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Palestine Occupation and Its Impact to Millennial's Intention to Boycott Israeli Related Products in Indonesia

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Abstract. *This study examines the impact of Palestine's occupation on Indonesian millennials' intentions to boycott Israeli-affiliated products, focusing on attitude, perceived behavioral control, and subjective norm as determinants. Millennials are chosen as the research object based on the assumption that they represent an active workforce with relatively higher financial capability, potentially increasing their influence on consumer behavior. Using Structural Equation Modeling-Partial Least Squares (SEM-PLS), findings reveal that attitude and perceived behavioral control significantly impact boycott intention, while subjective norm is not significant. These results indicate that millennials are more influenced by personal beliefs and self-efficacy than by social pressures. Policy recommendations include enhancing educational campaigns to strengthen individual attitudes and empower millennials with resources for informed choices, possibly through collaborations with influencers and educational institutions. Future studies could explore additional factors, such as media influence and availability of alternatives, to provide a broader understanding of boycott behavior among millennials.*

Keywords: *attitude, boycott intention, millennial, perceived behavioral control, subjective norm,*

Abstrak.
Penelitian ini menelaah dampak pendudukan Palestina terhadap niat generasi milenial Indonesia untuk memboikot produk yang berafiliasi dengan Israel, dengan berfokus pada sikap, kontrol perilaku yang dipersepsikan, dan norma subjektif sebagai determinan. Milenial dipilih sebagai objek penelitian dengan asumsi bahwa mereka merupakan angkatan kerja aktif dengan kemampuan finansial yang relatif lebih tinggi, sehingga berpotensi meningkatkan pengaruh mereka terhadap perilaku konsumen. Dengan menggunakan Structural Equation Modeling-Partial Least Squares (SEM-PLS), temuan menunjukkan bahwa sikap dan kontrol perilaku yang dipersepsikan berpengaruh signifikan terhadap niat memboikot, sedangkan norma subjektif tidak signifikan. Hasil ini menunjukkan bahwa milenial lebih dipengaruhi oleh keyakinan pribadi dan efikasi diri dibandingkan tekanan sosial. Rekomendasi kebijakan mencakup peningkatan kampanye edukasi untuk memperkuat sikap individu dan memberdayakan milenial dengan sumber daya untuk membuat pilihan yang lebih bijak, misalnya melalui kolaborasi dengan influencer dan institusi pendidikan. Penelitian di masa depan dapat mengeksplorasi faktor tambahan, seperti pengaruh media dan ketersediaan alternatif, guna memberikan pemahaman yang lebih luas tentang perilaku boikot di kalangan milenial.

Kata Kunci : *sikap, niat memboikot, milenial, kontrol perilaku yang dipersepsikan, norma subjektif*

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Introduction

From October 7, 2023, to November 19, 2023, the Ministry of Health, as reported by bbc.com, indicates that the total number of casualties in Palestine has reached more than 12,000, with nearly half of them being children. In the wake of the recent events in Gaza, Palestine, the global community has found itself grappling with the complexities of socio-political unrest and humanitarian concerns. In such times of heightened awareness, consumer activism often emerges as a powerful tool for individuals to express solidarity, voice their ethical concerns, and advocate for change.

Consumers, impassioned by their moral compass, are increasingly inclined to participate in boycott as a means of signaling disapproval towards entities perceived as complicit in perpetuating the conflict. Boycotting is a form of ethical consumerism that can be used to express dissatisfaction with a company's political or social stance (Bedi, 2019). Despite the potential for ethical impact, consumer boycotts also present ethical dilemmas, particularly in terms of the tactics used (Friedman, 2001).

