

Pro-Israel Product Boycotts: The Role of Influencers, Religiosity, and Brand Loyalty

The Role of
Influencers

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ABSTRACT

This paper presents an empirical investigation into the factors influencing consumer attitudes and actions regarding boycotts of Israeli products in the Jabodetabek region, focusing on the roles of influencers, religiosity, and brand loyalty. The study, conducted with a sample of 113 participants residing in Jabodetabek, employs purposive sampling to select respondents based on their relevance to the research objectives. The data were collected through an online questionnaire and analyzed using descriptive analysis and multiple linear regression in SPSS 22. The findings reveal that influencers and religiosity exert a significant positive influence on pro-Israel boycott actions, while brand loyalty has a significant negative impact. Moreover, this study has significant ramifications for developing more efficient approaches to enhance engagement in boycott actions, as well as for businesses comprehending the impact of influencers, religious values, and sustaining brand loyalty through high-quality products.

Keywords: Influencers, Religiosity, Brand Loyalty, Consumer Attitudes, Boycotts, Israel

ABSTRAK

Paper ini menyajikan penelitian empiris tentang faktor-faktor yang mempengaruhi sikap dan tindakan konsumen terkait boikot produk Israel di wilayah Jabodetabek, dengan fokus pada peran influencer, religiusitas, dan loyalitas merek. Studi ini dilakukan dengan sampel sebanyak 113 partisipan di Jabodetabek, menggunakan metode purposive sampling untuk memilih responden berdasarkan relevansinya dengan tujuan penelitian. Data dikumpulkan melalui survei primer menggunakan kuesioner online dan dianalisis menggunakan analisis deskriptif regresi linear berganda yang diolah menggunakan SPSS 22. Temuan penelitian mengungkapkan bahwa influencer dan religiusitas memiliki pengaruh positif yang signifikan terhadap aksi boikot produk pro-Israel, sementara loyalitas merek memiliki dampak negatif yang signifikan. Hasil studi ini memiliki implikasi penting dalam merumuskan strategi yang lebih efektif untuk meningkatkan partisipasi dalam aksi boikot serta untuk bisnis memahami pengaruh influencer, nilai-nilai agama, dan menjaga loyalitas merek melalui produk berkualitas.

Kata kunci: Influencer, Religiusitas, Loyalitas Merek, Sikap Konsumen, Boikot, Israel.

INTRODUCTION

In this era of globalization, the involvement of social media and the influence of influencers have become integral parts of societal dynamics (Khushairi et al., 2022). This phenomenon opens up new opportunities and challenges in disseminating information and shaping public opinion. Some conflicts that have occurred, such as the political conflict between Russia and Ukraine (Suryomurti, 2023), and currently, one of the sensitive issues that continues to attract public attention is the Israel-Palestine

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conflict (Nugraha et al., 2023). (Nugraha et al., 2023). Indonesia, as a country with the largest Muslim population (approximately 86.7% of its total population), has significant moral and political influence on this issue. Through social media and digital platforms, Indonesian citizens, especially in the Jabodetabek region, actively engage in expressing opinions, disseminating information, and expressing support for the Palestinian people through various actions (Haribowo, 2022). One common action taken is boycotting. This phenomenon has become commonplace and frequently occurs within society as a form of protest or dissatisfaction with certain actions (Ambar, 2019). Currently, the Indonesian Ulema Council (MUI) Fatwa Number 83 of 2023 advocates for boycotts of Israel-associated products in several countries, including Indonesia, as a form of support for Palestine. This fatwa has encouraged Muslims to take a stronger stance on boycotting.

The phenomenon of boycotts has had negative impacts, especially on Israeli companies, and will also affect brand loyalty (Ariadi et al., 2019). Brand loyalty involves a strong commitment to choosing and purchasing a product or service in the future. Repeated purchases from the same brand or a group of similar brands achieve this, despite situational factors and marketing efforts that may influence consumer decisions to switch (Nasib & Bashira, 2019). Several previous studies provide an initial understanding of the influence of social media, particularly influencers, on shaping public opinion and consumer behavior. Research by Baker & Walsh (2023) and Chandra Sahputra (2023), indicates that influencers can influence the behavior of their followers in various aspects, including purchasing products. Additionally, the level of religiosity can also influence community participation in boycott actions. Individuals' values and religious beliefs often influence their decisions to boycott, as reported by Fakriza et al. (2019) and Mokobombang et al. (2023). As a result, boycott behavior not only reflects dissatisfaction with products, but also mirrors the complex dynamics between influencer influence and religious values in society.

