PURCHASE UNWILLINGNESS OF INDONESIAN CONSUMER ON UNILEVER PRODUCTS WITH FOCUS ON PRO-ISRAEL SENTIMENT

FINAL PROJECT

To Fulfill The Requirements For Obtaining A Bachelor's Degree

NURRIFA DELFIANTI

NIM. B1024201026

STUDY PROGRAM BACHELOR OF MANAGEMENT

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS TANJUNGPURA

PONTIANAK

2025

PURCHASE UNWILLINGNESS OF INDONESIAN CONSUMER ON UNILEVER PRODUCTS WITH FOCUS ON PRO-ISRAEL SENTIMENT

FINAL PROJECT

To Fulfill The Requirements For Obtaining A Bachelor's Degree

NURRIFA DELFIANTI

NIM. B1024201026

STUDY PROGRAM BACHELOR OF MANAGEMENT

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS TANJUNGPURA

PONTIANAK

2025

STATEMENT OF ORIGINALITY

Name	:	Nurrifa Delfianti
Student ID	:	B1024201026
Department	:	Management
Study Program	:	Bachelor of Management
Concentration	:	Marketing
Proposal Title	:	Purchase Unwillingness of Indonesian Consumer on Unilever Products with Focus on Pro-Israel Sentiment

Declare that the Final Project with the title mentioned above, as a whole, is purely the author's own work and not plagiarized from other people's work, except for parts that are referred to as plagiarism. Plagiarism of other people's work, except for the parts that are referred to as sources in accordance with applicable writing guidelines (plagiarism check sheet attached).
If in it the author is proven to have plagiarized, then it is entirely be the responsibility of the author which may result in the cancellation of the Thesis/Dissertation with the above title.
Thus this statement is made by the author truthfully.

Pontianak, 11th of January, 2025



Nurrifa Delfianti
NIM. B1024201026

ACCOUNTABILITY STATEMENT

I, the undersigned:

Name : Nurrifa Delfianti
Student ID : B1024201026
Department : Management
Study Program : Bachelor of Management
Concentration : Marketing

Title of The Final Project:
Purchase Unwillingness of Indonesian Consumer on Unilever Products with Focus on Pro-Israel Sentiment

Declare that This Final Work is my own work, and all sources both quoted and referred to have been correctly stated.

Pontianak, 11th of January, 2025



Nurrifa Delfianti
NIM. B1024201026

JURIDICAL STATEMENT

PURCHASE UNWILLINGNESS OF INDONESIAN CONSUMER ON UNILEVER PRODUCTS WITH FOCUS ON PRO-ISRAEL SENTIMENT

Juridical Responsibility

Nurrifa Delfianti
NIM B1024201026

Department : Management
Study Program : Bachelor of Management
Concentration : Marketing Management
Thesis and Comprehensive Exam Date : January 11th, 2025

EXAMINER ASSEMBLY

No.	Examiners	Name/NIP	Date/Month/ Year	Signature
1	Supervisor 1	Prof. Mustarudin, S.E., M.Si., Ph.D. NIP. 196206021989031002	21/01/2025	
2	Supervisor 2	Dr. Wenny Pebrianti, S.E., M.Sc. NIP. 198502072006042001	21/01/2025	
3	Examiner 1	Prof. Dr. Ramadania, S.E., M.Si. NIP. 197509212000032005	21/01/2025	
4	Examiner 2	Heriyadi, S.E., M.E., Ph.D. NIP. 196908171995121004	21/01/2025	

It is hereby declared that the candidate has fulfilled the requirements and successfully passed the Final Examination of the Research and Comprehensive MBKM Program to obtain a bachelor's degree.

Pontianak, 24 JAN 2025
Coordinator of Management Study Program

Bintoro Bagus Purmono, S.E., M.M.
NIP. 19920508201903 1006

ACKNOWLEDGEMENT

I extend my deepest gratitude to God Almighty for His abundant grace and blessings, which have enabled me to complete this thesis titled *"Purchase Unwillingness of Indonesian Consumers on Unilever Products with Focus on Pro-Israel Sentiment"* as a requirement for obtaining a Bachelor's degree in Management at Universitas Tanjungpura, Pontianak.