In an era where information flows rapidly and transcends borders, consumers are more connected than ever to the realities on the ground. Digital communication channels and social media platforms serve as conduits for real-time updates, allowing individuals to access information about the involvement of certain businesses or products in the Gaza conflict. This heightened information accessibility plays a pivotal role in shaping consumer attitudes, influencing their decisions to either support or boycott brands based on their perceived association with the crisis. This is in line with Ajzen (1991) who mentioned in his Theory of Planned Behavior that subjective norms may influence the intention and behavior of consumers. Other than that, Ajzen (1991) concluded that Attitude and Perceived behavioral control also have an important role. Li and Gong (2013) confirmed that and found that environmental concern, social norms, and perceived control play a role. Florencio et al. (2019) identified attitude determinants, including perceived legitimacy, ethical idealism, and ethical relativism. Paek and Nelson (2009)

highlighted the influence of altruism, opinion leadership, attitudes towards big business and brand values, and beliefs in advertising ethics. Sen et.al. (2001) emphasized the importance of perceived success, susceptibility to social influences, and the costs of boycotting. Many of these identified factors, such as ethical considerations (Florencio et al., 2019) and altruism (Paek & Nelson, 2009), function as antecedents that shape the core 'Attitude' within the TPB framework, while 'susceptibility to social influences' (Sen et al., 2001) directly relates to 'Subjective Norms'.

The introduction embarks on an exploration of the determinants of boycott behavior, contextualized within the unfolding events in Gaza, shedding light on the interconnected factors that drive individuals to take a stance through their purchasing decisions. At the heart of the unfolding crisis in Gaza lie deep ethical and moral concerns that resonate with people globally. The conflict, marked by human suffering and displacement, has prompted individuals to re-evaluate their consumption choices considering the ethical implications surrounding the companies involved. This global phenomenon is particularly salient in Indonesia, the world's largest Muslim-majority country, where public solidarity with the Palestinian cause is significant. This raises a critical question: does this widespread public sentiment translate into tangible consumer action, such as boycotting pro-Israel affiliated products, or does the public largely ignore the issue?. This research seeks to delve deeper into the nuanced dynamics of boycott consumer behavior, examining how ethical considerations, information accessibility, and a multitude of psychological factors contribute to the decision-making process in the context of the Gaza conflict.

Therefore, this study aims to investigate the main factors that drive consumer activity especially in the condition of social crises. This study also employs the Theory of Planned Behavior, a theory that has been widely applied in many studies. The factors that will be analyzed are the role of attitudes, subjective norms, and perceived behavioral control in determining purchase intentions of consumers. With this approach, the study strives to provide a

comprehensive understanding of the factors involved, then strengthening academic references and the broader discussion of ethical consumerism.

The boycott movement has gained significant traction, fueled by both the global BDS campaign and a specific religious edict (Fatwa) from the Indonesian Ulema Council (MUI), leading to widely disseminated lists of targeted brands. These targets include brands implicated in direct support, such as McDonald's (for its Israeli franchise's actions) and Starbucks (due to corporate legal disputes with its union), as well as systemic targets identified by the BDS movement, like Puma and HP. Furthermore, the movement's scope has expanded to include major FMCG conglomerates like Unilever, Nestlé, and P&G, complicating consumer choice as everyday household products (*Pepsodent*, *Aqua*, *Dancow*) become subjects of the political boycott.

Millennials, as one of the biggest generations living today, are highly relevant to the boycott issue. Defined as individuals born between 1981 and 1996, Millennials behavior in terms of consumption is influenced by their financial capability and literacy, awareness, management skills, also the socio-economic and political environment. The same factors that impact their participation to boycott certain products. Previous studies reveal that millennials with higher financial literacy are more relevant to ethical consumption (Cera et al, 2010; Yang & Stohl, 2019). Millennials are increasingly concerned about corporate social responsibility in their purchasing decision, including use their purchasing power as an expression of political view. In addition, Delistravou (2021) suggest that their higher political engagement, especially among the educated and high-income earners, reinforces the tendency to boycott brands that contend with their social and political values. Millennials continuously match their financial decisions with their personal belief as a way to support social change. This decision is driven by ethical values, dissatisfaction with a particular brand, and the perceived legitimacy of the boycott (Balatbat, 2023; Braunsberger & Buckler, 2011). Moreover, in Millennial generation, financial capability also influences satisfaction with online shopping and encourages them to boycott products that lack ethical

values, which illustrates the relationship between social awareness and social activism (Khan et al., 2022). Therefore, the increased of millennials awareness of social responsibility put them as a convincing market driver, which highlight the significance of further research about their motives and behaviors in the context of consumer boycott.

