Syntax Literate: Jurnal Ilmiah Indonesia p–ISSN: 2541-0849
e-ISSN: 2548-1398
Vol. 10, No. 2, Februari 2025

THE INFLUENCE OF CONSUMER ANIMOSITY, BOYCOTT PARTICIPATION, BOYCOTT MOTIVATION, AND PRODUCT JUDGMENT ON PURCHASE READINESS OR AVERSION IN PIZZA HUT IN INDONESIA

Harimurti Banjaransari
Universitas Indonesia, Indonesia
Email: harimurti.banjaransari@ui.ac.id

Abstract

This study aims to analyze the effects of consumer animosity, boycott participation, boycott motivation, and product judgment on purchase readiness and purchase aversion toward Pizza Hut products in Indonesia. The research background stems from the high sensitivity of the Indonesian public to the Israel-Palestine conflict, which has sparked boycotts against companies perceived as supporting Israel. The study adopts a quantitative approach, with data collected via online questionnaire surveys targeting Pizza Hut consumers in Indonesia. The sample includes Indonesian citizens aged at least 17 years, residing in Indonesia, who have purchased Pizza Hut products within the last two years and are aware of boycott campaigns against the Pizza Hut brand. The collected data were analyzed using the Structural Equation Modelling (SEM) method with SmartPLS 3.0. The findings reveal that consumer animosity has a significant positive effect on boycott participation and boycott motivation. However, it does not directly influence purchase readiness.

Keywords: consumer animosity, boycott participation, boycott motivation, product judgment, purchase decision.

Introduction

The conflict between Israel and Palestine has become one of the international issues that has received a lot of attention from various countries around the world. One of them is related to media reporting and public response is also an important part of the conversation. How this conflict is conveyed to the world and the public responds to it can affect the dynamics of diplomacy and foreign policy. It began on October 7, 2023, when the Palestinian militant group led by Hamas launched a large-scale invasion and attack on Southern Israel from the Gaza Strip. The attack was carried out by Hamas by firing at least 3000 rockets.

After carrying out the attack, Hamas-owned tactical vehicles entered Israeli territory, with several attacks on Israeli civilians in the vicinity and Base Israeli military. In response to the attack, Israel responded by declaring war on Hamas. The retaliatory attack carried out by Israel on October 9, 2023 as Operation Iron Sword by *Israel Defense Forces* (IDF). With this counterattack that has been launched by Israel, which led to the deaths of civilians in the Palestinian territories. About 8,000 Palestinians died and the victims were dominated by children and women (Sulthoni, 2023).

As a result of these attacks, many countries and groups around the world have begun to call for a boycott of products allegedly affiliated with Israel. The boycott of products allegedly supporting Israel in Indonesia has become an issue that has emerged and received public attention. This boycott is a form of protest and rejection of support for the state of Israel, especially related to the issue of the Israeli-Palestinian conflict and

also to show concern for Palestine.The boycott was also carried out by some Indonesians as an expression of solidarity with the Palestinian people and as an effort to condemn actions that are considered to violate human rights.

As a country with a majority Muslim population, Indonesia has a high sensitivity to issues related to the Islamic world, including conflicts in the Middle East. In developing countries, boycotts are largely caused by religious and political triggers. Meanwhile, in developed countries, the boycott is mainly caused by economic triggers. Each type of hostility has a different effect, non-political hostility has a short-lived effect, whereas political hostility has a longer effect on consumer behavior towards a particular country (Al Serhan & Boukrami, 2015; Yu et al., 2020).

The campaign to carry out a global boycott is called the BDS Movement which stands for *Boycott, Divestment,* and *Sanction*. The goal of the BDS Movement is to encourage people around the world to support Palestine by boycotting, divestment, and sanctions against businesses that support Israel and support Palestine (BDS Movement, n.d.). The BDS Movement encourages its supporters to boycott certain businesses so that the impact of the boycott will be greater (BDS Indonesia, 2023).

The boycott of products that are considered to support Israel is also a way for Indonesians to express their condemnation of Israel's actions in the conflict. Indonesia itself is one of the countries whose population is most actively participating in the boycott movement. This is shown by the large number of participation in boycott-related invitations posted on various social media such as Instagram, X (Twitter) and TikTok as shown in figure 1.2. The boycott was also strengthened by the issuance of the fatwa of the Indonesian Ulema Council (MUI) Number 83 of 2023 which contains a law of support for Palestine.

Boycott itself refers to the collective action of refusing or avoid support for an entity, be it a company, product, or state, as a form of protest or resistance to policies or actions that are considered unethical or incompatible with the values held by individuals or groups. A boycott can include stopping the purchase, use, or support of an entity in the hope that such action will have an impact or pressure for change. With support for the boycott, the business sector is one of the most affected sectors because it can cause some people to be reluctant to buy or use the products of companies that are suspected of having ties to the state of Israel, causing a significant drop in sales (Sweeney, 2014).

