

ABSTRACT

The phenomenon of boycotting products affiliated with political or humanitarian issues has been increasing in many countries, including Indonesia, particularly as a response to Israel's aggression against Palestine in October 2023. Boycotts are perceived not only as economic protests but also as symbols of global solidarity, especially among consumers with strong religious motivation. Although the role of religion in boycott behavior has been acknowledged, studies examining the influence of intrinsic religious motivation on boycott intention remain relatively limited. This study aims to analyze the effect of intrinsic religious motivation on boycott intention, both directly and indirectly through the mediating variables of attitude towards boycott, subjective norms on boycott, self-enhancement, and perceived efficacy, as well as the moderating role of gender. Data were collected from 215 respondents through an online survey using purposive sampling and analyzed using PROCESS Macro Model 5 in SPSS to test the hypotheses. The results show that intrinsic religious motivation significantly affects boycott intention, both directly and indirectly through attitude, subjective norms, self-enhancement, and perceived efficacy. In addition, gender was found to moderate the relationship between intrinsic religious motivation and boycott intention, with stronger effects observed among female respondents. These findings contribute theoretically by reinforcing the Theory of Planned Behavior and Social Dilemma Theory, and practically by providing insights for companies to design strategies that align with consumers' moral and religious values.

Keywords : *intrinsic religious motivation, boycott intention, attitude towards boycott, subjective norms on boycott, self-enhancement, perceived efficacy, gender*