The latest studies discussing on boycott practices covering several influential factors, such as environmental concerns, social norms, perceived costs, perceived behavioral control, and personal ethical values including ethical motivations and altruism (Li & Gong, 2013; Florencio et al., 2019; Paek & Nelson, 2019). However, these studies are mostly focused on the area of consumer behavior in the global market of western countries. Factors like social influences, perceived cost, and perceptions of success are seen as crucial in affecting boycott intentions (Sen et al, 2001). Delistravou (2021) highlights the impact of attitudes and subjective norms, which result varied across countries. Among the latest studies, the discussion about the current issue of occupation in Palestine and its effect to boycott intentions is still limited. The issue is still emerging, particularly among the millennial generation in developing countries, such as Indonesia.

This study aims to fill the gap by exploring the intentions of Indonesian millennials to boycott products affiliated to Israel, considering various factors such as attitude, perceived behavioral control, and subjective norms. As previously outlined, millennials generation's awareness as the key demographic segment still unexplored, particularly for political boycotts. This research tries to reveal how personal values and social influences affects millennials' intention to boycott certain products as a form of support for political causes. The study also aims to provide a richer understanding of boycott behaviors driven by international political issues by basing the study in a local context.

Literature Review

Definition of Boycott

Boycott is defined as a form of protest or demand for change that involves a refusal to purchase goods or services from certain producers (Gannon, 2001; Levin et al., 2007). It represents an effective mean for consumers to convey their dissatisfaction with a company's practices and ethical values (Amirault-Thébault, 1999). In the global affairs, boycotts act as political tools aimed at influencing the policies and actions of targeted nations (Losman, 1972).

The Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is a widely used model to examine pro-environmental behavior (Corner & McMillan, 2004). This theory proposes that behavioral motivation could strongly predicts the actual behavior, which primarily driven by three factors, they are attitude, subjective norm, and perceived behavioral control (Nguyen, 2020). The TPB theory is supported by empirical evidence and effective in predicting the intentions across various behaviors (Duan & Jiang, 2008). Furthermore, ethical consumerism movements like boycotts can be viewed through the lens of global frameworks, such as the UN's sustainable Development Goals (SDGs), particularly SDG 16 (Peace, Justice and Strong Institutions). However, Barber (2011) contends that other factors, such as motivational drives, proximity, and dynamics, needs to be included to increase the application of TPB.

Previous Studies

Boycott behavior is affected by numerous factors. Sen et. al. (2001) found the important role of perceived success, the costs of boycott practice, and susceptibility to social influences. The findings suggest that both individual values and beliefs, as well as contextual social influences, are impactful in shaping boycott behavior. Consumers' likelihood of participating in economic or social-issue boycotts is subject to their openness to social norms, perception of success, and the personal costs of boycotting. Perceived success is determined by expectations of broader participation and perceived effectiveness, as well as the framing of pro-boycott messages. The key elements

impacting boycott costs include consumers' preference for the boycotted product and the availability of the substitute products.

Other study by Paek and Nelson (2009) examine the impact of factors such as altruism, attitudes toward large corporations, opinion leadership, brand values, and beliefs in advertising ethics. The results of the study reveal connections between consumer characteristics and responsible conduct, mainly as a response to cause-based boycott advertisements. Particularly, altruism and beliefs in advertising ethics were found to positively affect participants' responses to cause-related advertising.

Li and Gong (2013) discovered that environmental concern, social norms, and perceived control as positive influences, while perceived cost has a negative effect to boycott behavior. They highlighted that consumers' environmental awareness, perceived behavioral control, and subjective norms significantly enhance both green purchasing decisions and the motivation to participate in boycotts. Conversely, perceived costs were negatively impact the boycott intentions. Farah (2014) employed the expectancy-value model to understand the beliefs driving boycott intentions, this study providing insights for potential counter-boycott strategies. It also highlights the complex relationships between boycotts, financial markets, and consumer behavior. Luo and Balvers (2015) introduced the concept of a "boycott risk premium", which affects the pricing of socially responsible investment screens.

