in 2021, is titled *The Effects of Perceived Identity Threat and Realistic Threat on the Negative Attitudes and Usage Intentions Toward Hotel Service Robots: The Moderating Effect of the Robot's Anthropomorphism*. This quantitative study investigates how realistic threat, identity threat, and negative attitudes influence usage intentions, focusing on AI robot users. The study surveyed 133 respondents, and the results revealed that attitude has a negative effect on usage intention.

The second study, conducted by Jian Ming Luo and Chi Fung Lam in 2020, is titled *Travel Anxiety, Risk Attitude, and Travel Intentions Towards "Travel Bubble" Destinations in Hong Kong: Effect of the Fear of COVID-19*. This quantitative research explores the impact of fear, anxiety, and attitude on travel intention, specifically focusing on travel bubble destinations in Hong Kong. The study surveyed 303 respondents, and the results indicated that attitude has a negative effect on travel intention.

The third study, conducted by Barbara Borusiak, Andrzej Szmukowiak, Elena Horska, Natalia Raszka, and Elżbieta Zelichowska in 2020, is titled *Towards Building Sustainable Consumption: A Study of Second-Hand Buying Intentions*. This quantitative research examines

the influence of attitude, subjective norms, perceived behavioral control, personal norms, awareness, and ascription on purchase intention, focusing on consumers of second-hand goods in Poznań and Katowice. The study involved a sample of 333 respondents, and the findings revealed that subjective norms have a negative effect on purchase intention.

Fourth, this research is conducted by Honglei Tang, Zeeshan Rasool, Mohsin Ali Khan and Ahmad Imran Khan in 2021 with the title Factors Affecting E-Shopping Behavior. This research is a quantitative study that examines the effect of subjective norms, attitude and trust on purchase intention with the object of research on online shop consumers. This study took a sample of 493 respondents with the results of subjective norms having a negative effect on purchase intention.

The fifth study, conducted by Ayu Ekasari and Syelila Md Zaini in 2020, is titled Moral Norm and Theory of Planned Behavior: The Intention to Use Eco-Friendly Reusable Bags. This quantitative research explores the impact of moral norms, attitude, perceived behavioral control, and subjective norms on purchase intention, focusing on consumers of eco-friendly reusable bags. The study surveyed a sample of 280 respondents, and the findings revealed that subjective norms have a negative effect on purchase intention.

The five abovementioned literature studies serve as a solid foundation for this study, which intends to investigate The Influence of Attitude Towards TikTok Content of #BoycottStarbucks and Subjective Norms Boycott Product Pro Israel Towards Purchase Intention of Starbucks Indonesia. Despite the comparable variables included in earlier research, the combination of independent variables of Attitude Towards TikTok Content of #BoycottStarbucks (X1) and Subjective Norms Boycott Product Pro Israel (X2) and the dependent variable Purchase Intention of Starbucks Indonesia (Y), have not been studied, which is why this study is being done.

1.5.3 Theory Reasoned Action (TRA)

According to the Theory of Reasoned Action (TRA), behavioural intentions are the primary indicators of future behaviour (Fishbein & Ajzen, 1975). On the other hand, a person's behavioural intention depends on their attitude toward the behaviour, which is their evaluation of whether they should engage in the behaviour, and on their subjective norm, which is how they see the societal pressures to engage in the behaviour (Fishbein & Ajzen, 1975). This theory explains the relationship between attitude and behavior on human action. This theory is used primarily to predict how individuals will behave based on pre-existing attitudes and behavioral intentions. Behavioral intention (behavior attention) is still an intention and not yet a behavior, while behavior (behavior) is an actual action taken. An individual's decision to engage in a particular behavior is based on the outcomes that the individual expects will arise as a result of performing the behavior. The main purpose of TRA is to understand individual voluntary behavior by examining the underlying basic motivation for taking an action (Fishbein & Ajzen, 1975). Here are the main components of TRA:

