ABSTRACT

The conflict between Israel and Palestine has led to a humanitarian crisis for the Palestinian people. This situation has sparked support from various parties, including a fatwa from the Indonesian Ulema Council (MUI) calling for a boycott of Israeli products. The fatwa has also motivated public participation in the boycott movement, particularly among students. This study aims to identify the influence of animosity, religiosity, ethnocentrism, and subjective norm on boycott intention, as well as to examine the effect of boycott intention on unwillingness to buy. The Partial Least Square Structural Equation Modeling Multi-Group Analysis (PLS SEM MGA) method is used to analyze the relationships between laten variables while also testing the differences in influence based on gender. Data for this study were collected through a questionnaire distributed to 251 students from the Statistics Department at Diponegoro University. The stratified random sampling technique with proportional allocation was applied to obtain more representative results. The findings indicate that, at a 5% significance level, the model underwent two revisions, revealing that animosity, religiosity, and subjective norm significantly influence boycott intention, while boycott intention has a significant effect on unwillingness to buy. The PLS SEM MGA shows a significant difference in the path coefficient between subjective norm and boycott intention based on gender. The influence of subjective norm on boycott intention is stronger in males, with a path coefficient of 0.467, compared to 0.121 in females. Meanwhile, the relationships among other variables do not show significant gender differences.

Keywords: Boycott of Israeli Products, Structural Equation Modeling, Partial Least Squares, Multi-Group Analysis.