Florencio et al. (2019) study on determining factors of attitude, such as perceived legitimacy, ethical idealism, and ethical relativism, found that perceived legitimacy positively impacts attitudes toward protest participation. More recently, Delistavou (2021) found that consumer intentions to boycott some unethical products are driven by subjective norms, with attitudes playing a stronger role in certain demographic groups.

Method

Data Collection

The research, conducted from June to October 2024, employed a convenience sampling approach specifically targeting Muslim millennials, with a focus on snowball sampling. This approach was chosen to effectively reach participants who are often less accessible, such as Muslim millennials living on islands outside Java. Snowball sampling enables for gradual recruitment, with each participant helping to expand the sample pool, similar to a snowball gathering size and diversity as it rolls (Naderifar et al., 2017). Online questionnaires expand accessibility, ultimately engaging 244 individuals from diverse backgrounds, generating a robust sample for detailed analysis, as presented in Table 2.

It is important to note that this study did not provide a specific list of "Israel-affiliated products." Instead, it measured the *general intention* to boycott, allowing respondents to use their own understanding based on information circulating in public discourse, social media, and from advocacy groups.

The study used a 6-point Likert scale, from “strongly disagree” to “strongly agree”, to evaluate its components, with measurement constructs adapted from established literature to align with the research objectives accurately.

The sample for this study includes 244 individuals with diverse demographic characteristics. In terms of gender distribution, the majority are female (168 individuals, 69%), while males make up 31% (76 individuals). Age-wise, nearly half of the participants are over 31 years old (47%), followed by those aged 31-40 (40%), and a smaller group under 40 (13%).

Regarding occupation, the largest group consists of professionals, representing 38% (92 individuals), while lecturers make up 30% (73 individuals). Other notable categories include housewives (13%), civil servants (7%), entrepreneurs (7%), and a few postgraduate students (1%). A small percentage (4%) fall into various other occupations.

Table 1. Respondent Profile

Characteristics	Description	Number (Person)	Percentage
Gender	Male	76	31%
	Female	168	69%
Age Group	< 31	114	47%
	31 - 40	98	40%
	> 40	32	13%
Occupation	Civil Servant	18	7%
	Professional	92	38%
	Entrepreneur	18	7%
	Post Graduate Student	2	1%
	Housewife	32	13%
	Lecturer	73	30%
	Others	9	4%
Last and Current Education	Master	75	31%
	Bachelor	145	59%
	Diploma	10	4%
	High School	14	6%
Island of Origin	Sumatra	49	20%
	Borneo	11	5%
	Sulawesi & Nusa Tenggara	36	15%
	Java	137	56%
	Papua	11	5%

Source: Primary data processed (2024)

In terms of educational background, most participants hold a bachelor's degree (59%), followed by those with a master's degree (31%). A smaller portion have completed a diploma (4%) or high school (6%).

Geographically, most respondents are from Java (56%), followed by Sumatra (20%) and Sulawesi & Nusa Tenggara (15%). Borneo and Papua each contribute 5% of the sample. These demographics provide a comprehensive overview of the participants' characteristics in this study.

The authors acknowledge the limitations of the chosen sampling method. The convenience and snowball sampling, with a sample size of 244, is not quite statistically representative of Indonesia's large and diverse population. The geographical distribution is uneven (e.g., Borneo and Papua

contributing 5% each). Therefore, the findings should be interpreted as an exploratory analysis of this specific demographic, and generalizations must be made with caution.

Data Analysis Technique

This study employs structural equation modeling (SEM) as the main analytical approach to investigate the relationships among conceptual variables, specifically latent constructs within the model, in line with recommendations by Hair et al. (2011). Ascarya and Tekdogan (2022) noted that SEM offers distinct benefits in Islamic economics and finance research. It is suitable for analyzing smaller sample sizes and does not require data normality assumptions, making it an ideal option in areas where theoretical foundations are still evolving (Aguirre-urreta, 2015).

