

ABSTRACT

The phenomenon of boycotting global brands is increasingly common, especially when a brand is associated with sensitive social and political issues. Starbucks is one of the brands affected by the boycott movement due to the Israel-Palestine conflict, particularly in Muslim-majority countries such as Indonesia. This study aims to analyze the influence of religiosity on consumer boycott decisions and its impact on brand perception, considering the role of brand loyalty as a moderating variabel.

This research employs a quantitative approach using a survey method, where data was collected through questionnaires distributed to 150 Starbucks consumers in Indonesia. The collected data was analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS 3.0 software.

The results indicate that religiosity has a positive and significant effect on the decision to participate in the boycott. However, brand loyalty does not moderate the relationship between religiosity and boycott decisions. Furthermore, the decision to boycott Starbucks negatively affects consumer brand perception.

These findings have implications for companies in managing reputational risks and designing more effective crisis mitigation strategies in response to social-political issues. Additionally, the research provides valuable insights for stakeholders in understanding consumer behavior dynamics amid sensitive geopolitical issues.

Keywords: *Religiosity, Brand Loyalty, Boycott Decision, Brand Attitude, Starbucks, Israel-Palestina Conflict.*