Pizza Hut included into the list of companies that were targeted by the boycott, this happened because branch restaurants in Israel openly supported the Israeli occupation of Palestinian land. In fact, most of them made in-kind donations to the Israeli military. There are allegations that Pizza Hut supports the Israeli occupation of Palestine after the Israeli branch of Pizza Hut restaurant uploaded an advertisement using images released by Israeli police in 2017. In the upload, Pizza Hut Israel mocked a Palestinian prisoner named Marwan Barghouti who allegedly broke his fast by eating a bar of chocolate after going on a hunger strike on the official Facebook page of Pizza Hut Israel (Risalah & Pratiwi, 2023).

At that time, more than 1,500 Palestinian prisoners went on a hunger strike to demand an end to Israel's practice of detention without trial. Marwan Barghouti is known as the leader of the hunger strike. As a result, residents and activists Palestine immediately called for a boycott of Pizza Hut. This also causes (Risalah & Pratiwi, 2023) *animosity* or the anger of consumers who support Palestine so they decided to boycott Pizza Hut, even though the customer is outside Palestine, including in Indonesia.

PT Sarimelati Kencana Tbk, the issuer of the Pizza Hut restaurant, recorded a net

loss of IDR 58.6 billion in the first quarter of 2024, an increase of 15.29% compared to the previous year. The financial report showed that net sales decreased by 24.22% yoy to IDR 638.1 billion, with gross profit decreasing to IDR 432.9 billion (22.23% yoy). Sales the highest still came from Jakarta, which reached Rp 262.11 billion, but experienced a decrease of 20.97% yoy. Other regions such as West Java, Sumatra, and Sulawesi also recorded significant declines, with Sulawesi experiencing the sharpest decline of 37.18% yoy. Operating loss increased 20.25% yoy to Rp 60.15 billion, despite a decrease in selling and administrative expenses. The company's cash reached IDR 54.97 billion, up 7.74% yoy, but current assets decreased by 8.78% yoy to IDR 356.78 billion. Sarimelati Kencana's management said that the widespread boycott movement caused many Pizza Hut outlets to be empty of visitors (Binekasri, 2024).

The concept of *consumer animosity* refers to consumers' negative feelings towards a particular brand or product, which are often triggered by political, social, or cultural issues. In this context, Pizza Hut as a multinational company can be the target of a boycott as a result of these negative sentiments. *Boycott participation* and *motivation* refer to consumer involvement in the boycott as well as the reasons behind such participation, which can be influenced by factors such as national identity and local values. Meanwhile, *product judgment* is related to consumer perception of product quality and value. All of these variables have the potential to affect *purchase readiness* or *aversion*, which is the readiness of consumers to buy or avoid products (Klein, Smith, & John, 2004).

The study conducted by Suhud (2017) aims to investigate the factors that affect the willingness of Indonesian consumers to buy products originating from Israel. Testing includes consumer sentiment, product ratings, boycott motivations, and boycott participation. Consumer animosity is an important issue for businesses because it can affect product ratings, boycott motivations, and boycott participation. Therefore, this study shows that consumer animosity can hinder a person from being willing to make a purchase.

Another research conducted by Ali (2020) is about how Turkish-Kurdish political relations affect the behavior of Kurdish customers who buy Turkish products. This study included four variables as predictors, namely, consumer animosity, boycott participation, boycott motivation, and product assessment. The results show that consumer animosity has a significant impact on boycott participation, boycott motivation, and product valuation. Product assessment and boycott participation significantly affect buying readiness, and boycott participation and boycott motivation significantly affect buying reluctance.

In this study, there is a development from the previous research, namely the researcher will take a different perspective on the boycott. In contrast to the previous study, the reason for the boycott in this study is to provide support for the state of Palestine due to the genocide committed by the state of Israel, so it is not based on the reason for the conflict between countries between Indonesia and the country of origin of the product, namely the United States, so that not all products originating from America are boycotted, but only certain products that are suspected of supporting or affiliated with the state of Israel are boycotted. As for this research, it is limited, so the researcher will only review the case study on Pizza Hut as one of the companies that allegedly supports Israel and is carried out in Indonesia.

Many previous researchers have collected factors that influence consumer boycott participation and willingness to buy. However, there are some parts of this field of study that have received less attention, especially regarding the impact of boycott participation

on readiness and reluctance to buy and the impact of boycott motivation on unwillingness to buy. Therefore, this study aims to measure the impact of *consumer animosity*, *boycott participation*, *boycott motivation*, and *product judgment* on *purchase readiness* or *aversion* in Pizza Hut in Indonesia. In addition, the study aims to provide an understanding of how acts of military aggression and political tensions affect consumer behavior in the territory of Indonesia and consumer perceptions of Israeli-affiliated products, which in turn affects the economic value of such brands in the market. Systematics of Writing

Research Methods

This study aims to explore the influence of the Israeli-Palestinian conflict on Indonesian consumer behavior towards the Pizza Hut brand, using a theoretical framework based on previous research by Bayad Jamal Ali. This study identifies the influence of variables such as consumer animosity, boycott participation, boycott motivation, and product judgment on purchase readiness and purchase aversion. This study uses a quantitative method based on a questionnaire survey with respondents who are screened through certain criteria, such as having bought Pizza Hut products and knowing the boycott. The data was collected online through Google Form and analyzed using Structural Equation Modelling (SEM) based on Partial Least Squares (PLS) with Smart PLS 4.0. Analysis includes the evaluation of measurement and structural models to predict relationships between variables. With a sample of 200 respondents, this study aims to provide insight to academics and business practitioners in understanding the influence of social conflict on consumer behavior and formulating responsive marketing strategies. The work plan of this research includes the stage of literature study, proposal preparation, data collection and processing, to the preparation of a report which is scheduled to be completed in five months.

