

ABSTRACT

The issue of the Israel-Palestine conflict has sparked a boycott movement against products that are considered to support Israel, including McDonald's. As one of the leading fast-food companies, McDonald's has become a target of the boycott in Indonesia, particularly in Semarang City. This movement has gained wide attention as it is supported by MUI Fatwa No. 83 of 2023, which urges Muslims to avoid products related to Israel. Therefore, understanding the factors influencing purchasing decisions regarding McDonald's in light of this issue has become important to study.

This research aims to analyze the impact of the pro-Israel product boycott movement on the purchasing decisions of McDonald's fast food in Semarang City. In addition, this research also evaluates the role of price as an independent variable and Islamic consumption ethics and conformity as moderating variables in that relationship. A quantitative approach is used in this study with Structural Equation Modeling-Partial Least Squares (SEM-PLS) method aided by SmartPLS 4.0 software. Primary data was collected through questionnaires distributed to 120 Muslim respondents residing in Semarang City who have consumed McDonald's products.

The analysis results show that the boycott movement has a negative and significant effect on McDonald's purchasing decisions. Price was also found to have a significant negative effect on purchasing decisions. Islamic consumption ethics have been proven to moderate the influence of boycott movements, strengthening its negative effect on purchasing decisions. Conversely, conformity does not play a significant moderating role in that relationship.

Keywords: Boycott Movement, Islamic Consumption Ethics, Conformity, Purchasing Decisions, McDonald's.