The completion of this thesis would not have been possible without the support, assistance, and prayers of many individuals who have provided invaluable motivation, knowledge, and guidance throughout my academic journey. Therefore, I would like to express my utmost gratitude to.

1. Prof. Dr. Garuda Wiko, S.H., M.Si., FCBArb., as the Rector of Universitas Tanjungpura.
2. Dr. Barkah, S.E., M.Si., as the Dean of the Faculty of Economics and Business at Universitas Tanjungpura.
3. Heriyadi, S.E., M.E., Ph.D., as the Head of the Management Department, Faculty of Economics and Business at Universitas Tanjungpura.
4. Dr. Wenny Pebrianti, S.E., M.Sc., as the Secretary of the Management Department, Faculty of Economics and Business at Universitas Tanjungpura, and also as the research supervisor who has provided guidance and direction to the author in completing this final report.
5. Bintoro Bagus Purmono, S.E., M.M., as the Coordinator of the Management Study Program, Faculty of Economics and Business at Universitas Tanjungpura.
6. Prof. Mustarudin, S.E., M.Si., Ph.D., as the author's Academic Advisor.
7. My dearest father, Saifuddin, and my cherished mother, Siti Nurhidayati, have been the most extraordinary pillars in my life. With boundless love and unwavering devotion, they have selflessly given their time, effort, and resources to nurture my dreams from the first steps in elementary school to the heights of higher education. Their prayers have been the constant rhythm in my heart, their support the light guiding me through every challenge. Their love has been the greatest wellspring of motivation, inspiring me to persevere and complete this thesis with a heart full of gratitude.
8. To my beloved family, especially my siblings, uncles, aunts, and cousins, who have always been the light in my life's journey, thank you for your endless love, unwavering support at every step I take, and the prayers that continuously accompany every effort and dream of mine. You are the wind that inspires me, the rain that nourishes hope, and the sun that illuminates my path. Every laugh, every gesture of care, and every word of encouragement from you is a beautiful melody that strengthens my soul.
9. I would like to express my deepest gratitude to all the respondents who took the time and contributed by completing the questionnaire in this research.
10. To my friends, both near and far (*virtual friend*), who have given me support, encouragement, and joy throughout my academic journey, I express

my deepest gratitude. Thank you for every inspiring conversation, every laugh that brightened my days, and every prayer and support you have given me. Although distance separates us, our friendship remains one of the greatest sources of strength in facing every challenge.

11. To myself, I would like to express my deepest gratitude for the perseverance, effort, and resilience I have shown throughout this journey. Thank you for standing firm despite facing various challenges, and for always striving to do my best. I hope this achievement marks the beginning of a longer journey, one that continues to inspire me to grow and improve further.

Pontianak, 11th of January, 2025

Nurrifa Delfianti
NIM. B1024201026

Ketidakinginan untuk Membeli Produk-Produk Unilever oleh Konsumen Indonesia dengan Fokus pada Sentimen Pro-Israel

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *Consumer Animosity* terhadap *Boycott Participation* dan *Boycott Motivation*, yang pada akhirnya memengaruhi ketidakinginan untuk membeli. Selain itu, penelitian ini juga menguji pengaruh *Consumer Animosity* terhadap *Unwillingness to Buy*, yang dimediasi oleh *Boycott Participation* dan *Boycott Motivation*. Data dikumpulkan melalui survei online dengan 320 responden. Penelitian ini menggunakan metode penelitian kuantitatif dengan teknik Structural Equation Modeling (SEM). Hasil penelitian menunjukkan bahwa *Consumer Animosity* memiliki pengaruh positif dan signifikan terhadap *Boycott Motivation* dan *Boycott Participation*. *Boycott Participation* dan *Boycott Motivation* memiliki dampak positif dan signifikan terhadap *Unwillingness to Buy*. *Boycott Participation* dan *Boycott Motivation*, sebagai mediator, terbukti memiliki pengaruh positif dan signifikan terhadap hubungan antara *Consumer Animosity* dan *Unwillingness to Buy*.