Results and Discussion

Pre-Test

In this study, before conducting the initial test of the questionnaire (pre-test), the author first conducted an understanding test involving five (5) respondents. The purpose of this comprehension test is to evaluate the extent to which respondents understand the statements and questions contained in the questionnaire. The responses and suggestions obtained from the respondents were used to improve the structure of the words in the questionnaire so that it was easier for the respondents to understand in the future.

After the comprehension test was completed, the author continued by conducting a pre-test which was distributed to a minimum of 30 respondents who met the criteria that had been determined. From the results of this pre-test, 30 respondents were found who passed the screening and met the desired criteria. After filling out the questionnaire by the respondents, the author then conducted a validity and reliability test on the 30 respondents.

Validity Test (Pre-Test)

The next step taken by the author after carrying out the initial test of the questionnaire (pre-test) is to conduct a validity test on the indicators of the research instrument, namely the statements in the questionnaire. The purpose of this validity test is to assess the extent of the accuracy of the instruments used in the research. In this study, the author uses *Kaiser-Meyer-Olkin Measure of Sampling Adequacy* (KMO), *Anti-image*

*Correlation*and *Component Matrix* as a parameter for each of the research indicators, where each indicator must have a minimum value of 0.5. The following are the results of the validity test for each variable used by the author based on the results of the initial test of the questionnaire (pre-test) on the 30 respondents:(Malhotra, 2010)

Table 1. Validity Test Results

Variable	Item	SME	Component Matrix	Anti-Image Correlation	Information
Consumer Animosity	CA1	0.789	0.835	0.788	Valid
	CA2		0.816	0.883	Valid
	CA3		0.915	0.722	Valid
	CA4		0.827	0.805	Valid
Product Judgment	PJ1	0.778	0.853	0.741	Valid
	PJ2		0.870	0.740	Valid
	PJ3		0.711	0.835	Valid
	PJ4		0.852	0.819	Valid
	PJ5		0.839	0.843	Valid
	PJ6		0.919	0.739	Valid
Boycott Participation	BP1	0.751	0.835	0.860	Valid
	BP2		0.803	0.733	Valid
	BP3		0.797	0.731	Valid
	BP4		0.727	0.750	Valid
	BP5		0.781	0.829	Valid
	BP6		0.661	0.719	Valid
	BP7		0.528	0.717	Valid
	BP8		0.641	0.831	Valid
	BP9		0.623	0.691	Valid
	BP10		0.706	0.658	Valid
Boycott Motivation	BM1	0.652	0.885	0.781	Valid
	BM2		0.880	0.731	Valid
	BM3		0.906	0.625	Valid
	BM4		0.035	0.442	Invalid
	BM5		0.446	0.583	Invalid
Purchase Readiness	PR1	0.836	0.700	0.958	Valid
	PR2		0.840	0.823	Valid
	PR3		0.927	0.874	Valid
	PR4		0.862	0.828	Valid
	PR5		0.951	0.773	Valid
Purchase Aversion	PA1	0.700	0.628	0.764	Valid
	PA2		0.848	0.761	Valid
	PA3		0.904	0.655	Valid
	PA4		0.824	0.676	Valid

Source: IBM SPSS Statistics processed by the author.

The results of the validity test conducted by the author on 30 pre-test respondents showed that almost all variables were declared valid, as listed in Table 1 above. Based on the results of this validity test, the pre-test can be continued to the main test stage because all the results obtained meet the validity criteria.

Reliability Test (*Pre-Test*)

After obtaining the pre-test results from 30 respondents, the author not only conducted a validity test, but also a reliability test of the answers given. Reliability testing is defined as the consistency of measurements produced when the same measuring instrument is used repeatedly. Reliability is closely related to the consistency between indicators of a variable. To measure reliability, the Alpha coefficient, specifically the Cronbach's Alpha reliability analysis, can be used, assuming that the accepted Cronbach's Alpha value is 0.6 or more. If a statement (indicator) is declared invalid and uncredible, then the statement needs to be re-examined to be corrected or eliminated. (Hair, Ringle, & Sarstedt, 2011)

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Conclusion
Consumer Animosity	0.869	Reliable
Product Judgment	0.903	Reliable
Boycott Participation	0.888	Reliable
Boycott Motivation	0.677	Reliable
Purchase Readiness	0.910	Reliable
Purchase Aversion	0.804	Reliable

Source: IBM SPSS Statistics processed by the author.

Based on the results of the reliability test carried out, it was concluded that all the variables tested could be accepted as reliable, because they obtained a value of more than 0.6 for all variables analyzed.