In contrast to previous studies by Baker & Walsh (2023); Chandra Sahputra (2023); Fakriza et al. (2019) and Mokobombang et al. (2023), this research will fill this gap by focusing on the boycott of Israeli products in the Jabodetabek region. Research by Rizal (2020), indicates that Jabodetabek, as the largest metropolitan area in Indonesia, shows a tendency to be responsive to global issues. There has been no empirical study specifically investigating the combined impact of influencers and religiosity in this context. As a result, incorporating these variables into the research can provide a more comprehensive understanding of the dynamics of boycott actions at the local level. The aim of this research is to identify the extent to which influencers, religiosity, and brand loyalty influence consumer attitudes and actions related to boycotting Israeli products in the Jabodetabek region. Through this exploration, the research aims to provide a deeper understanding of the factors driving people to engage in boycott actions, with the goal of formulating more effective strategies to increase participation in these actions. Additionally, this research is also important for businesses to understand the influence of influencers and religious values on consumer behavior and to maintain brand loyalty through quality products and services.

LITERATURE REVIEW

Sari & Syas (2023), stated that a boycott is a collective refusal to do business with a particular person or company, to gain concessions, or to complain about certain actions or practices by individuals or companies. According to the Big Indonesian Dictionary (KBBI), a boycott is to conspire to refuse to cooperate (engage in trade, speak, participate, etc.), while boycotting is the process or act of boycotting something. Boycotts, Divestments, and Sanctions (BDS) have been a rapidly growing form of international protest since 2005. It is an effort to express dissatisfaction with actions deemed unjust by other parties. Various countries inspire many Muslims to boycott Israeli brands and companies perceived to support Israel, as a form of rejection of policies or actions deemed unfair (Oktavia et al., 2024). Boycotts have become a

primary method for consumers to express their anger or dislike for what is happening regarding a brand and have significant impacts on the affected brands. Boycotts have three main dimensions. First, the "making changes" dimension emphasizes the ability of boycotts to bring about changes in systems or policies. Second, the "self-improvement" dimension highlights the efforts of boycotts to improve the conditions or positions of the individuals or groups involved. Finally, the "counter-arguments" dimension reflects the complexity of discussions surrounding boycotts, considering arguments for or against such practices.

An influencer is an individual with a large number of social media followers who has the ability to influence the behavior of their followers, especially in purchasing decisions (Fadhilah et al., 2022). People also refer to them as micro-celebrities, leveraging online platforms like videos, blogs, and social media to boost their popularity. Additionally, Agustin & Amron (2022) state that influencer marketing is considered a successful promotional method because, currently, consumers tend to focus on social media platforms and are interested in engaging content shared by people or influencers they follow. The credibility dimension of influencers, involves trust, expertise, and attractiveness, all of which are important for attracting interest in the promoted products. Hariyanti & Wirapraja (2018) conclude that influencers have a positive influence on society's consumption of products promoted on social media. Adrianto & Kurnia (2021), add that influencer credibility can shape consumer trust in the brand. Edelman (2018), also supports these findings by stating that the level of trust in social media reaches 73%. However, research by Abi Nugroho (2022), shows that influencers do not have a significant influence on purchasing decisions for Compass Shoes in Malang.

Religiosity refers to the degree of someone's knowledge of religion, the degree of religious belief, the level of diligence in performing worship and faith, and the level of appreciation for the religion they adhere to (Mahardika, 2019). According to Edastami et al. (2019), there are several indicators of religiosity, namely, belief, practice, experience, knowledge, and application (Zaerofi et al., 2022). Essentially, religiosity is a component of the self-concept that pertains to the psychological aspects of religion. It includes images of self-sanctity, closeness to God, the ability to obey religious rules, and the courage to show religious identity in living with others. Some studies support the positive and significant influence of religiosity on purchase interest and purchasing decisions, as seen in Antin Rakhmawati's (2019) and Wulandari's (2021) research on specific products. Religiosity has a positive and significant influence on the boycott of KFC in Banda Aceh, as shown in Fakriza et al.'s (2019) research. On the other hand, other studies, such as those conducted by Fitria & Artanti (2020), show that religiosity does not have a significant influence on the purchase of Rabbani Muslim clothing. Therefore, there is variation in research results, indicating that the influence of religiosity may vary depending on the context of specific products or industries.

