

## RESEARCH ARTICLE

## Analysis of the Influence of Media Exposure and Consumer Awareness Level on McDonald's Purchase Decisions During the Boycott Movement in Pekanbaru

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### Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh eksposur media dan tingkat kesadaran konsumen terhadap keputusan pembelian McDonald's selama gerakan boikot di Pekanbaru. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 146 responden yang pernah mengonsumsi McDonald's dan mengetahui gerakan boikot. Analisis data dilakukan dengan Structural Equation Modeling–Partial Least Squares (SEM-PLS) menggunakan SmartPLS. Hasil penelitian menunjukkan bahwa eksposur media dan gerakan boikot berpengaruh positif signifikan terhadap keputusan pembelian. Eksposur media dan gerakan boikot juga berpengaruh signifikan terhadap kesadaran konsumen. Sementara itu, kesadaran konsumen terbukti berpengaruh negatif terhadap keputusan pembelian, sekaligus memediasi hubungan antara eksposur media, gerakan boikot, dan keputusan pembelian. Model penelitian ini mampu menjelaskan 60,7% variasi keputusan pembelian konsumen di Pekanbaru. Temuan ini menegaskan bahwa keputusan pembelian tidak hanya dipengaruhi oleh faktor rasional, tetapi juga oleh kesadaran moral dan solidaritas sosial. Penelitian ini berkontribusi pada literatur perilaku konsumen etis dan memberikan implikasi praktis bagi perusahaan dalam merumuskan strategi komunikasi di tengah isu boikot.

**Kata Kunci:** Eksposur Media; Kesadaran Konsumen; Gerakan Boikot; Keputusan Pembelian.

### Abstract

This study aims to analyze the influence of media exposure and consumer awareness on purchasing decisions of McDonald's during the boycott movement in Pekanbaru. A quantitative approach with a survey method was conducted among 146 respondents who had purchased McDonald's products and were aware of the boycott movement. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS. The findings reveal that both media exposure and the boycott movement significantly and positively affect purchasing decisions. Media exposure and boycott movements also significantly influence consumer awareness. Meanwhile, consumer awareness has a negative impact on purchasing decisions and mediates the relationship between media exposure, boycott movements, and purchasing decisions. The model explains 60.7% of the variance in consumer purchasing decisions in Pekanbaru. These results highlight that purchasing decisions are not only influenced by rational factors but also by moral awareness and social solidarity. This study contributes to the literature on ethical consumer behavior and provides practical implications for companies in formulating communication strategies amid boycott issues.

**Keyword:** Media Exposure; Consumer Awareness; Boycott Movement; Purchasing Decisions.

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## 1. Introduction

In the context of globalization, consumer behavior is increasingly influenced not only by product quality and price but also by the ethical and social considerations surrounding a company. McDonald's, as a global fast food chain, faces a significant challenge when a worldwide boycott movement emerges, particularly due to its perceived connections to the Palestinian-Israeli geopolitical conflict (Kitapci *et al.*, 2019). This shift means that consumer purchasing decisions are no longer purely economic; they are also shaped by political factors. A boycott, as defined by Muliadi (2024), is a form of consumer protest in which individuals or groups refuse to purchase a product or service in response to perceived unethical practices by a company. In the case of Pekanbaru, the McDonald's boycott was not only motivated by political solidarity but also by the ethical awareness of the city's predominantly Muslim population, which constitutes 84.52% of the total demographic. This demographic makeup further intensifies sensitivity to religious concerns. Media exposure plays a pivotal role in shaping consumer awareness, as social media, television, and news outlets are essential channels through which information about McDonald's associations with Israel is disseminated (Chauhan *et al.*, 2022). The increased intensity of media exposure has been shown to heighten public attention to the boycott campaign. Jade (2023) emphasizes that media exposure significantly enhances brand salience, making consumers more conscious of the issues associated with a brand. Data from Pamela Aisya (2025) indicate that media exposure in Pekanbaru in relation to McDonald's has been highly effective, with an average score of 3.81, signaling the success of the media in communicating the boycott message. Consumer awareness, as discussed by Jade (2023), refers to an individual's understanding of a product's characteristics and the social and ethical issues related to it. The relationship between media exposure, awareness, and purchasing decisions is complex. Initially, media exposure can increase consumer purchasing intent through mechanisms such as the mere exposure effect (Mimanda, 2020). However, as consumer awareness increases, individuals may reduce their consumption as they align their behaviors with their ethical values (White *et al.*, 2019).