Questionnaire Final Test (*Main-Test*)

Descriptive Analysis

In providing an overview of the research, descriptive data analysis was carried out to summarize the respondents' answers to each variable studied. Descriptive analysis is a method used to simplify and present data so that it is easier to understand. This method provides a general view of the characteristics of the data without generalizing from sample to population. Descriptive statistics include the calculation of mean values, median, minimum values, maximum values, and standard deviations (Ghozali, 2016). The main purpose of this analysis is to describe the characteristics of the data based on the respondents' answers to each indicator of the research variable (Ghozali, 2016)

The study used a 5-point Likert measurement scale, where a scale of 1 indicates "Strongly Disagree" and a scale of 5 indicates "Strongly Agree." The researcher also applied an index scale to analyze the distribution of answers and the mean value of variables in relation to the measurement scale. The criteria used are: high mean for values between 3.7 to 5, medium mean for values between 2.3 to 3.6, and low mean for values between 1 to 2.2. The results of the descriptive analysis are shown in Table 3 below:

Table 3. Descriptive Analysis of Research Variables

Variable	Code	Measurement Indicators	Mean	Std. Deviation	Total Mean
Consumer Animosity	CA1	I feel angry at Pizza Hut.	3.660	1.215	3.813
	CA2	I will never forgive and forget what Pizza Hut has done in the Israeli-Palestinian conflict.	3.837	1.242	
	CA3	Pizza Hut must get a reply for what has	3.809	1.245	

Variable	Code	Measurement Indicators	Mean	Std. Deviation	Total Mean
		been done to the Palestinians			
	CA4	I don't like Pizza Hut.	3.314	1.345	
Product Judgment	PJ1	In my opinion, the products made by Pizza Hut use quality ingredients.	3.946	1.034	3.811
	PJ2	In my opinion, Pizza Hut's products are trustworthy and durable.	3.677	1.124	
	PJ3	In my opinion, the products made by Pizza Hut have value that is in accordance with the price.	3.783	1.156	
	PJ4	In my opinion, the products produced by Pizza Hut show high use of technology.	3.786	1.065	
	PJ5	In my opinion, Pizza Hut's products usually show the use of interesting colors and designs.	3.889	1.059	
	PJ6	In my opinion, the products made by Pizza Hut are carefully produced and have good workmanship.	3.786	1.073	
Boycott Participation	BP1	I would feel guilty if I bought Pizza Hut products.	3.903	1.248	3.854
	BP2	Everyone must take part in boycotting Pizza Hut.	3.694	1.265	
	BP3	I would feel uncomfortable if others saw me buying Pizza Hut products.	3.866	1.250	
	BP4	My friends or family support me to boycott Pizza Hut.	3.900	1.232	
	BP5	I was angry and I wanted the Pizza Hut company to know.	3.674	1.282	
	BP6	Boycotts can be an effective way to bring about change.	4.023	1.197	
	BP7	By boycotting Pizza Hut, I can change the Pizza Hut company.	3.697	1.251	
	BP8	With the boycott, it will make the sustainability of Pizza Hut's business in danger.	4.040	1.055	
	BP9	I will buy Pizza Hut products when others don't know about them.	4.034	1.192	
	BP10	Logically, I don't need to boycott, let someone else do it.	3.711	1.381	
Boycott Motivation	BM1	I feel guilty when I buy Pizza Hut products.	3.817	1.336	3.631
	BM2	I want to punish Pizza Hut, therefore I don't buy its products.	3.794	1.304	
	BM3	I want to express my anger by not buying Pizza Hut products.	3.871	1.308	
	BM4	The boycott will not put pressure on Pizza Hut to change its policy in favor of Israel.	3.123	1.406	
	BM5	I don't feel like I have to boycott to voice my opinion on Pizza Hut	3.549	1.399	

Variable	Code	Measurement Indicators	Mean	Std. Deviation	Total Mean
Purchase Readiness	PR1	I would recommend to others to buy Pizza Hut products.	2.151	1.261	2.301
	PR2	I intend to purchase Pizza Hut products in the future.	2.403	1.325	
	PR3	I prefer to buy Pizza Hut products when they are available.	2.377	1.373	
	PR4	I prefer Pizza Hut products compared to other products available.	2.269	1.308	
	PR5	I love the idea of buying Pizza Hut products.	2.303	1.320	
Purchase Aversion	PA1	I am willing to pay 10% more for a product from another brand of the same quality (another company with Pizza Hut) than to have to buy a product from Pizza Hut.	3.623	1.314	3.694
	PA2	I would avoid buying Pizza Hut products.	3.754	1.353	
	PA3	I wouldn't buy Pizza Hut products.	3.734	1.361	
	PA4	I don't like the idea of buying Pizza Hut products	3.666	1.327	

Source: SmartPLS processed by the author

Based on the table above, it can be seen that the Consumer Animosity variable is measured using 4 indicators, namely CA1 to CA4. The indicator most chosen by respondents with the highest mean value is CA2 ("I will never forgive and forget what Pizza Hut has done in the Israeli-Palestinian conflict.") with a mean value of 3,837. Overall, this variable produces a total mean value of 3,813, which can be categorized as high. For the Product Judgment variable, it is measured by 6 indicators, namely PJ1 to PJ6. The indicator with the highest mean value is PJ1 ("In my opinion, products made by Pizza Hut use quality ingredients.") with a mean value of 3,946. The total mean for this variable is 3,811, which is also categorized as high.