Kata Kunci: *Boycott Motivation, Boycott Participation, Consumer Animosity, Unwillingness to Buy*.

Purchase Unwillingness of Indonesian Consumer on Unilever Products with Focus on Pro-Israel Sentiment

ABSTRACT

This study aims test and analyze the effect of consumer animosity on boycott participation and boycott motivation, which ultimately influence unwillingness to buy. Also the effect of consumer animosity on unwillingness to buy, which is mediated by boycott participation and boycott motivation. Data were collected through an online survey with 320 respondents. This study uses a quantitative research method with Structural Equation Modeling (SEM) techniques. The results show that consumer animosity has a positive and significant effect on boycott motivation and boycott participation. Boycott participation and boycott motivation have a positive and significant impact on unwillingness to buy. Boycott participation and boycott motivation, as mediators, are proven to have a positive and significant effect on the relationship between consumer animosity and unwillingness to buy.

Keyword: Boycott Motivation, Boycott Participation, Consumer Animosity, Unwillingness to Buy.

RINGKASAN

KETIDAKINGINAN UNTUK MEMBELI PRODUK-PRODUK UNILEVER OLEH KONSUMEN INDONESIA DENGAN FOKUS PADA SENTIMEN PRO-ISRAEL

1. Pendahuluan

a. Latar Belakang

Pada tanggal 7 Oktober 2023, konflik Palestina-Israel meningkat secara signifikan, mengakibatkan 4.651 korban jiwa, termasuk 1.756 anak-anak. Peristiwa ini semakin memperburuk krisis kemanusiaan dan menarik perhatian pada perusahaan-perusahaan seperti Unilever, yang diduga mendukung Israel secara tidak langsung melalui operasi dan investasi. Animositas konsumen kemudian memunculkan gerakan seperti Boycott, Divestment, and Sanctions (BDS), yang memperoleh dukungan global dan berkembang di Indonesia melalui media sosial. Majelis Ulama Indonesia (MUI) mengeluarkan Fatwa No. 83 Tahun 2023 yang mengimbau untuk memboikot produk-produk yang berhubungan dengan Israel, termasuk Unilever, yang berdampak pada penurunan laba bersih perusahaan sebesar 10,4% pada tahun 2023. Motivasi boikot yang didorong oleh solidaritas terhadap Palestina (75%) dan kekhawatiran kemanusiaan (65%) mencerminkan meningkatnya penolakan konsumen terhadap perusahaan-perusahaan yang dianggap mendukung kebijakan yang merugikan. Penelitian ini bertujuan untuk menganalisis dampak animositas konsumen terhadap partisipasi boikot dan motivasi boikot yang pada akhirnya memengaruhi ketidakmauan konsumen Indonesia untuk membeli produk Unilever. Selain itu, penelitian ini juga bertujuan untuk mengkaji pengaruh animositas konsumen terhadap ketidakmauan membeli, yang dimediasi oleh partisipasi boikot dan motivasi boikot, dengan fokus pada dampak sentimen pro-Israel.

b. Tujuan Penelitian

Tujuan dari penelitian ini adalah:

1. Menguji dan menganalisis pengaruh animositas konsumen terhadap partisipasi boikot terhadap produk Unilever.
2. Menguji dan menganalisis pengaruh animositas terhadap motivasi boikot terhadap produk Unilever.
3. Menguji dan menganalisis pengaruh partisipasi boikot terhadap ketidakinginan untuk membeli produk Unilever.
4. Menguji dan menganalisis pengaruh motivasi boikot terhadap ketidakinginan untuk membeli produk Unilever.