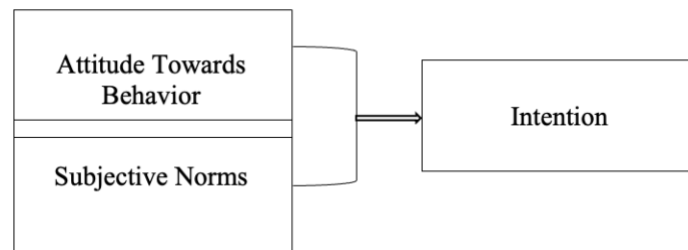
1. **Attitude:** Attitude refers to an individual's evaluation of a particular object or action. Attitude includes the positive or negative feelings that individuals have towards the behavior and beliefs about the consequences of the behavior. A positive attitude towards a behavior increases the likelihood that an individual will have a strong intention to perform it.
2. **Subjective Norm:** Subjective norms reflect individuals' perceptions of social expectations and perceived social pressures from those around them related to the behavior to be performed. This includes accepted norms and other people's important

views on the behavior. Subjective norms influence individual intentions by describing the extent to which individuals feel social pressure to carry out certain actions.

3. **Intention:** Intention is an individual's decision to carry out or not carry out certain behaviors. Intention is influenced by attitudes and subjective norms. If individuals have a positive attitude towards behavior and feel strong social pressure to do so, the intention to carry out the action will be stronger.
4. **Behavior:** Behavior is the concrete action taken by the individual. TRA assumes that an individual's intention is a strong predictor of behavior, although there are other factors that can also influence it.

TRA assumes that individuals are rational thinkers who consider available information before deciding to carry out a behavior. This implies that individual attitudes, subjective norms, and intentions are important factors that shape and influence behavior. Over the years, TRA has been the basis for the development of other behavioral theories and models, including the Theory of Planned Behavior (TPB) which integrates additional behavioral control factors. TRA has also been applied in various contexts, such as health research, consumer behavior, organizational behavior, and other fields to understand and predict human behavior. In this study, Starbucks has a basis for improving brand attitude that is expected to be in accordance with consumer desires.

Figure 1. 5 Theory Reasoned Action Model



(Source: Ajzen, 1991)

1.5.4 Attitude Towards Tiktok Content of #Boycottstarbucks

According to Ajzen (1991), attitude is the first predictor that relates to a person's ideas about the outcomes of their activity and an assessment of how significant these outcomes are. People will be upbeat and have a favorable attitude about an activity if they think it will lead to positive outcomes, and vice versa. According to TRA, intention is a strong predictor of behavior, although there are other factors that can also influence it (Ajzen & Fishbein, 1980; Ajzen, 1991). Consequently, attitude is often understood to be a negative indicator of feeling when users of TikTok discover content with the hashtag #boycottstarbucks.

Customers with a pessimistic outlook are less likely to buy Starbucks goods. According to Ajzen (1991), a key component of intention in the TRA theoretical framework is attitude. Furthermore, an attitude towards a behaviour may be understood as an individual's evaluation, whether positive or negative, of the relevant behaviour, together with their views regarding the expected consequences (Al-Debei et al., 2013). Taking these considerations into account, prior research by Pavlou and Fygenson (2006) indicates that attitudes are a significant factor in determining whether or not an individual intends to purchase additional things. Customers have a positive attitude towards the product or service when their desire to purchase grows (Ko et al., 2005).

Kotler and Armstrong (2007) reveal that attitude is a person's evaluation of whether or not he likes an object. Meanwhile, Oentoro (in Kapantouw & Mandey, 2015) suggests several functions of attitude, including adjustment or benefit functions, ego defense functions, value expression functions and knowledge functions. The attitude

towards an object can be identified through a favorable or unfavorable response to the target product or object. Consumers who have a positive attitude towards the products offered will be more easily persuaded by advertising or marketing of these products. Thus, a favorable consumer attitude towards a product will affect their availability to make purchases of the products offered (Shaizatulaqma, 2016).

Attitude has three main components, namely cognitive, affective and behavior (Othman, 2015). Acceptance or rejection of something can be said to be the result of a person's assessment or evaluation of an object (Amalia & Fauziah, 2018). Consumer attitudes are based on beliefs and knowledge about a brand or product and will ultimately influence individuals to take action in a certain way. Furthermore, individual attitudes towards products from Starbucks after consumers who see TikTok content in the form of the hashtag #boycottstarbucks will affect their beliefs whether they believe or disbelieve in Starbucks products. Consumers who believe in TikTok content in the form of the hashtag #boycottstarbucks will avoid purchasing Starbucks products (undo the purchase intention). Meanwhile, consumers who do not believe in TikTok content in the form of the hashtag #boycottstarbucks, which is looking for proof that Starbucks Indonesia is not pro- Israel, will also foster purchasing intentions for Starbucks products (Muhammad, 2015).

