

ABSTRACT

The boycott of products affiliated with Israel, particularly McDonald's, has become a concern for Indonesians, especially after the Indonesian Ulema Council (MUI) issued a fatwa urging Muslims not to buy products that support Israel. This movement encourages public participation in the form of a religious boycott, which reflects solidarity with Palestine. This study aims to analyze the influence of Perceived Success Likelihood on the Intention to Participate in Religious Boycott, with Attitude Toward Religious Boycott as the mediating variable. This study uses a quantitative approach with Partial Least Squares - Structural Equation Modeling (PLS-SEM) analysis techniques, involving 385 respondents from the public who participated in the McDonald's boycott movement in the cities of Jakarta, Bandung, and Surabaya. Data were collected through questionnaires and analyzed using SmartPLS 3.1 software. The results indicate that Perceived Success Likelihood has a positive and significant effect on Attitude Toward Religious Boycott and Intention to Participate in Religious Boycott, both directly and indirectly through attitude toward religious boycott. These findings reinforce the importance of the perceived success of social movements in encouraging active community participation.

Keyword: *Attitude Toward Religious Boycott, Intention to Participate, Marketing, Perceived Success Likelihood, Religious Boycott, Religious Boycott*