Model Development

The structural model depicted in Figure 3 illustrate the framework used in this study. It designed to analyze the influence of attitudes, perceived behavioral control, and subjective norms on the intention of boycott products associated with Israel. Each component within the model was chosen following an extensive review of relevant literature, resulting in the development of four primary constructs tailored to meet the study's objectives and scope.

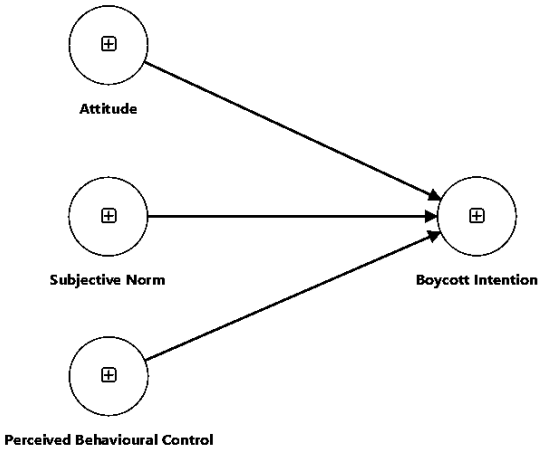

Figure 1. Research Framework

Results and Discussion

Evaluation of the Measurement Model (Outer Model)

This study includes both validity and reliability evaluations. To assess validity, convergent and discriminant validity tests were conducted, with the findings presented in Table 3. Convergent validity was ensured by assessing the value of outer loading and Average Variance Extracted (AVE). The AVE values in this study ranging from 0.679 to 0.819, reaching the acceptable level of above 0.5 (Garson, 2018; Hair et al., 2018). Discriminant validity was assessed using the Fornell-Larcker criterion, which requires outer loadings to be greater than 0.70 (Chin, 1998; Hair et al., 2018).

Table 2. Fornell-Lacker Criterion Output

Construct Relationship	Attitude	Perceived Behavioral Control	Subjective Norm	Boycott Intention
Attitude	**0.905**			
Perceived Behavioral Control	0.593	**0.865**		
Subjective Norm	0.670	0.583	**0.824**	
Boycott Intention	0.331	0.353	0.440	**0.870**

Source: Primary data processed (2024)

Reliability analysis, shown in Table 4, involved measuring Cronbach's alpha (α) and composite reliability (CR), with Cronbach's alpha values between 0.882 and 0.898 and CR scores from 0.887 to 0.899. These scores demonstrate adequate reliability (α and CR > 0.70), as suggested by Sarstedt et al. (2017), confirming that the variables used in the study are reliable and suitable for analysis.

Table 3. Outer Model Output

Indicator	**Measurement**	**Outer Loading**	**Descriptive Distribution**					
			1	**2**	**3**	**4**	**5**	**6**
Cognitive (α=0.890, CR=0.895 and AVE=0.819)								
A1	I believe that boycotting Israel-affiliated products is an ethical and moral action	0.928	0%	1%	1%	7%	18%	72%
A2	I boycott Israel-affiliated products because it aligns with my religious beliefs	0.908	0%	2%	4%	12%	18%	64%