Loyalty to a brand reflects the seriousness of continuously subscribing to or consistently purchasing its products in the future. Interpretation of brand loyalty as a crucial measure of brand value, directly linked to future profitability. This is because brand loyalty has a direct relationship with future sales levels. One can also interpret brand loyalty as a gauge of the degree of customer attachment to a specific brand. The stronger the relationship customers have with the brand, the more difficult it is for them to switch to another brand. Brand loyalty indicators consist of the following: (1) switcher price buyer (switching between brands); (2) habitual buyer (habitual purchaser); (3) satisfied buyer (customer satisfaction); (4) liking the brand (brand preference); and (5) committed buyer (loyal customers). Previous research by Fakriza et al. (2019) found that brand loyalty at KFC Banda Aceh had a non-significant negative effect on boycotts. This finding aligns with the findings of Alfi & Marliyah (2022), who assert that while brand loyalty can have a negative impact, it is not always significant. Other factors such as consumer religiosity, values and beliefs, company perceptions, and the credibility of information about negative issues can also influence this influence. Other studies have

found a positive influence of brand loyalty on purchasing decisions for iPhone smartphones (Gultom et al., 2023).

The sensitive issue of the Israel-Palestine conflict continues to attract the attention of Indonesian society, especially in the Jabodetabek region, where the majority of the population is Muslim. Active citizens express their support for the Palestinian people on social media by boycotting related products. Research by Hariyanti & Wirapraja (2018), concluded that influencers have a positive influence on product consumption on social media. Additionally, influencer credibility can build consumer trust in the brand (Adrianto, 2021). Edelman (2018), also supports this finding by stating that the level of trust in social media reaches 73%. Furthermore, the level of religiosity also has a positive impact on individual actions (Antin Rakhmawati, 2018; Wulandari, 2021). According to Fakriza et al. (2019), religiosity has a positive and significant impact on boycotts at KFC Banda Aceh. Meanwhile, regarding brand loyalty, Alfi & Marliyah (2022), concluded that Muslim consumers show a negative response to Unilever products, in line with Fakriza et al. (2019), who found that brand loyalty at KFC Banda Aceh has a negative effect. Therefore, this study proposes the following hypotheses:

- H1:** Influencers have a significant positive effect on the boycott of pro-Israel products.
- H2:** Religiosity has a significant positive effect on the boycott of pro-Israel products.
- H3:** Brand loyalty has a significant negative effect on the boycott of pro-Israel products.
- H4:** Influencers, religiosity, and brand loyalty collectively have a significant effect on the boycott of pro-Israel products.