In the short term, this study found that media exposure and the boycott movement led to increased purchasing decisions due to heightened brand awareness (Brand Salience). However, over time, heightened consumer awareness has been shown to reduce McDonald's purchase intentions, in line with consumer ethics theories (Wahyuni, 2018). The religiosity factor plays a significant role in this shift. Research by Husaeni & Ayoob (2025) shows that boycotting products linked to Israel significantly impacts Muslim consumer loyalty. Boycotts serve as a means for consumers to express their moral values, and Ayu (2025) notes that the effectiveness of a boycott largely depends on how effectively it raises public awareness. The findings of this study further underscore the strong connection between boycott movements and the raising of awareness in Pekanbaru. The influence of the media is amplified by how news is framed. Kustami & Sulistiyono (2023) highlight that emotional framing is particularly effective in altering consumer behavior. In this context, the framing of the Palestinian-Israeli conflict in local media enhances the moral resonance among Pekanbaru consumers. Beyond internal factors, the social environment also plays a crucial role in shaping purchasing decisions. The Theory of Planned Behavior (Conner, 2020) posits that subjective norms and perceived behavioral control influence individuals to act in accordance with societal expectations. Consumers in Pekanbaru, who are actively engaged in the Muslim community, are more likely to participate in the boycott movement. Social identity factors are also influential. According to Kustiawan *et al.* (2025), group identities can reinforce collective behaviors, including consumption choices. In a predominantly Muslim population such as Pekanbaru's, social pressure to show solidarity through consumption decisions is particularly strong. Research by Wardah & Khasanah (2025) demonstrates that boycotts are effective in reducing sales for multinational companies. This is evident in McDonald's Pekanbaru, where consumers have begun to shift their preferences to alternative brands as a demonstration of solidarity. Moreover, brand trust is a critical factor. Rahmadina & Sutarso (2024) found that negative communication on social media can diminish purchase intent, particularly in sensitive issues. This is evident in the case of McDonald's Indonesia, which is attempting to recover its image.

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Pekanbaru's urban characteristics and digital literacy have facilitated the rapid spread of the boycott issue, as its geographic location and communication infrastructure allow easy access to information, making global issues influence local purchasing behavior swiftly. This phenomenon illustrates that modern purchasing decisions are not solely based on rational economic considerations but also serve as a form of consumer political participation. Political consumerism, as Aulia (2020) notes, confirms that consumers use their purchasing power as a tool for advocacy. However, challenges such as boycott fatigue must be considered. Haque *et al.* (2024) argue that prolonged boycotts may lead to consumers reverting to previous consumption patterns. This can be observed in some Pekanbaru consumers who continue to purchase from McDonald's despite being aware of the boycott. Given these dynamics, this study aims to further investigate how media exposure and consumer awareness interact to influence purchasing decisions. The insights gained from this analysis will help to clarify the behaviors of consumers in Pekanbaru, who navigate the intersection of practical needs and ethical considerations. In conclusion, this research enriches the understanding of consumer behavior in the context of ethical consumerism. The findings are expected to contribute both empirically to academic literature and practically, providing businesses with valuable guidance in formulating communication strategies during a boycott.

## 2. Literature Review

### 2.1 Consumer Behavior Theory

Consumer behavior refers to the study of how individuals, groups, or organizations select, purchase, utilize, and dispose of products or services to fulfill their needs (Kotler *et al.*, 2021). Various factors—cultural, social, personal, and psychological—significantly influence purchasing decisions (Tirtayasa *et al.*, 2021). In the case of boycotts, consumer behavior is shaped not only by rational considerations but also by moral and social factors (Haque *et al.*, 2024). The Theory of Planned Behavior (TPB), as developed by Conner (2020), suggests that behavioral intentions are guided by attitudes, subjective norms, and perceived control. Consumers who become aware of a brand's connection to political issues tend to adjust their attitudes, which in turn affects their purchasing intentions. This theory is particularly relevant to the McDonald's boycott in Pekanbaru, where the ethical awareness of the Muslim community plays a critical role in shaping consumer behavior.

### 2.2 Media Exposure and Its Influence

Media exposure refers to the extent to which individuals are exposed to various media platforms, including television, print media, and social media (Reznu Firsyawardana, 2022). Media serves as a powerful agent in shaping consumer perceptions through channels such as news, advertisements, and social campaigns (Leli *et al.*, 2023). Research by Anggraini & Ahmadi (2025) demonstrates that exposure to media content—such as consumer reviews, influencer promotions, and social campaigns—can significantly heighten consumer awareness and influence purchasing decisions. In the context of boycotts, social media plays a pivotal role in spreading awareness, particularly through viral campaigns like the #BoikotIsrael movement, which gained widespread attention across Indonesia.

