

## **ABSTRACT**

*Following the escalation of the Israel–Palestine conflict in October 2023, boycott movements against products associated with Israel have intensified in various countries, including Indonesia. The Indonesian Ulema Council (MUI) Fatwa No. 83 of 2023 strengthened the legitimacy of this movement among Indonesian Muslims. However, the ceasefire reached in early 2025 raises questions regarding the sustainability of boycott intentions. Amid potential changes in consumer behavior post–ceasefire, it is important to examine how psychological, normative, and religious factors influence boycott intentions, particularly among Muslim Generation Z individuals known for their vocal and active stance on social justice issues.*

*This study aims to analyze the influence of attitudes toward behavior, subjective norms, perceived behavioral control, and MUI Fatwa No. 83 of 2023 on the boycott intentions of Muslim Generation Z in Semarang City toward Unilever products. This research employs a quantitative approach using the Theory of Planned Behavior (TPB) framework combined with religious legitimacy factors within the perspective of Islamic consumer behavior. Data were collected through an offline survey of 110 respondents and analyzed using multiple linear regression with the assistance of SPSS version 27 software.*

*The results indicate that all four variables significantly influence the intention to boycott. Positive attitudes toward boycott, social normative pressure, perceived ease, and compliance with the fatwa play important roles in strengthening consumer intentions. These findings underscore the importance of moral, social, and spiritual values in shaping Muslim consumer behavior. This study also reinforces the validity of TPB in the context of boycott behavior and offers practical implications for multinational companies, especially Unilever, to be more responsive to social and religious issues to maintain consumer loyalty amid sensitive geopolitical concerns.*

*Keywords: Theory of Planned Behavior, MUI Fatwa No. 83 of 2023, boycott intention, Muslim consumers, Generation Z, Unilever, Israel–Palestine conflict*

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