5. Menguji dan menganalisis mediasi partisipasi boikot terhadap hubungan antara animositas konsumen dan ketidakinginan untuk membeli produk Unilever.
6. Menguji dan menganalisis mediasi motivasi boikot terhadap hubungan antara animositas konsumen dan ketidakinginan untuk membeli produk Unilever.

2. Metode Penelitian

Penelitian ini menggunakan pendekatan kuantitatif dengan desain eksperimen untuk menguji hipotesis. Data primer dikumpulkan menggunakan kuesioner skala Likert (1= sangat tidak setuju hingga 5= sangat setuju) yang dibagikan melalui Google Forms di platform media sosial seperti WhatsApp, Instagram, dan Discord, dengan target 320 responden di seluruh Indonesia. Responden diharuskan merupakan warga negara Indonesia yang berusia 17 tahun atau lebih, menyadari konflik Israel-Palestina, mengetahui afiliasi Unilever dengan Israel, dan pernah membeli produk Unilever sebelumnya. Data dianalisis menggunakan Smart PLS versi 4 dengan Structural Equation Modeling (SEM), yang meliputi uji validitas konvergen, validitas diskriminan, reliabilitas (Cronbach's Alpha/Composite Reliability), R-Square, dan uji hipotesis.

3. Hasil dan Pembahasan

Hasil penelitian menunjukkan bahwa animositas konsumen memiliki dampak positif dan signifikan terhadap partisipasi boikot dan motivasi boikot terhadap produk Unilever, yang pada akhirnya juga mempengaruhi ketidakinginan untuk membeli secara positif dan signifikan. Penelitian ini juga menunjukkan bahwa animositas konsumen memiliki pengaruh positif dan signifikan terhadap ketidakinginan untuk membeli, yang dimediasi oleh partisipasi boikot dan motivasi boikot, dengan fokus khusus pada dampak sentimen pro-Israel.

4. Kesimpulan

Penelitian ini menyimpulkan bahwa animositas konsumen terhadap Unilever, yang terkait dengan persepsi bahwa perusahaan memiliki sikap pro-Israel, secara signifikan mempengaruhi ketidakinginan mereka untuk membeli produk perusahaan tersebut. Animositas ini berkontribusi positif terhadap partisipasi boikot dan motivasi boikot, yang semakin memperkuat kecenderungan untuk tidak membeli. Temuan ini memberikan kontribusi pada literatur mengenai boikot konsumen dan tanggung jawab sosial perusahaan, dengan menyoroti pentingnya mempertimbangkan emosi dan sikap konsumen dalam memahami perilaku boikot. Selain itu, hasil penelitian ini memberikan wawasan berharga bagi pemasar dan perusahaan dalam menangani kekhawatiran konsumen terkait isu sosial dan politik untuk menjaga kepercayaan dan citra merek yang positif.

SUMMARY

PURCHASE UNWILLINGNESS OF INDONESIAN CONSUMER ON UNILEVER PRODUCTS WITH FOCUS ON PRO-ISRAEL SENTIMEN

1. Introduction

a. Background

On October 7, 2023, the Palestine-Israel conflict escalated, resulting in 4,651 fatalities, including 1,756 children. This worsened the humanitarian crisis and drew attention to companies like Unilever, accused of indirectly supporting Israel through operations and investments. Consumer animosity led to movements like the Boycott, Divestment, and Sanctions (BDS), which gained global support and expanded in Indonesia via social media. The Majelis Ulama Indonesia (MUI) issued Fatwa No. 83 of 2023, urging boycotts of products linked to Israel, including Unilever, contributing to a 10.4% drop in its 2023 net profit. Boycott motivations, driven by solidarity with Palestine (75%) and humanitarian concerns (65%), reflect growing consumer refusal to support companies perceived as enabling harmful policies. This study aims to explore the impact of consumer animosity on boycott participation and boycott motivation which ultimately affects Indonesian consumers' unwillingness to buy Unilever products. Additionally, this study also aims to analyze the influence of consumer animosity on the unwillingness to buy, mediated by boycott participation and boycott motivation, with a specific focus on the impact of pro-Israel sentiment.