The Boycott Participation variable is measured using 10 indicators, namely BP1 to BP10. The indicator with the highest mean value is BP8 ("With the boycott, it will make the sustainability of Pizza Hut's business in danger.") with a mean value of 4,040. Overall, the total mean for this variable is 3,854 and is categorized as high. The Boycott Motivation variable is measured using 5 indicators, namely BM1 to BM5. The indicator with the highest mean value is BM3 ("I want to express my anger by not buying Pizza Hut products.") with a mean value of 3,871. The total mean for this variable is 3,631 and is categorized as moderate.

The Purchase Readiness variable was measured using 5 indicators, namely PR1 to PR5. The indicator with the highest mean value is PR2 ("I intend to buy Pizza Hut products in the future") with a mean value of 2,403. The total mean for this variable is 2,301 and is categorized as moderate. The mean value of this variable tends to be low because this variable has a negative sentiment compared to other variables. For the last variable, namely Purchase Aversion, it is measured using 4 indicators, namely PA1 to PA4. The indicator that has the highest mean value is PA2 ("I would avoid buying Pizza Hut products.") with a mean value of 3,754. Overall, the total mean for this variable is 3,694 and can be categorized as moderate.

This description provides an overview of how each indicator in each variable contributes to the overall survey results. Further data is needed to calculate specific values such as the total mean and index for each variable.

Outer Model Analysis

The relationship between the latent variable and its measurement indicators is depicted in the outer model. In the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, the outer model aims to specify the relationship between latent variables and their indicators. The outer model test includes two main aspects, namely validity and reliability. The measurement model images obtained from processing using SmartPLS in this study are:

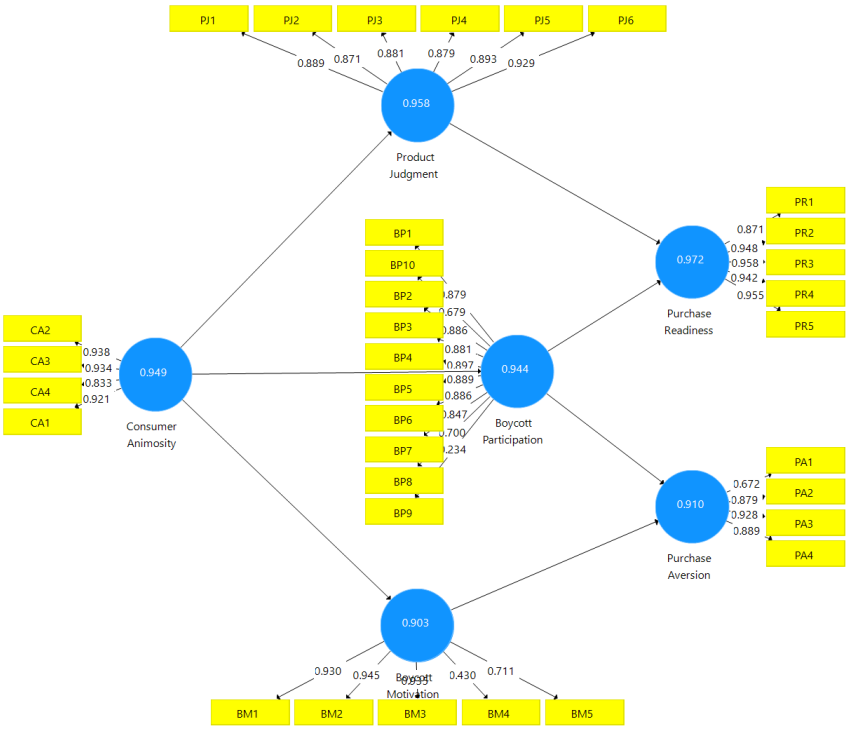


Figure 1. Measurement Model (*Outer Model*)
Source: SmartPLS processed by the author.

Structural Model Analysis (*Inner Model*)

The analysis of the structural model (inner model) is carried out with a series of tests to evaluate the relationship between latent variables in the model. The tests carried out include a multicollinearity test to ensure that there is no high correlation between independent variables, an R-Square test to assess the ability of independent variables to explain dependent variables, an F-Square test to measure the effect size of each latent variable, and a Q-Square test to evaluate the predictability of the model. In addition, the analysis also includes Indirect *Effect* testing to identify the effect of mediation in the model as well as hypothesis testing to test causal relationships between variables based on processed data. The structural models found by the author in this study after processing are:

