

ABSTRACT

The conflict between Israel and Palestine has caused a sudden change in consumer behavior. Among these significant changes are the boycott of any Israeli-affiliated products on the market. This action is taken by the public to show disappointment towards companies that show support for Israel. This research aims to identify the factors that influence consumer decision in regards to participating in the boycott.

This research is based on a case study done on students who major in Islamic Economics at Diponegoro University and Walisongo State Islamic University. This research was conducted by collecting 104 samples using the purposive sampling technique. The data were collected by using questionnaires and the answer would then be analyzed using logistic regression.

The results showed that most subjects cited religious reasons and subjective norms as a deciding factor that made them participate in the boycott movement. In particular, religious reasons proved to be the greatest influencing factor on boycott participations. On the other hand, attitude and behaviors do not have a significant influence on the decision to participate in the boycott.

Keywords: consumer behavior, boycott decisions, religiosity, attitudes, subjective norms, behavioral control