Indicator	Measurement	Outer Loading	Descriptive Distribution					
			1	2	3	4	5	6
A3	I boycott Israel-affiliated products to express solidarity with the Palestinian people	0.879	0%	1%	2%	6%	17%	74%
Cognitive (α=0.890, CR=0.895 and AVE=0.819)								
PBC1	Alternative products to Israel-affiliated ones are widely available	0.831	0%	1%	4%	18%	29%	47%
PBC2	Alternative products are competitively priced compared to Israel-affiliated products	0.866	0%	3%	6%	17%	33%	41%
PBC3	Alternative products have quality that rivals Israel-affiliated products	0.909	0%	2%	5%	16%	32%	44%
PBC4	I can make choices and take actions to boycott Israel-affiliated products in my daily life	0.854	0%	1%	3%	11%	29%	55%
Cognitive (α=0.882, CR=0.887 and AVE=0.679)								
SN1	People who are important to me encourage me to boycott Israel-affiliated products	0.857	0%	1%	6%	14%	30%	49%
SN2	My family encourages me to boycott Israel-affiliated products	0.802	0%	2%	6%	18%	27%	46%
SN3	My friends encourage me to boycott Israel-affiliated products	0.801	0%	1%	9%	18%	29%	42%
SN4	The influencers I follow encourage me to boycott Israel-affiliated products	0.830	0%	2%	12%	17%	32%	36%
SN5	The public figures I respect advocate for boycotting Israel-affiliated products	0.829	0%	2%	7%	16%	29%	45%
Cognitive (α=0.898, CR=0.899 and AVE=0.765)								
BI1	I intend to actively participate in boycotting Israel-affiliated products in the future	0.885	0%	1%	2%	9%	18%	70%
BI2	I will educate myself about products that fund and support Israel's occupation of Palestine	0.879	0%	1%	2%	6%	22%	70%
BI3	I will educate and persuade my family and	0.857	0%	1%	2%	11%	25%	61%

Indicator	Measurement	Outer Loading	Descriptive Distribution 1	2	3	4	5	6
BI4	friends to start boycotting Israel-affiliated products I will educate myself about alternative products that replace Israel-affiliated products	0.877	0%	0%	1%	6%	24%	68%

Source: Primary data processed (2024)

Attitude (Cognitive): Most respondents express strong agreement with statements regarding the ethical and moral motivations behind boycotting Israel-affiliated products. For instance, 72% strongly agree that boycotting such products is ethical and moral, while 64% strongly agree that this aligns with their religious beliefs. Additionally, 74% strongly agree that their boycott is a show of solidarity with the Palestinian people. These high levels of agreement underscore a strong attitudinal basis for boycott actions among the respondents.

Perceived Behavioral Control (PBC): Respondents generally agree that they have access to suitable alternatives to Israel-affiliated products. Specifically, 47% strongly agree that alternative products are widely available, 41% believe they are competitively priced, and 44% find their quality comparable to Israel-affiliated products. Furthermore, 55% strongly agree that they are empowered to make choices and take action to boycott such products in daily life, indicating a sense of control over their participation in boycott.

Subjective Norms (SN): The influence of social circles on boycott behavior is evident, though responses are slightly more varied compared to other constructs. Nearly half (49%) strongly agree that people who are important to them encourage the boycott, while 46% feel similar encouragement from family members. Friends, influencers, and respected public figures also play a role, with 42%, 36%, and 45% strongly agreeing, respectively. This suggests that while social influences are present, they are not as strongly felt as personal attitudes or perceived behavioral control.

Boycott Intention (BI): The responses indicate a firm intention among participants to engage in boycott-related actions. A significant 70% strongly

agree that they intend to boycott Israel-affiliated products in the future and educate themselves on products that support Israel's occupation of Palestine. Similarly, 61% and 68% express strong agreement with their intention to educate friends, family, and themselves about alternative products. These responses reflect a robust commitment to boycott participation and advocacy. In conclusion, the data shows strong relationship between attitudes and perceived behavioral control toward boycott of Israel-affiliated products, with subjective norms playing a moderate supportive role. The intention to boycott is supported by both personal beliefs and access to alternative products.

Structural Model Assessment (Inner Model)

This model emphasizes certain key metrics, such as the Standardized Root Mean Square Residual (SRMR), which should ideally be below 0.1, or more preferably, under 0.08 to confirm the adequacy of the relationships observed (Gao et al., 2015). The SRMR values for both the saturated and estimated models are 0.071, aligning with this recommended standard. Additionally, the Variance Inflation Factor (VIF) is used to assess the model for multicollinearity issues. The VIF values, which range from 1.707 to 2.042, are all below the acceptable limit, supporting the absence of multicollinearity concerns (Hair et al., 2017).