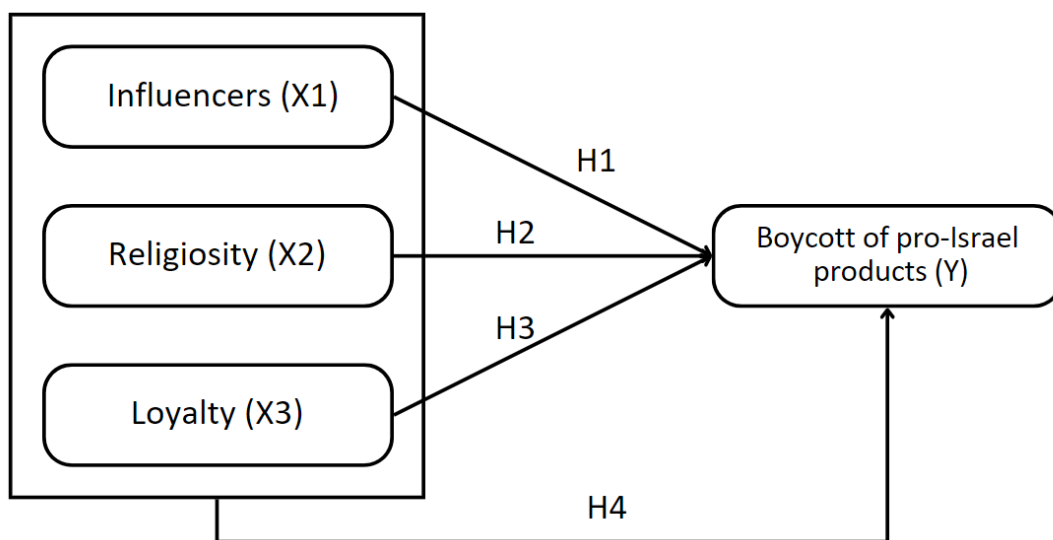


Figure 1. Conceptual Model

METHODS

This study utilized a sample of 113 individuals residing in the Jabodetabek area. We conducted the sampling using the purposive sampling technique, which focuses on the characteristics of respondents that align with the research objective, specifically their residence in Jabodetabek. The study utilizes primary data, obtained through questionnaires distributed via Google Form. Researchers use SPSS 22 software to perform descriptive analysis with a multiple linear regression model during hypothesis testing. The two independent variables in this model are free and bound. One significant variable in this research is the pro-Israeli boycott product. Boycott is now the primary method for consumers to express their feelings or dissatisfaction with what is happening in their relationship with the other person and to have a significant impact on the other person's life. This study describes the three dimensions of boycott as the development of change, personal growth, and opposition to authority. The independent

variables in this study are influencer, level of religiosity, and brand loyalty. The dimension of credibility of influencers in this study, involves trustworthiness, expertise, and attractiveness. We then use beliefs, practices, experiences, knowledge, and observance as indicators of the religiosity variable (Edastami et al., 2019). Loyalty consists of five factors, namely: (1) switcher price buyer (buyers who move frequently); (2) habitual buyer (buyers who have regular habits); (3) satisfied buyer (satisfied customers); (4) liking the brand (brand fans); (5) committed buyer (loyal customers). While this study looks at the data, the research tool's validity and reliability are tested, along with normality, heteroscedasticity, multicollinearity, and autocorrelation tests, which are all classical assumption tests. Next, the analysis proceeds with multiple linear regression, a t-test, and an F-test.

RESULTS

This study involved the participation of 69 male respondents and 45 female respondents. All respondents are residents of the Jabodetabek area, which aligns with the targeted audience's demographic in this study. The majority of respondents are from Generation Z, with an age range between 18 and 25 years, contributing a total of 90% (102 respondents), followed by 9% aged 26–35 (11 respondents), and 1% aged >36 (1 respondent). Furthermore, the majority consists of D3/S1 equivalent students (92%), high school students (4%), while the remaining are S2 (3%) and S3 (1%) students. Seventy-five percent of the respondents are students, while 15% are private employees and 8% are entrepreneurs, with the remaining 2% being housewives. The average respondents have a monthly income ranging from Rp. 1.000.000 to Rp. 3.000.000 (44%), while 43% have an income of Rp. 3.000.000 to Rp. 5.000.000. The remaining 7% have an income greater than Rp.5.000.000, and 6% have an income less than Rp. 1.000.000.

The results of the validity test show that each statement item has a calculated r value $> r$ table 0.195 or sig. 0.05 which means that all statements are valid. Thus, in the reliability analysis it can be seen that each variable has a cronbach's alpha value greater than 0.60 which means that each variable is also reliable and this can be seen in Table 1.