b. Research Objective

The objctives of tis research are:

1) To test and analyze the influence of consumer animosity on boycott participation toward Unilever products.
2) To test and analyze the influence of animosity on boycott motivation toward Unilever products.
3) To test and analyze the influence of boycott participation on unwillingness to buy toward Unilever products.
4) To test analyze the influence of boycott motivation on unwillingness to buy toward Unilever products.
5) To test and analyze the mediation of boycott participation on the relationship between consumer animosity and unwillingness to buy toward Unilever products.
6) To test and analyze the mediation of boycott motivation on the relationship between consumer animosity and unwillingness to buy toward Unilever products.

2. Research Method

This study employed a quantitative approach with an experimental design to test the hypotheses. Primary data were collected using a Likert-scale questionnaire (1 = strongly disagree to 5 = strongly agree) distributed via Google Forms on social media platforms like WhatsApp, Instagram, and Discord, targeting 320 respondents across Indonesia. Respondents were required to be Indonesian citizens aged 17 or older, aware of the Israel-Palestine conflict, knowledgeable about Unilever's affiliations with Israel, and have previously purchased Unilever products. Data were analyzed using Smart PLS version 4 with Structural Equation Modeling (SEM), involving tests for convergent validity, discriminant validity, reliability (Cronbach's Alpha/Composite Reliability), R-Square, and hypothesis testing.

3. Result and Discussion

The results of the study show that consumer animosity has a positive and significant impact on boycott participation and boycott motivation toward Unilever products, which ultimately also affects unwillingness to buy in a positive and significant manner. This study also shows that consumer animosity has a positive and significant effect on unwillingness to buy, mediated by boycott participation and boycott motivation, with a particular focus on the impact of pro-Israel sentiment.

4. Conclusion

This study concludes that consumer animosity toward Unilever, related to the perception that the company has a pro-Israel stance, significantly influences their unwillingness to buy the company's products. This animosity positively contributes to boycott participation and boycott motivation, further reinforcing the reluctance to buy. These findings contribute to the literature on consumer boycotts and corporate social responsibility, highlighting the importance of considering consumer emotions and attitudes in understanding boycott behavior. Furthermore, the results provide valuable insights for marketers and companies in addressing consumer concerns related to social and political issues to maintain trust and a positive brand image

TABLE OF CONTENT

STATEMENT OF ORIGINALITY iii
ACCOUNTABILITY STATEMENT iv
JURIDICAL STATEMENT v
ACKNOWLEDGEMENT vi
ABSTRAK viii
ABSTRACT ix
RINGKASAN x
SUMMARY xii
TABLE OF CONTENT xiv
LIST OF TABLES xv
LIST OF FIGURES xvi
LIST OF APPENDIX xvii
INTRODUCTION 197
LITERATURE REVIEW 199
RESEARCH METHODS 201
RESULTS AND DISCUSSION 201
CONCLUSIONS AND SUGGESTION 206
REFERENCES 206
APPENDICES xviii

LIST OF TABLES

Table 1. Characteristics of Respondents.....201
Table 2. Convergent Validity Result.....202
Table 3. Discriminant Validity Fornell-Larcker Test Result.....203
Table 4. Reliability Test.....204
Table 6. R Square Value 204
Table 7. Path Coefficient Results 204

LIST OF FIGURES

Figure 1. Research Framework 201
Figure 3. Algorithm Model Result 203

LIST OF APPENDIX

Appendix 1. Dean's Decree.....xx
Appendix 2. Letter of Acceptance..... xxxiii
Appendix 3. Article Information.....xxxv
Appendix 4. Operationalization Table xxxvii
Appendix 5. Questionnaire xli
Appendix 6. Data xlvi
Appendix 7. Processed Data lxiii