Table 4. Direct and Indirect Effect Output

Construct Relationship	β	*p-values*	95% (BCCI)	Supported?
Attitude → Boycott Intention	0.602	0.000***	(0.454; 0.896)	Yes
Perceived Behavioral Control → Boycott Intention	0.132	0.047**	(0.082; 0.362)	Yes
Subjective Norm → Boycott Intention	0.114	0.096*	(-0.068; 0.176)	No

Note: * Significant at Alpha 10*; ** Significant at Alpha 5%; *** Significant at Alpha 1%
Bias-corrected and accelerated confidence interval (BCCI)

Source: Primary data processed (2024)

The direct effect analysis results, shown in Table 5, reveal that attitude significantly and positively influences boycott intention, with a BCCI range of 0.454 to 0.896 and a p-value below 0.01. Perceived behavioral control also has a

meaningful positive impact on boycott intention, indicated by a BCCI range of 0.082 to 0.362 and a p-value under 0.05. In contrast, subjective norms do not have a significant effect on boycott intention, with a BCCI range from -0.068 to 0.176 and a p-value above 0.05.

Table 5. Effect Size and Multicollinearity Output

Construct Relationship	f^2	VIF
Attitude → Boycott Intention	0.440	2.042
Perceived Behavioural Control → Boycott Intention	0.025	1.707
Subjective Norm → Boycott Intention	0.016	2.007

Source: Primary data processed (2024)

Coefficient of Determination (R^2)

Table 7 presents the model's coefficient of determination (R^2) at 0.5966, with an adjusted R^2 of 0.591, signifying that 59% of the variability in the intention to boycott Israeli-affiliated products is explained by the model's variables. This level of explanatory power is considered moderate (Chin, 1998). However, R^2 primarily reflects how well the model fits the sample data and does not necessarily predict its performance with new data (Shmueli et al., 2019). To address this, the study utilizes the PLS predict method to assess predictive capability. The results show a Q^2 value of 0.572, which is greater than zero, indicating that the PLS-SEM model effectively predicts sustained performance.

Table 6. Coefficient Determination and Blindfolding Output

Construct Relationship	R^2	R^2 Adjusted	Q^2
Boycott Intention	0.596	0.591	0.572
Perceived Behavioral Control			
Subjective Norm			
Attitude			

Source: Collected data processed (2024)

Moreover, the PLS-SEM model shows lower root mean square error (RMSE) and mean absolute error (MAE) values compared to the benchmark, as presented in Table 8, which highlights its stronger predictive capacity. The results suggest that the model in this study has high predictive reliability (Shmueli et al., 2019).

Table 7. Output of PLSpredict

Construct	PLS-SEM		Benchmark	
	RMSE	MAE	RMSE	MAE
BI1	0.597	0.366	0.602	0.366
BI2	0.598	0.359	0.616	0.379
BI3	0.608	0.434	0.611	0.413
BI4	0.512	0.343	0.529	0.356

Source: Collected data processed (2024)

Effect size and predictive relevance

Cohen's f^2 is used to evaluate the impact of independent variables on the dependent variable in assessing the effect size and predictive relevance. According to Sarstedt et al. (2017), f^2 values are classified as small (0.02), medium (0.15), and large (0.35). The result of this study shows that f^2 values range from 0.016 to 0.440 (see Table 6). It suggests that the independent variables have a significant influence on the dependent variable. Additionally, Stone-Geisser's Q^2 is applied to further assess predictive relevance (Sarstedt et al., 2017). The Q^2 value for boycott intention is 0.572, that exceed the minimum standard of 0 (see Table 7). This means that the model is robust and has predictive relevance.

Robustness Check

In evaluating the alignment between the model's constructs and theoretical expectations, this study adopts non-linear criteria (Sarstedt et al., 2020). While theoretical frameworks often assume a linear relationship, real-world interactions do not always conform to this assumption. According to Hair et al. (2018), a non-linear relationship indicates that the strength between two constructs depends not only on changes in the independent construct, but also on its specific value. This study combines a polynomial model with quadratic terms to overcome possible non-linear effects. The analysis reveals that the quadratic effect is statistically insignificant for all paths (see Table 9), indicating that the linear effects in the model are robust and sufficient (Sarstedt et al., 2020).