The indicators used to measure attitude in this study refer to the theory from (Ajzen, 1991) including:

1. Belief

Is an attitude that is formed on belief in the heart so that it can encourage someone to take action against something that has been believed.

2. Affective

Is a feeling that arises as a result of something seen or believed. These feelings can be in the form of feelings of pleasure, sadness, security, worry and so on.

3. Evaluative

Is a process where a person reassesses the actions taken.

1.5.5 Subjective Norms Boycott Product Pro Israel

Subjective norms, according to Ajzen & Fishbein (2000), are personal beliefs about what most significant persons believe should be expected of them. Then, he refers to those who are significant to him in order to guide conduct (Permatasari, 2015). A person's sense of pressure from their surroundings to engage in certain behaviors or not is known as subjective norms (Haryana & Novianti, 2020). Subjective norms can be accurately defined as a set of normative views about the acceptance or rejection of important allusions to a behavior and the encouragement they provide for people to act in a particular way.

Jogiyanto (2007) defines subjective norms as an individual's interpretation of the views of others, which will impact their decision to engage in or refrain from engaging in the conduct in question. Decisions to be made are made with their own considerations or based on the considerations of other people who are considered important. The decision taken can fail to be carried out if other people's considerations are not supportive, even though one's own considerations are favorable. This consideration can be obtained from family, friends, relatives, or other related people.

According to Ajzen & Fishbein (2000) subjective norms in general have two components, including:

1. Normative beliefs

Norm beliefs are opinions on what other people think of themselves and serve as a guide for whether or not to act in a certain way. Beliefs concerning the opinions of others that hold significance and power over an individual's decision to engage in a particular conduct or not.

2. Motivation to comply

Motivation is what drives a person to select certain standards. Subjective norms can also refer to the support that others in their immediate environment provide them, which serves as a cue to adopt certain actions.

Subjective norms are determined by beliefs about the opinions of specific others. Subjective norms can also be defined as the degree to which significant individuals, such as relatives, friends, or colleagues justify an action and influence intentions (Plangger, 2012). The subjective norm component addresses the importance of perceived social influence (Yook & Sayre, 2012). The TRA suggests that actions are partly determined by what others (especially important people) believe and what they think about the behavior in question. Subjective norm is a combination of an individual's normative beliefs and his or her motivation to comply with the beliefs of others.

It can be concluded that subjective norms are a person's belief in a behavior that is motivated by the opinions or thoughts of those closest to him, such as family, friends, relatives or colleagues. Subjective norms can also affect a person positively or negatively. Consumers who see TikTok content in the form of the hashtag #boycottstarbucks then think that they should not do this behavior (buy Starbucks products) are classified as people who have negative subjective norms.

The indicators used to measure subjective norms in this study refer to research conducted

by Ulfia (2019), in the form of:

1. Friends influence

The impact provided by friends in shaping consumer perceptions in making purchase intentions regarding positive or negative statements about products or brands.

2. Family influence

The impact provided by the family in shaping consumer perceptions in making purchase intentions regarding positive or negative statements of products or brands.

3. Other parties influence

The impact provided by other parties that count in the formation of consumer perceptions in making purchase intentions regarding positive or negative statements of products or brands.

1.5.6 Purchase Intention Starbucks Indonesia

Psychologically, a person's internal motivation that functions as a guide to take action is what generates buying interest. Purchase interest is defined by Peter & Olson (2014) as the belief that a person must follow a certain course of action in order to accomplish and obtain something. Purchase interest, on the other hand, is defined by Kotler & Keller (2009) as the impulse to acquire a product that develops in response to an object's stimulation. To boost customer interest in making a purchase, online merchants and suppliers must, at minimum, adhere to four ethical requirements: fulfillment, honesty/non-deception, security, and privacy (Lee & Charles, 2021).

According to Kotler & Susanto (2001), the dimensions of buying interest are role and status, because the role, namely the position of a person in each group, can be explained in terms of roles categorized in various interests such as the five indicators which indicate interest based on the principle of role. As for status, namely the degree of one's position in an individual or group scope.