Table 1. Validity and Reliability Test Results

Variabel	Indicator	r Count	Significant	Cronbach's Alpha
Influencers (X1)	I1	0.652	0.000	0.829
	I2	0.670	0.000	
	I3	0.745	0.000	
	I4	0.777	0.000	
	I5	0.620	0.000	
	I6	0.730	0.000	
	I7	0.736	0.000	
Religiosity (X2)	R1	0.361	0.000	0.869
	R2	0.439	0.000	
	R3	0.499	0.000	
	R4	0.49	0.000	
	R5	0.615	0.000	
	R6	0.644	0.000	
	R7	0.541	0.000	
Loyalty (X3)	L1	0.639	0.000	0.625
	L2	0.565	0.000	
	L3	0.687	0.000	
	L4	0.669	0.000	
	L5	0.594	0.000	
Boycott Action (Y)	AKB1	0.584	0.000	0.722
	AKB2	0.401	0.000	
	AKB3	0.473	0.000	
	AKB4	0.51	0.000	
	AKB5	0.277	0.003	
	AKB6	0.457	0.000	
	AKB7	0.434	0.000	

The results of the normality test using standardized residuals in the Table are based on the Kolmogorov-Smirnov sign significance value of 0.200. This value is more significant when compared to the significance threshold of 5% (0.05) or greater than 0.05. This provides evidence that the data related to the missing variables have a normal distribution and this can be seen in Table 2.

Table 2. Normality Test Results

		Un-std. Residual
N		113
Normal Parameters ^{a,b}	Mean	0.000
	Std. Deviation	1.337
Most Extreme Differences	Absolute	0.065
	Positive	0.049
	Negative	-0.065
Test Statistic		0.065
Asymp. Sig. (2-tailed)		0.200 ^a

Based on Table 3, the results of the multicollinearity test show that all variables have a tolerance value > 0.10 or VIF < 10. Thus, it can be concluded that there is no multicollinearity or the multicollinearity test has been passed.

Table 3. Multicollinearity Test Results

Model		Tolerance	VIF
1	X1	0.961	1.041
	X2	0.937	1.067
	X3	0.944	1.059

Source: Processed data (2024)

The results of the Glejser test in Table 3 show that all independent variables have a significance value of less than 0.05. This indicates that there are no statistically significant independent variables that affect the dependent variable *abs_res*. Therefore, it can be concluded that the regression model does not show symptoms of heteroscedasticity. Table 3 shows the results of the multicollinearity test, which shows that all variables have a tolerance value > 0.10 or VIF < 10. Therefore, it can be concluded that there is no multicollinearity or that the multicollinearity test has passed.

Table 4. Heteroscedasticity Test Results

Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	0.334	1.462		0.229	0.820
	X1	-1.046	0.021	-0.201	-2.223	0.068
	X2	1.032	0.036	0.081	0.883	0.379
	X3	0.129	0.040	0.293	3.206	0.072

Source: Processed data (2024)

Based on Table 4, the multiple linear regression equation obtained is as follows: $Y = 20,312 + 3,01 X1 + 4,40 X2 - 0,108 X3 + e$.

Table 5. Simple Linear Regression Equation

Model		B	Std. Error
1	(Constant)	20.312	2.403
	X1	3.016	0.034
	X2	4.400	0.160
	X3	-0.108	0.066

Source: Processed data (2024)

Based on the results of the regression test in Table 5, the influencer variable (X1) has a significant positive effect on boycott actions, as evidenced by the regression coefficient

value of 3.01 with a probability of $0.000 < 0.05$. The more influencers advocate boycott actions, the greater the boycott action. Therefore, hypothesis 1 is accepted. Likewise, the religiosity variable (X2) also has a positive effect, with a significant coefficient value (4.40) indicating that the higher the level of religiosity of an individual, the more likely they are to carry out boycott actions. Therefore, H2 is also accepted. Furthermore, brand loyalty has a significant negative impact on boycott behavior, even with a very low value. The coefficient value of -0.10 indicates that as the level of brand loyalty increases, the likelihood of individuals carrying out boycott actions decreases. Thus, hypothesis 3 is proven.