Table 8. Output of Quadratic Effect

Construct Relationship	β	p-$values$	f^2	95% (BCCI)
Attitude → Boycott Intention	0.703	0.000	0.276	(0.454; 0.896)
Perceived Behavioral Control → Boycott Intention	0.227	0.002	0.052	(0.082; 0.362)
Subjective Norm → Boycott Intention	0.037	0.542	0.001	(-0.068; 0.176)
QE (Attitude) → Boycott Intention	0.051	0.339	0.011	(-0.079; 0.128)
QE (Subjective Norm) → Boycott Intention	-0.078	0.233	0.015	(-0.168; 0.089)
QE (Perceived Behavioral Control) → Boycott Intention	0.066	0.104	0.024	(-0.020; 0.146)

Source: Primary data processed (2024)

Discussion

The analysis of factors influencing boycott intention reveals distinct effects for attitude, perceived behavioral control, and subjective norms. Table 9 shows that attitude has a path coefficient of 0.602, with a P-Value of 0.000 (well below the 0.01 threshold) and a T-Statistic of 8.667, which exceeds the critical value of 1.96. These results indicate that attitude has a statistically significant impact on the intention to boycott Israeli-affiliated products, aligning with similar findings from Paek and Nelson (2009).

Perceived behavioral control shows a path coefficient of 0.132, with a P-Value of 0.047 (below 0.05) and a T-Statistic of 1.982, which exceeds the critical value of 1.96. This implies a positive and significant relationship between perceived behavioral control and boycott intention. Factors related to perceived behavioral control, such as awareness, product availability, economic considerations, and access to information, contribute to increasing the intention to boycott products affiliated with Israel, conforming the study of Sen et al. (2001).

The last factor, subjective norms, showed a path coefficient of 0.114, with a P-Value of 0.096 (below the 0.1) and a T-Statistic of 1.664, which is under the critical value of 1.96. These results imply that subjective norms do not have a significant impact on boycott intention in this study, which is in line with the findings of Delistavrou (2021). The non-significance of subjective norms is a particularly interesting finding. It suggests that for this sample of millennials, the decision to boycott is a deeply internalized, personal, and moral choice

(driven by Attitude) rather than a response to external social pressure. This indicates that millennials' behavior is more "belief-driven" than "conformity-driven." As 'digital natives,' they may rely more on their own information gathering via digital platforms to form their stances, rather than conforming to the immediate pressure of their physical social circles. Their high digital literacy allows them to bypass traditional social gatekeepers, fostering individualistic decision-making where personal convictions outweigh the perceived encouragement from peers or family.

These findings have significant implications for stakeholders. For advocacy groups and policymakers, this suggests that campaigns relying solely on social pressure (e.g., 'everyone is doing it') may be less effective for this demographic. Instead, strategies should focus on 'attitude transformation'—providing clear, factual information and appealing to personal moral values. Furthermore, to leverage the significant impact of Perceived Behavioral Control, efforts should be directed towards 'empowerment'—making alternative products easily identifiable, accessible, and competitively priced.

Conclusion

The results of this study reveals that two of three factors tested have a positive and significant influence to the Indonesian millennials' intentions to boycott products affiliated with Israel. These factors are attitudes and perceived behavioral control, while the third factor, subjective norms, do not show a significant impact. Accordingly, it can be inferred that millennials are more motivated by personal beliefs and values, and their self-confidence to take action, rather than by external community influence. The results also emphasize the important role of personal attitudes and perceived control in encouraging millennials' boycott behaviors in response to the occupation of Palestine.

Based on the results mentioned above, the wider boycott participation among millennials can be enhanced by engaging policymakers and advocacy groups to promote and prioritize educational campaigns that inspire positive

attitude about the crisis in Palestine and boost millennials' sense of empowerment. Moreover, influencers and educational institutions involvement could escalate this effort and increase the accessibility. For future studies, it is recommended to investigate more factors such as the availability of substitute products, influence of social media, and the sustainability of boycott behaviors over time. Enhancing the focus in this way would provide a deeper understanding of the factors behind boycott intentions among millennials and formulate strategies to maximize its societal impact.

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