If elaborated, each role carries a status that reflects the general appreciation in interests by society including reference groups, family and roles and statuses, from which all interests, including explorative ones, are part of roles and statuses. According to Schiffman & Kanuk (2004), there are several characteristics that can explain that someone has a preference to buy something, namely having a great curiosity about the product and a willingness to seek relevant information about the product, considering the purchase, the desire to try, until the desire to own the product appears.

The stages of consumer purchase intention are formed from the following stages according to Binalay (2016):

1. Attention to the product offered by the seller.
2. Interest in the products offered because of price, quality and benefits.
3. The desire to own a product, begins because of a sense of interest. After knowing various information in detail, it will form a consumer's desire to be able to own the product offered.
4. Action, in this case consumers already have the determination to buy the product offered.

Buying intentions begin with collecting various information related to a particular product either based on personal experience or other people around them. Various information obtained will be considered as well as evaluated before then deciding to make a purchase. So it can be said that purchase intention is the last level component in the form of strong beliefs before individuals decide to make a purchase. According to Sutisna (2008) when individuals get a good response to actions taken in the past, it will be a reinforcement that allows individuals to take certain actions (Japariato, 2014).

Purchase intentions are formed when consumers have recognized and realized their problems or needs. Based on various problems and needs that arise, consumers search for information related to goods or services that can be used to meet their needs. Various inputs and

information related to the product or service obtained are then evaluated to get the best choice and can provide satisfaction. The factors that influence consumer buying intentions are also influenced by feelings or emotions. If someone feels happy and satisfied with what they get from purchasing a product or service, it will strengthen their purchase intention (Priansa, 2017).

The indicators used to measure purchase intention in this study refer to Ferdinand (2014), including:

1. Transactional interest

A person's tendency to make transactions

2. Referential interest

A person's tendency to refer the product to others

3. Preferential interest

The main preference attitude towards the product

4. Explorative interest

Always looking for information about the products he is interested in

1.5.7 The Influence of Attitude Towards Tiktok Content of #Boycottstarbucks on Purchase Intention

The idea of planned behaviour is the most popular model for describing consumer behaviour (Ajzen, 1991). According to TRA (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975), behavioural intentions—direct antecedents of behavior—are a result of convictions that cultivating particular behaviours will result in particular consequences. Antecedents are separated into normative and behavioural beliefs by Fishbein & Ajzen (1975). While normative beliefs affect a

person's subjective standards for developing behaviour, behavioural beliefs are the fundamental effect on attitudes in developing behaviour.

TRA proposed by Ajzen (1975) suggests that attitudes toward behavior, subjective norms collectively predict the intention to perform a behavior, which in turn explains actual behavior. In other words, behavioral intentions are closely tied to attitudes. Consumer behavior is influenced by attitudes, which are shaped by easily recalled beliefs and the context in which they are presented (Ajzen & Fishbein, 2000). Ajzen (1991) further emphasizes that attitudes serve as precursors to intentions and reflect the extent to which an individual has already formed judgments about a situation based on prior purchase experiences. Attitudes toward a brand play a crucial role in relational exchanges, encompassing cognitive, emotional, and behavioral goals. These attitudes represent a comprehensive evaluation influenced by responses to stimuli or beliefs associated with the brand.

Attitudes are enduring and consistent predispositions that serve as important predictors of consumer behavior. A positive perception of a brand significantly influences consumer purchase intention (Kudeshia & Kumar, 2017; Olsen et al., 2014; Oroudi et al., 2018; Schivinski & Dabrowski, 2016). Purchase intention reflects the tendency to translate attitudes and perceptions about a product into actionable behavior and is closely tied to anticipated or planned future actions (Kudeshia & Kumar, 2017; Schivinski & Dabrowski, 2016; Woo & Kim, 2019). Specifically, consumers' attitudes toward TikTok content using the hashtag #boycottstarbucks impact their intention to purchase from Starbucks. Previous studies, including those by Huang et al. (2021), Luo & Lam (2020), and Tandon et al. (2021), also confirm that attitude significantly influences purchase intention.

