

**ANALYSIS OF THE INFLUENCE OF THE ISRAELI PRODUCT BOYCOTT
CAMPAIGN ON CONSUMER PURCHASE INTENTIONS FOR THE
UNILEVER BRAND
(A CASE STUDY OF THE COMMUNITY IN RIAU PROVINCE)**

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ABSTRACT

This study aims to analyze the impact of the campaign to boycott Israeli products on consumer purchase intention regarding Unilever products among the population of Riau Province. The study employs a quantitative method with a causal-associative approach. Data were collected via questionnaires distributed to 100 respondents selected using purposive sampling. Data analysis was conducted using simple linear regression with the aid of SPSS version 21. The results indicate that the campaign to boycott Israeli products has a significant effect on consumer purchase intention. Specifically, the boycott campaign has a positive and significant impact on increasing consumer rejection or the loss of purchase intention regarding Unilever products. This is evidenced by a calculated t-value (14.307) that exceeds the t-table value (1.984). Regression analysis results show that the boycott campaign is a dominant factor influencing consumer decisions to reject the products. The coefficient of determination (60.8%) indicates that the variation in consumer purchase intention can be explained by the boycott campaign, while the remaining 39.2% is influenced by factors not examined in this study.

Keywords: *Unilever brand, Campaign to boycott Israeli products, Purchase decision, Consumer purchase intention, Consumer behavior*