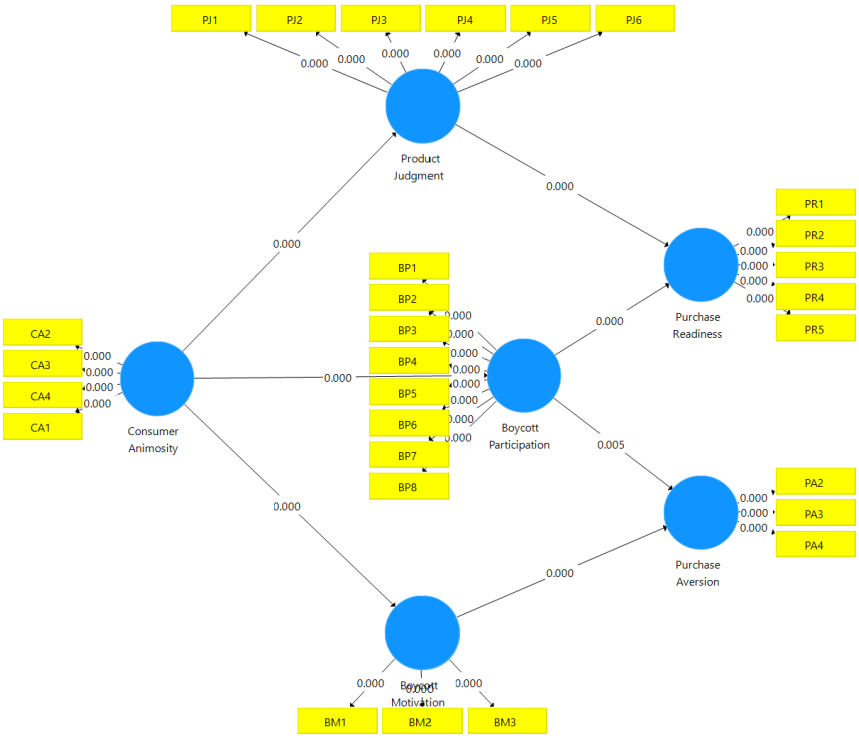


Figure 1. Measurement Model (*Inner Model*)
Source: SmartPLS processed by the author.

Multicollinearity Test

The multicollinearity test was conducted to ensure that there was no very high correlation relationship between the independent variables in the structural model (Hair et al., 2017). High multicollinearity can cause distortions in parameter estimation, thereby reducing the accuracy of the analysis results. In the *Partial Least Squares Structural Equation Modeling* (PLS-SEM) approach, multicollinearity is tested using the Variance Inflation Factor (VIF) value. A VIF value smaller than 5 indicates that there are no significant multicollinearity issues in the model (Hair et al., 2017). According to Ghozali (2016) Multicollinearity occurs if the VIF > 10 or *the Tolerance* value < 0.01, while if the VIF < 10 or *the Tolerance* value > 0.01, then multicollinearity does not occur. As such, this test is important to ensure that each independent variable makes a unique contribution to the dependent variable without excessive redundancy.

Table 4. Multicollinearity Test (VIF) Results

	Boycott Motivation	Boycott Participation	Consumer Animosity	Product Judgment	Purchase Aversion	Purchase Readiness
Boycott Motivation					5.525	
Boycott Participation					5.525	1.194
Consumer Animosity	1.000	1.000		1.000		
Product Judgment						1.194
Purchase Aversion						
Purchase Readiness						

Source: SmartPLS processed by the author.

R-Square

The R-Square test is used to evaluate the ability of independent variables to influence dependent variables. The R-Square value shows the proportion of dependent variables that can be explained by independent variables in the model. The assessment was carried out by looking at the value of the determination coefficient (R-Square) on the dependent latent variable. A high R-Square value indicates that the model has strong predictive capabilities (Ghozali, 2016). The R-Square value ranges from 0 to 1, where a value close to 1 indicates that the model has high predictive capabilities. In the context of PLS-SEM, an R-Square value of 0.75 is considered strong, 0.50 is considered moderate, and 0.25 is considered weak (Hair et al., 2017). This test provides an overview of how well structural models are able to explain the relationships between latent variables.

Table 5. R-Square Test Results

	R-Square	R-Square Adjusted
Boycott Motivation	0.693	0.692
Boycott Participation	0.776	0.775
Product Judgment	0.196	0.193
Purchase Aversion	0.714	0.713
Purchase Readiness	0.649	0.647

Source: SmartPLS processed by the author.

F-Square

The F-Square test is used to measure the *effect size* of each latent variable on the dependent variable in the structural model. F-Square indicates the extent to which the removal of one particular independent variable from the model will affect the R-Square value of the dependent variable. The F-Square value is interpreted as follows: 0.02 indicates a small effect, 0.15 indicates a moderate effect, and 0.35 indicates a large effect (Ghozali, 2016). This test is important to understand the relative contribution of each independent variable to the dependent variable in the model.

Table 6. F-Square Test Results

	Boycott Motivation	Boycott Participation	Consumer Animosity	Product Judgment	Purchase Aversion	Purchase Readiness
Boycott Motivation					0.203	
Boycott Participation					0.056	1.180
Consumer Animosity	2.252	3.458		0.243		
Product Judgment						0.095
Purchase Aversion						
Purchase Readiness						

Source: SmartPLS processed by the author

Q-Square

The Q-Square test is used to evaluate the predictive ability of the overall structural model. Q-Square was calculated using *the blindfolding* technique and showed how well the model could systematically predict the eliminated observation data. A Q-Square value of > 0 indicates that the model has relevant predictive capabilities, while a Q-Square value of ≤ 0 indicates that the model has no predictive capabilities. The value criteria in Q-Square which include the strong model category are 0.35, the moderate model category is 0.15, and the weak model category is 0.02 (Suningsih et al., 2017). This test is important to ensure that the model not only matches the sample data but also has predictive power against the new data.

Table 7. Hasil Uji Q-Square (LV Prediction)

	RMSE	THERE ARE	Q^2predict
Boycott Motivation	0.559	0.393	0.691
Boycott Participation	0.478	0.353	0.774
Product Judgment	0.906	0.676	0.191
Purchase Aversion	0.675	0.509	0.550
Purchase Readiness	0.682	0.526	0.539

Source: SmartPLS processed by the author.