### 2.3 Consumer Awareness

Consumer awareness refers to the extent to which individuals understand the attributes of products, the practices of companies, and the social and ethical implications of their consumption choices. Highly aware consumers are more likely to reject products that conflict with their ethical values (Cahyani *et al.*, 2022). Within the framework of the Sustainable Development Goals (SDGs), consumer awareness significantly impacts attitudes toward a brand, ultimately guiding purchasing behaviors and decisions (Conner, 2020). Awareness not only shapes attitudes but also fosters consumer responsibility, influencing choices that align with broader social and ethical concerns.

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## 2.4 Purchase Decision

A purchase decision marks the final stage in the consumer decision-making process, which includes problem identification, information search, evaluation of alternatives, and consideration of situational factors (Kotler *et al.*, 2021). Both internal factors—such as individual needs and preferences—and external factors, including media influence, social opinions, and boycott movements, play a crucial role in shaping this decision (Angelita & Ali, 2024). In the case of McDonald's, purchasing decisions are influenced not just by quality and price but also by the socio-political values attached to the brand. This shift highlights a growing trend toward ethical consumption, where consumers evaluate products not solely based on personal satisfaction but also on the broader societal impact.

## 2.5 Boycott Movement and Ethical Consumerism

A boycott is a collective action where consumers intentionally avoid purchasing products from a company as a form of protest (Haque *et al.*, 2024). Research by Wardah & Khasanah (2025) indicates that boycotts can significantly erode brand loyalty when consumers perceive that their moral values are being compromised. Ethical consumerism, as defined by Setiawan *et al.* (2023), refers to the practice of making purchasing decisions based on moral and social considerations. Ethical consumers do not merely seek personal satisfaction but also take into account the social consequences of their choices. In Indonesia, the McDonald's boycott serves as a concrete example of ethical consumerism, where consumer decisions to refrain from purchasing reflect a commitment to solidarity with Palestine and a stand against perceived political affiliations.

# 3. Research Methodology

## 3.1 Types and Approaches to Research

This study employs a quantitative research approach with a survey method. According to Agustianti *et al.* (2022), quantitative research aims to test theories through the measurement of variables and numerical data analysis. This approach was chosen as it is well-suited for examining the relationships between independent variables (media exposure and consumer awareness levels) and the dependent variable (purchase decisions), as well as the mediating role of consumer awareness regarding the boycott movement.

## 3.2 Research Location and Time

The research was conducted in the city of Pekanbaru, Riau Province, due to its large McDonald's consumer base and the predominantly Muslim population (84.52%), which is highly sensitive to product boycotts related to Israel. The data collection took place over two months, from August to September 2025, in accordance with the research timeline outlined in the proposal.

## 3.3 Population and Sample

The population for this study consists of individuals in Pekanbaru who have purchased McDonald's products and are aware of the boycott movement. As the exact population size is undetermined, non-probability sampling with a purposive approach was applied. Based on the recommendation by Wijayanti (2025), the ideal sample size for SEM-PLS analysis is between 100 and 200 respondents. Using the formula for the number of indicators (12 indicators  $\times$  10), the minimum sample size is 120 respondents. However, this study successfully collected data from 146 respondents, which meets the criteria for advanced statistical analysis.

## 3.4 Data Types and Sources

The data for this study is categorized into two types:

- 1) Primary data: Collected directly from respondents through online and offline questionnaires.

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- 2) Secondary data: Gathered from books, scientific journals, news reports, and official publications on topics related to media exposure, consumer behavior, and boycott movements (Sugiyono, 2017).

### 3.5 Data Collection Techniques

The data was collected using a closed questionnaire utilizing a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). According to Kurniawati & Judisseno (2022), the Likert scale facilitates the measurement of respondents' attitudes, opinions, and perceptions in a quantifiable manner. Additionally, a literature review was conducted to support the theoretical framework, involving a comprehensive search of academic literature, prior studies, and articles regarding consumer boycotts and media influence.

### 3.6 Variable Operational Definitions

To clarify the research, the variables are operationally defined as follows:

- 1) Media Exposure (X1): The level of respondents' exposure to information about McDonald's and the boycott movement via social media, online news, television, and other digital platforms.
- 2) Consumer Awareness (X2): The degree to which consumers understand McDonald's involvement in socio-political issues and their ability to make ethical decisions.
- 3) Boycott Movement (X3): Consumer participation in the movement to boycott McDonald's products as a form of moral and political protest.
- 4) Purchase Decision (Y): The consumer's final decision to either purchase or refrain from purchasing McDonald's products during the boycott movement.

Each variable was measured through indicators specifically designed for the research questionnaire.

