

[30]

**STRUCTURAL MODEL OF CONSUMER BOYCOTT AGAINST ISRAELI  
PRODUCTS: EVIDENCE FROM INDONESIA**

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***ABSTRACT***

As a form of solidarity for Palestine, the president of the Republic of Indonesia and representatives of member countries of the Organisation of Islamic Cooperation (OIC), March 2016 in Jakarta, stated to boycott products made in or produced by Israel. This action was taken to force Israeli to end its occupation of Palestinian lands. In Indonesia, the movement to boycott Israeli products been sounded for so long, but it is limited to certain circles and it usually dealt with the Israeli occupation of Palestinian territories, as well as to the actions of Israel and its allies that were considered to have compromised the interests of Jews. This study aims to measure the impact of animosity, boycott motivation, and product judgment on boycott participation intention and its implication on Israel products purchase willingness. Data was collected using an online survey and analysed using exploratory and confirmatory factor analyses. Thus, animosity and boycott motivation significantly impact boycott participation intention, and boycott participation intention significantly impacts product judgment and purchase willingness. On the other hand, product judgement fails to have a significant effect on purchase willingness. Social implication and recommendation for future studies are discussed.

**Keywords:** Animosity, boycott motivation, product judgment, boycott participation, purchase intention, Israeli products