From the Q-Square results above, it shows that the model has good predictive relevance because the values for all variables obtained are more than 0 (zero). So it can be concluded that all variables can be predicted with independent variables of the study.

Goodness of Fit

Goodness of Fit (GoF) is an indicator used to assess the extent to which the applied model matches the analyzed data. GoF integrates the capabilities of the inner *model* and the *outer model* in explaining the data as a whole. This indicator aims to ensure whether the research model that has been designed can function properly and to test the validity of the model thoroughly. GoF is categorized into three levels: small (0.1), medium (0.25), and high (0.36) (Wetzels et al., 2009). In general, the GoF formula is expressed as: GoF = $\sqrt{(AVE \times R^2)}$, where AVE (Average Variance Extracted) reflects the extracted average variance, and R^2 is the model's determination coefficient. Based on this formula, the analysis can be carried out as described next.

Table 8. Goodness of Fit

	R-Square	AVE
Boycott Motivation	0.693	0.931
Boycott Participation	0.776	0.753
Product Judgment	0.196	0.824
Purchase Aversion	0.714	0.793
Purchase Readiness	0.649	0.836

Because the R-Square value has an average of 0.606 and the AVE value has an average of 0.827, based on the GoF formula that has been explained earlier, this study has a GoF value of 0.708 or above the limit of the high GoF criterion, which states that the research model that has been made is going well (Wetzels et al., 2009).

Indirect Effect

Indirect Effect *analysis* was carried out to identify how strong the mediating influence is in the relationship between latent variables (Ghozali, 2016). The mediation effect occurs when one or more latent variables act as mediators in the relationship between independent and dependent variables. In PLS-SEM, indirect influence is calculated by multiplying the path *coefficient* of the direct relationship involved in the mediation pathway. This test provides insight into the mechanisms behind causal relationships between variables and helps understand how an effect occurs through mediators.

Table 9. Indirect Effect Test Results

	Original sample (O)	Sample mean (M)	Std. deviation (STDEV)	T statistics (|O/STDEV|)	P values
Consumer Animosity -> Purchase Aversion	0.733	0.735	0.029	25.261	0.000
Consumer Animosity -> Purchase Readiness	-0.708	-0.709	0.026	26.993	0.000

Source: SmartPLS processed by the author.

Overall Feasibility Test of the Research Model

The feasibility testing of the entire research model is carried out through the values of the SRMR produced. The standard for a model is declared feasible if the SRMR value is < 0.05 (Henseler et al., 2016).

Table 10. Results of Measuring the Feasibility of the Research Model

	Saturated Model	Estimated Model
SRMR	0.038	0.072
d_ULS	0.617	2.283
d_G	0.495	0.674
Chi-Square	1.018.142	1.202.733
NFI	0.920	0.906

Source: SmartPLS processed by the author.

Based on the table above, it can be concluded that the entire research model is considered to have met the feasibility test because it is below 0.05, namely with an SRMR value of 0.038.

Hypothesis Test Results

The hypothesis test in this study was carried out using the bootstrap resampling method, which allows the data to be distributed freely without the need for normal distribution assumptions and does not require a large sample size. The bootstrap method generates re-samples from the original data to calculate the necessary statistics, such as *t-statistic* and *p-value* values. The test was carried out using *a t-test*, where the influence between variables was declared significant if *the t-statistic* value > 1.96 and *the p-value* < 0.05 at a significance level of 5%. In addition, to determine the direction of influence, the *value of the original sample* is considered. If the value is positive (+), then the relationship between variables has a positive influence, while if the value is negative (-), the relationship has a negative influence. Meanwhile*, the t-statistic* value is smaller than 1.96 and the *p-value* is greater than 0.05 indicating that the influence between variables in this simulation is not significant. This indicates that there is not enough empirical evidence to support the causal relationship between independent and dependent variables

in the simulation data.

Table 11. Path Coefficient Test Results

Hypotheses Test (Path Coefficient)							
No		**Original sample (O)**	**Sample mean (M)**	**Standard deviation (STDEV)**	**T statistics (|O/STDEV|)**	**P values**	**Conclusion**
1	Consumer animosity has a negative and significant impact on product judgment.	-0.442	-0.443	0.040	10.971	0.000	Hypothesis accepted
2	Consumer animosity has a positive and significant impact on boycott participation.	0.881	0.881	0.015	56.897	0.000	Hypothesis accepted
3	Consumer animosity has a positive and significant impact on boycott motivation.	0.832	0.832	0.025	33.217	0.000	Hypothesis accepted
4	Product judgment has a positive and significant impact on purchase readiness.	0.200	0.200	0.034	5.965	0.000	Hypothesis accepted
5	Boycott participation has a negative and significant impact on purchase readiness.	-0.704	-0.704	0.034	20.579	0.000	Hypothesis accepted
6	Boycott participation has a positive and significant impact on purchase aversion.	0.298	0.287	0.114	2.609	0.005	Hypothesis accepted
7	Boycott motivation has a positive and significant impact on purchase aversion.	0.566	0.578	0.112	5.051	0.000	Hypothesis accepted

Source: SmartPLS processed by the author.