1.5.8 The Influence of Subjective Norms Boycott Product Pro Israel on Purchase Intention

Subjective norms, as described by Ajzen (1991), are the felt social pressure to engage in or refrain from engaging in a behaviour. Depending on the society, social pressure can have varying effects on an individual's behaviour (Husin & Rahman, 2013). The normative expectations of others and the drive to live up to them can be used to quantify subjective norms (Laohapensang, 2009). According to Azjen (1991), consumers will be impacted by public opinion and expectations from particular groups, and normative ideas are thought to be predictors of subjective norms (Xie et al., 2011).

Previous research suggests that subjective norms are key predictors of intention, with external factors such as family and reference groups potentially influencing the negative relationship between subjective norms and intention. Studies indicate that up to 45% of decisions are shaped by external influences, including friends, coworkers, and spouses. Furthermore, social and cultural factors, driven by kinship, religion, and social interactions, play a substantial role in shaping purchase intention. Al-Nahdi et al. (2015) emphasize that consumers are often influenced by peer opinions, highlighting the importance of social factors and their significant impact on purchase intention through subjective norms.

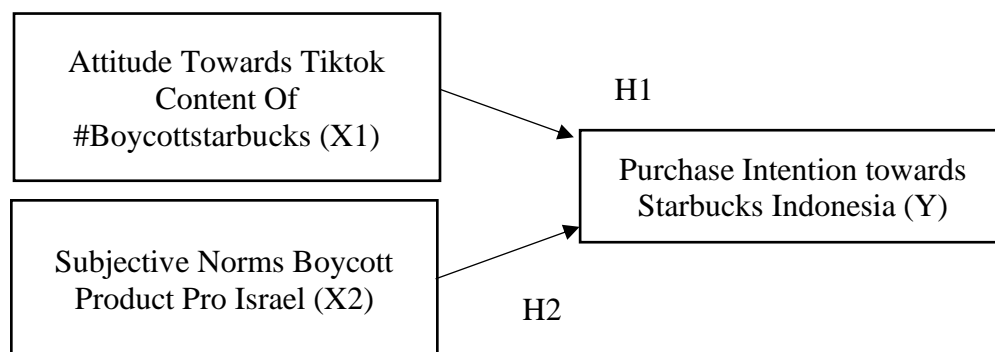
Subjective norm has been found to have a negative relationship with intention in other investigations. Since consumers in more individualistic cultures, like those in the West, see themselves as separate from the group and value their own objectives over those of the group, they will place greater value on their own requirements than on following social norms while engaging in a behaviour or activity. In contrast, consumers in collective cultures—like Muslim cultures—tend to view themselves as interdependent with the group and aim for collective objectives rather than individual ones (Alam & Sayuti, 2011). In other words, it can be said that there is an impact

of the subjective norm of consumers who see TikTok content in the form of the hashtag #boycottstarbucks on Starbucks purchase intention. Previous research also confirmed that subjective norm affects purchase intention in the research findings of Borusiak et al. (2020), Tang et al. (2021) and Ekasari and Zaini (2020).

1.6 Research Framework

The framework model in this study is as follows:

Figure 1. 6 **Research Model**



1.6.1 Hypothesis Model

The hypotheses in this study is:

H1 : There is an influence of attitude towards TikTok content of #boycottstarbucks on purchase intention of Starbucks Indonesia

H2 : There is an influence of subjective norms boycott product pro-Israel on purchase intention of Starbucks Indonesia

1.7 Conceptual Definition

1.7.1 Attitude Towards Tiktok Content Of #Boycottstarbucks (X1)

According to Ajzen (1991), attitude is the first predictor that relates to a person's ideas about the outcomes of their activity and an assessment of how significant these outcomes are. People will be upbeat and have a favorable attitude about an activity if they think it will lead to positive outcomes, and vice versa.

1.7.2 Subjective Norms Boycott Product Pro Israel (X2)

Subjective norms, according to Ajzen & Fishbein (2000), are personal beliefs about what most significant persons believe should be expected of them. Then, he refers to those who are significant to him in order to guide conduct (Permatasari, 2015). A person's sense of pressure from their surroundings to engage in certain behaviors or not is known as subjective norms (Haryana & Novianti, 2020). Subjective norms can be accurately defined as a set of normative views about the acceptance or rejection of important allusions to a behavior and the encouragement they provide for people to act in a particular way.