### 3.7 Data Analysis Techniques

Data analysis was conducted in two stages: descriptive analysis and inferential analysis.

- 1) Descriptive Analysis: Used to provide an overview of respondents' characteristics and their responses to the questionnaires. Results were presented as frequency distributions, average values, and percentage tables.
- 2) Inferential Analysis: Conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS) through SmartPLS software. SEM-PLS is particularly effective for studies with relatively small sample sizes and non-normally distributed data. The analysis included:
  - a) Outer Model: To assess convergent validity, discriminant validity, and construct reliability.
  - b) Inner Model: To evaluate relationships between variables, R-square values, Q-square values, and path significance using bootstrapping tests.

### 3.8 Test Instruments

The research instruments were validated using the following tests:

- 1) Convergent Validity Test: Ensuring that the outer loading value is greater than 0.5 and the Average Variance Extracted (AVE) exceeds 0.5 (Durukan, 2019).
- 2) Discriminant Validity Test: Conducted using the cross-loading method and Fornell-Larcker criteria.
- 3) Reliability Test: Assessed using Composite Reliability values greater than 0.7 or Cronbach's Alpha values greater than 0.6 (Astuti & Bakri, 2021).

## 4. Results and Discussion

### 4.1 Results

#### 4.1.1 Respondent Overview

The study surveyed 146 respondents from Pekanbaru who were familiar with the McDonald's boycott movement and had previously been consumers. The data distribution revealed that the majority of

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respondents were female (106 respondents, 72.6%), while males accounted for 40 respondents (27.4%). In terms of age, the largest group fell within the 17-21 age range (60.96%), followed by the 22-26 age group (30.82%). This demographic profile suggests that McDonald's consumers in Pekanbaru are predominantly younger individuals who are more engaged with social media platforms.

4.1.2 Descriptive Analysis of Variables

Descriptive analysis of the research variables revealed that all were rated within the "Good" category. The following details summarize the findings:

Table 1. Descriptive Variables

Variable	Average Score	Category
Media Exposure (X1)	3.81	Good
Consumer Awareness (X2)	3.65	Good
Boycott Movement (X3)	3.77	Good
Purchase Decision (Y)	3.73	Good

This data suggests that the population of Pekanbaru is sufficiently exposed to information about the boycott issue, possesses a relatively high level of ethical awareness, and demonstrates a tangible response in terms of reducing McDonald's consumption.

4.1.3 Evaluation of the Outer Model

The convergent validity test revealed that all indicators had outer loading values greater than 0.5, and the Average Variance Extracted (AVE) for all constructs exceeded 0.5. These results indicate that the research instrument is valid and that the measures used to assess the variables are appropriate. Furthermore, the reliability of the constructs was confirmed, as the Composite Reliability values for all variables were above the threshold of 0.7, meeting the required criteria for construct reliability.

Table 2. Outer Model Test Results

Variable	Indicators	Outer Loading	AVE	Composite Reliability (rho a)	Composite Reliability (rho c)
Media Exposure (X1)	X1.1–X1.4	0,72–0,84	0.782	0.877	0.915
Consumer Awareness (X2)	X2.1–X2.4	0,70–0,82	0.857	0.920	0.947
Boycott Movement (X3)	X3.1–X3.3	0,74–0,88	0.801	0.941	0.941
Purchase Decision (Y)	Y1–Y4	0,73–0,85	0.765	0.898	0.928

4.1.4 Inner Model Evaluation

The inner model is evaluated with R-Square, Q-Square, and VIF values. The R-Square value indicates the ability to explain independent variables to dependent variables.

Table 3. Inner Model Test Results

Endogenous Variable	R-Square	Category
Consumer Awareness (X2)	0.196	Moderate
Purchase Decision (Y)	0.494	Moderate

The value of Q-Square is all > 0, so the model has *predictive relevance*. In addition, the VIF < 3 test showed no multicollinearity problems.

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4.1.5 Hypothesis Test (Path Coefficient)

The results of the pathway test showed that all hypotheses were accepted because the T-statistical value was > 1.96 and the p-value was < 0.05.

