

The Analysis of Factors Influencing the Boycott and Buycott Decision Making Behavior of Gen Z and Millennial Consumer in Indonesia Toward Food and Beverage Companies Listed in the BDS Israel Campaign = Analisis Faktor-Faktor yang Mempengaruhi Perilaku Pengambilan Keputusan Boikot dan Boikot Konsumen Gen Z dan Milenial di Indonesia terhadap Perusahaan Makanan dan Minuman yang tercantum dalam Kampanye BDS Israel

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Abstrak

This study aims to analyze the factors influencing the boycott and buycott decision-making behavior of Gen Z and Millennial consumers in Indonesia toward food and beverage companies listed in the BDS (Boycott, Divestment, Sanctions) Israel campaign. Using a quantitative approach and Structural Equation Modeling (SEM), the research examines how values such as social concern, environmental concern, universalism, and religious social control affect the willingness to engage in boycott and buycott actions. In addition, this study investigates the mediating role of religious guilt in strengthening the influence of religious social control on boycott decisions. Data were collected through an online questionnaire distributed to 250 Gen Z and Millennial respondents in the Jabodetabek area. The findings reveal that all social value variables positively influence the willingness to boycott and buycott. Religious social control has a particularly strong impact on boycott behavior, especially when mediated by religious guilt. These results highlight the importance of moral values, identity, and religious motivations in shaping ethical consumption among Indonesian youth, particularly in the context of solidarity with the Palestine-Israel issue. This study offers practical implications for companies in developing communication strategies that are sensitive to the ethical and religious values of young consumers.

.....Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi perilaku pengambilan keputusan Gen Z dan Milenial di Indonesia dalam melakukan boikot dan buycott terhadap perusahaan makanan dan minuman yang termasuk dalam daftar kampanye BDS (Boycott, Divestment, Sanctions) Israel. Dengan menggunakan pendekatan kuantitatif dan metode Structural Equation Modeling (SEM), penelitian ini mengkaji pengaruh nilai-nilai sosial seperti kepedulian sosial, kepedulian lingkungan, universalisme, dan kontrol sosial religius terhadap niat untuk melakukan boikot dan buycott. Selain itu, penelitian ini juga menguji peran mediasi dari rasa bersalah religius dalam memperkuat pengaruh kontrol sosial religius terhadap keputusan untuk memboikot. Data dikumpulkan dari 250 responden Gen Z dan Milenial di wilayah Jabodetabek melalui kuesioner daring. Hasil analisis menunjukkan bahwa seluruh variabel nilai sosial memiliki pengaruh positif terhadap niat boikot dan buycott, dengan kontrol sosial religius menunjukkan hubungan yang signifikan terhadap perilaku boikot, terutama ketika dimediasi oleh rasa bersalah religius.