1.7.3 Purchase Intention Starbucks (Y)

Purchase interest is defined by Peter & Olson (2014) as the belief that a person must follow a certain course of action in order to accomplish and obtain something. Purchase interest, on the other hand, is defined by Kotler & Keller (2009) as the impulse to acquire a product that develops in response to an object's stimulation.

1.8 Operational Definition

1.8.1 Attitude Towards Tiktok Content Of #Boycottstarbucks (X1)

1. Belief

Is an attitude that is formed on belief in the heart so that it can encourage someone to take action against something that has been believed.

2. Affective

Is a feeling that arises as a result of something seen or believed. These feelings can be in the form of feelings of pleasure, sadness, security, worry and so on.

3. Evaluative

Is a process where a person reassesses the actions taken.

1.8.2 Subjective Norms Boycott Product Pro Israel (X2)

1. Friends influence

The impact provided by friends in shaping consumer perceptions in making purchase intentions regarding positive or negative statements about products or brands.

2. Family influence

The impact provided by the family in shaping consumer perceptions in making purchase intentions regarding positive or negative statements of products or brands.

3. Other parties influence

The impact provided by other parties that count in the formation of consumer perceptions in making purchase intentions regarding positive or negative statements of products or brands.

1.8.3 Purchase Intention Starbucks Indonesia(Y)

1. Transactional interest

A person's tendency to make transactions on Starbucks

2. Referential interest

A person's tendency to refer Starbucks to others

3. Preferential interest

The main preference attitude towards Starbucks

4. Explorative interest

Always looking for information about Starbucks

1.9 Research Method

1.9.1 Type and Research Paradigm

This research is quantitative research by applying the explanatory research paradigm research model. This research wants to explain in detail how and why two or more aspects are interconnected.

1.9.2 Population

The population in this study are individuals who are exposed to TikTok content of #boycottstarbucks.

1.9.3 Sample

According to Ferdinand (2014) the sample is a sub-section of the population consisting of several members of the population.

Purposive sampling combined with non-probability sampling was the approach used for sampling in this investigation. The study's vast population is the reason non-probability sampling techniques are being used. When doing research, respondents are chosen based on subjective criteria using the purposive sample approach (Ferdinand, 2014). The sample criteria in this study:

1. Over 17 years old
2. Active user of TikTok social media
3. Knows the conflict between Israel & Palestine

The optimal sample size, according to Roscoe (1975), is between 30 and 500. Additionally, 100 respondents make up the sample size of the population in this study.

1.9.4 Data Type and Source

1.9.4.1 Primary Data

According to Sekaran (2017), primary data pertains to material gathered by first-party researchers about variables of interest. Thus, research data that is gathered straight from the original source is referred to as primary data. In this study, individual answers to these variables were gathered through the distribution of questionnaires, which served as main data sources.

1.9.5 Data Processing Technique

This research will use processing techniques according to, (Achmadi & Narbuko, 2015).

1. Editing

Formulate or re-examine the list of questions that have been given to research respondents.

This stage is carried out with the aim of reducing errors that may occur in the list of questions.

2. Coding

Perform coding or classifying activities based on the results of the answers of research respondents through questionnaires into several categories.

3. Tabulation

Grouping the results of respondents' answers based on their classification which is then processed in the table. The table in this study is used to calculate the frequency in each category of answers and compile a frequency distribution table.

1.9.6 Data Collection Technique

The data collection technique used in the study is a survey using questionnaire. The questionnaire will be distributed to 100 respondents with the characteristics of being over 17 years old, active TikTok social media users and knows the conflict between Israel & Palestine.

1.9.7 Research Instrument

In this study, to obtain reliable research results, validity and reliability tests were carried out.

1.9.8 Data Analysis Technique

Since the goal of this quantitative study is to ascertain the relationship between variables, simple linear regression analysis is the approach employed for analysis. The impact of two independent variables on a single dependent variable is examined independently in this study (Sekaran, 2017). It will be determined from this study whether more than one dependent variable will have an impact on the independent variable. In this study, researchers will use one dependent variable and two independent variables, namely: Attitude (X1), Subjective Norms (X2) and Purchase Intention (Y).