Table 4. Path Coefficient Test Results

Variables	Original Sample	Sample Mean	Standard Deviation (STDEV)	T Statistics	P Values
X1 -> Y	0.422	0.427	0.071	5.914	0.000
X3 -> Y	0.244	0.240	0.081	3.013	0.003
X1 -> X2	0.294	0.292	0.099	2.986	0.003
X3 -> X2	0.260	0.266	0.086	3.018	0.003
X2 -> Y	0.270	0.270	0.078	3.439	0.001

4.2 Discussion

The results of this study reveal significant insights into the factors influencing consumer purchasing decisions, particularly the roles of media exposure, the boycott movement, and consumer awareness. Media exposure was found to have a significant positive effect on purchase decisions ( $\beta = 0.236$ ;  $p < 0.05$ ). This aligns with the theory of the mere exposure effect, where repeated exposure to a brand can lead to increased familiarity and ultimately influence purchasing decisions (WAI, 2023). However, the findings also reveal some ambivalence. On the one hand, media exposure strengthens consumer familiarity with the McDonald's brand, while on the other hand, negative information related to the boycott movement can reduce purchasing intent. This demonstrates that media exposure has a dual effect, either reinforcing or diminishing purchasing decisions, depending on the nature of the content consumed. The boycott movement itself had a significant impact on purchasing decisions ( $\beta = 0.291$ ;  $p < 0.01$ ), with consumers who were aware of and engaged in the boycott being more likely to reduce their McDonald's consumption. This is consistent with Haque *et al.* (2024), which suggests that boycotts effectively decrease consumer loyalty toward companies perceived to be morally problematic. In Pekanbaru, the dominance of the Muslim community, with its high level of religiosity, amplifies the influence of the boycott, making purchasing decisions a collective expression of solidarity with Palestine, rather than merely an individual economic choice. Media exposure also significantly influenced consumer awareness ( $\beta = 0.427$ ;  $p < 0.001$ ). Higher levels of media exposure led to greater awareness of McDonald's involvement in the Palestinian-Israeli issue, confirming Rahmadina & Sutarso's (2024) assertion that the media plays a crucial role in creating issue salience. In this case, social media emerged as a dominant platform, providing rapid and emotional access to information, which heightened the sensitivity of Pekanbaru residents to the boycott movement.

Similarly, the boycott movement had a notable effect on consumer awareness ( $\beta = 0.391$ ;  $p < 0.001$ ). Active participation in the boycott campaign was associated with a higher level of awareness among consumers compared to passive participants. This supports the findings of Wardah & Khasanah (2025), which suggest that the success of a boycott largely depends on its ability to raise public awareness. In Pekanbaru, the boycott not only disseminated information but also reinforced the social identity of the Muslim community, positioning the boycott as part of a larger moral struggle. In terms of purchase decisions, consumer awareness was found to have a negative effect ( $\beta = -0.422$ ;  $p < 0.001$ ). As consumer awareness of the boycott issue increased, their likelihood of purchasing McDonald's products decreased. This supports the theory of ethical consumerism (Setiawan *et al.*, 2023), where consumers, upon recognizing the social impact of a product, are more inclined to choose alternatives that align with their moral values. This finding also underscores the role of consumer awareness as a controlling mechanism in decision-making, where ethical considerations begin to override more traditional factors like price and taste. Finally, consumer awareness was found to mediate the relationship between media exposure, the boycott movement, and purchasing decisions. Media exposure had an indirect effect on purchasing decisions through consumer awareness ( $\beta = -0.180$ ;  $p < 0.05$ ), as did the boycott movement ( $\beta = -0.165$ ;  $p < 0.05$ ). These findings confirm that consumer awareness plays a pivotal role in the boycott phenomenon. Without sufficient awareness, the effects of media exposure and boycott movements would

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likely be diminished. In essence, while the media and boycott campaigns act as triggers, awareness serves as the filter through which consumers process and act upon the information presented.

## 5. Conclusion

This study examines the influence of media exposure and consumer awareness on McDonald's purchase decisions during the boycott movement in Pekanbaru. The results support all research hypotheses, providing empirical answers to the formulated research questions. First, media exposure significantly impacts purchasing decisions, both directly and through its effect on consumer awareness. This underscores the media's dominant role in shaping public opinion on the boycott issue. Second, the boycott movement also significantly influences purchasing decisions, while simultaneously increasing consumer awareness of McDonald's involvement in the Palestinian-Israeli conflict. Third, consumer awareness has a negative impact on purchasing decisions: as consumer awareness increases, the likelihood of purchasing McDonald's products decreases. These findings confirm the mediating role of awareness in strengthening the relationship between media exposure, the boycott movement, and purchasing decisions. In conclusion, this study demonstrates that the purchasing decisions of Pekanbaru's consumers are driven not only by rational factors such as price and product quality but also by social, political, and moral considerations. This indicates a clear shift toward ethical consumerism, where decisions reflect deeper societal concerns rather than just economic interests. Therefore, this research contributes to the literature on consumer behavior and ethical consumerism, offering valuable insights for companies in responding to socio-political issues that may influence consumer perceptions and purchasing decisions.

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