

CHAPTER V

CONCLUSION

This study aims to determine the effect of attitude towards TikTok content of #boycottstarbucks and subjective norms boycott product pro-Israel on purchase intention of Starbucks Indonesia. The researcher tested the hypothesis by analyzing data from 100 respondents using simple linear regression analysis, so that it can be concluded as follows.

5.2 Conclusion

1. The findings of this study indicate that attitudes toward TikTok content related to the #boycottstarbucks campaign has influence the purchase intention of Starbucks Indonesia. This relationship is statistically significant, with a significance value of $0.000 < 0.05$, confirming the hypothesis.
2. The findings reveal that subjective norms regarding the boycott of pro-Israel products has influence on the purchase intention of Starbucks Indonesia. This effect is statistically significant, with a significance value of $0.000 < 0.05$, supporting the hypothesis.

5.2 Research Limitations

Based on the research conducted, there are still several shortcomings in this study, including the following:

1. This study use non-probability purposive sampling so that there is a possibility that the data is not fully representative and cannot be generalized to the entire population.

5.3 Suggestion

Based on the existing limitations, several suggestions are formulated for future research, including the following:

1. Based on the findings, Starbucks are believed to be pro-Israel by most of the respondents. If Starbucks is perceived as pro-Israel and this perception is affecting its brand image or sales in specific markets, the company can adopt a strategic approach to address the situation while respecting diverse perspectives. For example, promote transparency and corporate social responsibility (CSR), social media engagement with diverse community and avoid political endorsement.
2. This study shows that both the attitude of TikTok content #boycottstarbucks and subjective norms of boycott product are pro-Israel and significantly influence on purchase intention of Starbucks Indonesia. The author thinks that these results can be used as a starting point for further research, the creation of new programs, or campaigns.
3. The findings of this study indicate that both the attitude of TikTok content #boycottstarbucks and subjective norms boycott product pro-Israel negatively influence the purchase intention of Starbucks Indonesia. This information is useful when creating campaigns that appeal to boycotted goods or businesses. Influencers' TikTok content and social norms from friends, family, and the community may work to make consumers less likely to purchase Starbucks products.