Table 6. Coefficient of Determination Test (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.582 ^a	0.486	0.420	1.356

Source: Processed data (2024)

Based on the Table 6, the R Square value is 0.486, which is equivalent to 48%. The coefficient of determination indicates that the variables Influencer (X1), Religiosity (X2), and Brand Loyalty (X3) are able to explain 48% of the variation in boycott actions, while the remaining 52% is explained by other variables. The purpose of doing an F-test on Table 6 is to explain the simultaneous impact of the independent variables Influencer (X1), Religiosity (X2), and Brand Loyalty (X3) on boycott actions. The results are as follows:

Table 7. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	102.637	3	34.212	18.603	.000 ^b
	Residual	200.461	109	1.839		
	Total	303.097	112			

Source: Processed data (2024)

Based on the Table 7, the simultaneous test results yield an F value of 18.603, which is greater than the critical F value at a significance level of 5%. This means that influencers, religiosity, and brand loyalty collectively have a significant influence on boycott behavior. Therefore, hypothesis 4 is accepted. We conduct a t-test to determine if the independent variable has a significant effect on the dependent variable individually (partially).

Table 9. t Test Results

Model	B	Std. Error	Beta	t	Sig.	
1	(Constant)	20.312	2.403		8.452	0.000
	X1	3.016	0.034	0.037	2.470	0.039
	X2	4.400	0.160	0.537	6.680	0.000
	X3	-0.108	0.066	-0.130	-2.026	0.007

Source: Processed data (2024)

Based on Table 9, the calculated t-value is greater than the tabulated t-value (1.981), and its significance value is 0.000, which is less than 0.005. This indicates that the variables of influencer, religiosity, and brand loyalty each have a significant influence on boycott behavior individually. This study aims to comprehensively analyze the influence of factors such as influencer, religiosity, and brand loyalty on boycotting pro-Israel products in the Jabodetabek area. We apply a simultaneous analysis approach to reveal the dynamic interactions between these variables, thereby providing a deeper understanding of the factors that drive boycott actions. Thus, the main objective of this study is to provide stakeholders with comprehensive insights into the phenomenon.

The research findings indicate that influencers, religiosity, and loyalty have a significant impact on the boycott of pro-Israel products in the Jabodetabek region. This result is substantially consistent with previous findings in the relevant literature.

Hariyanti & Wirapraja (2018), Edelman (2022), and Adrianto (2021) discovered that individuals who receive boycott messages from influencers or possess a high level of religiosity are more inclined to engage in boycott actions. This suggests that the results indicate a stronger inclination for individuals with these characteristics to engage in boycott activities (Antin Rakhmawati, 2018; Wulandari, 2021). On the contrary, research findings also indicate a significant negative influence of brand loyalty on boycott actions, as found by Fakriza et al. (2019) and Alfi & Marliyah (2022). This discovery illustrates that individuals who have high loyalty towards pro-Israel brands tend to be reluctant to boycott pro-Israel products if they perceive the brand to be important to them. The significance of this research is not limited to academic contexts alone; it also has significant practical implications for business practitioners and marketers. By understanding the dynamics of the influence of influencers, religiosity, and brand loyalty on consumer behavior in the context of boycotting pro-Israel products, entrepreneurs can develop more effective and sensitive marketing strategies that align with consumer values and beliefs while also maintaining customer loyalty. Thus, this research provides a valuable contribution to assisting companies to comprehend and appropriately respond to the dynamics present in the market.

This research holds significant practical implications for business practitioners and marketers, extending beyond the academic context. By understanding the dynamics of the influence of influencers, religiosity, and brand loyalty on consumer behavior in the context of boycotting pro-Israel products, entrepreneurs can develop more effective and sensitive marketing strategies that align with consumer values and beliefs while also maintaining customer loyalty. Thus, this research provides a valuable contribution to assisting companies to comprehend and accurately respond to the dynamics present in the market.

CONCLUSION

The study's results suggest that religious leaders and influencers have a constructive role in promoting the boycott of pro-Israel products within the Jewish population of the West Bank. However, individuals who are deeply committed to Israel significantly undermine this boycott. This study aims to enhance our understanding of the determinants that motivate the general population to engage in boycott auctions in order to devise more efficient tactics for boosting public involvement in such auctions. Moreover, this study holds significance for businesses in comprehending the influence of influencers and religious convictions on consumer behavior and in enhancing customer loyalty through the provision of superior products and services. However, because it solely focuses on the Jabodetabek region and ignores other variables that could potentially influence boycott behaviors, this study has a limited scope. Therefore, we suggest that future research should broaden its geographical scope and incorporate additional variables like economic, cultural, and social elements to fully understand the complexities of consumer boycott actions.

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