Hypothesis Test Analysis

The results of the hypothesis test show that consumer animosity has a significant negative impact on product judgment (H1), in line with the findings of Klein et al. (2005) that consumer animosity decreases the assessment of product quality from the target country of hostility. Consumer animosity also has a significant positive impact on boycott participation (H2) and boycott motivation (H3), supporting the research of Smith and Li (2010) and Suhud (2017) which stated that consumer animosity encourages boycott participation and motivation. Product judgment has a significant positive influence on purchase readiness (H4), in accordance with Suhud (2016) research which shows that product assessment affects purchase readiness, while boycott participation has a significant negative impact on purchase readiness (H5) and a significant positive effect on purchase aversion (H6), indicating that boycott participation decreases purchase readiness and increases purchase aversion, as supported by Suhud (2016). In addition, boycott motivation has a significant positive impact on purchase aversion (H7), in line with Suhud (2017) research which revealed that boycott motivation significantly increases the reluctance to buy products related to geopolitical conflicts, such as the case of Pizza Hut in Indonesia.

Conclusion

This study investigates the influence of consumer animosity, boycott participation, boycott motivation, and product judgment on purchase readiness and aversion in Pizza Hut in Indonesia. The results show that consumer animosity has a negative impact on product valuation but has a positive impact on boycott participation and motivation, while product valuation increases purchase readiness. Boycott participation decreases buying readiness but increases buying reluctance, while boycott motivation contributes to buying reluctance. These findings highlight the importance of social and cultural factors in understanding consumer behavior, especially in a country with strong geopolitical sentiment such as Indonesia. To mitigate the negative impact of geopolitical conflicts, companies are advised to implement transparent communication strategies, increase social responsibility (CSR), strengthen product quality, and launch new product lines that are separate from the controversial brand image. This research has limitations on brand and regional coverage, quantitative methods, and observation duration, so it is necessary to conduct more extensive research, use mixed methods, and observe the dynamics of consumer behavior longitudinally. Further research is also recommended to explore cultural, religious, and political differences, as well as to examine effective communication strategies in overcoming the crisis caused by the boycott.

BIBLIOGRAPHY

Al Serhan, O., & Boukrami, E. (2015). Mapping studies on consumer boycotting in international marketing. *Transnational Marketing Journal*, 130-151.

Ali, B. J. (2020). Impact of consumer animosity, boycott participation, boycott motivation, and product judgment on purchase readiness or aversion of Kurdish consumers in Iraq. *the journal of consumer affairs*, 1-20.

Binekasri, R. (2024, April 30). *Terhantam Boikot, Pizza Hut Rugi Rp58,6 M di Kuartal-I 2024*. Retrieved from CNBC Indonesia Web site: https://www.cnbcindonesia.com/market/20240430071509-17-534485/terhantam-boikot-pizza-hut-rugi-rp586-m-di-kuartal-i-2024

Ghozali, I. (2016). *Application of multivariate analysis with IBM SPSS 23 program. Edition 8.* Semarang: Diponegoro University Press.

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 139–152.

Klein, J. G., Ettenson, R., & Morris, M. D. (1998). The Animosity Model of Foreign Product Purchase: An Empirical Test in the People's Republic of China. *Journal of Marketing*, 89-100.

Klein, J. G., Smith, N. C., & John, A. (2004). Why We Boycott: Consumer Motivations for Boycott Participation. *Journal of Marketing*, 92-109.

Malhotra, N. K. (2010). *Marketing Research: An Applied Orientation (6th ed.).* Upper Saddle River: NJ: Pearson Prentice Hall.

Risalah, D. F., & Pratiwi, F. (2023, November 12). *On the BDS Boycott List, Israel's Pizza Hut once mocked Palestinian prisoners*. Retrieved from Republika Web site: https://ekonomi.republika.co.id/berita/s40b6x457/ada-di-daftar-boikot-bds-pizza-hut-israel-pernah-mengolokolok-tahanan-palestina

Smith, M., & Li, Q. (2010). The boycott model of foreign product purchase: An empirical test in China. *Asian Review of Accounting*, 106-130.

Suhud, U. (2016). Indonesian consumers against Israeli products: Animosity on product judgment, motivation, and boycott intention. *Paper presented at the The 1st International Conference on Economics, Education, Business, and Accounting (ICEEBA 2016)*. Semarang.

Suhud, U. (2017). Purchase willingness and unwillingness of Indonesian consumers on Israeli products. *Binus Business Review*, 175–182.

Sulthoni. (2023, November 6). *What Are the Causes of the Israeli-Palestinian War in 2023?* Retrieved from tirto.id: https://tirto.id/apa-penyebab-perang-israel-dan-palestina-di-tahun-2023-gRNU

Sweeney, M. (2014). Boycotts Past and Present: From the American Revolution to the Campaign to Boycott Israel. *Corporate Reputation Review*, 32-42.

Yu, Q., McManus, R., Yen, D., & Li, X. (2020). Tourism boycotts and animosity: a study of seven events. *Annals of Tourism Research*, 80.

Copyright holder:
Harimurti Banjaransari (2025)

First publication right:
Syntax Literate: Jurnal Ilmiah Indonesia

This article is licensed under:

