

ABSTRAK

This study aims to investigate the role of consumer trust as a mediating variable in the relationship between social media campaigns and brand avoidance on consumers' purchase intention toward Starbucks Indonesia. In recent years, consumer activism—particularly boycott campaigns—has intensified through social media platforms, driven by geopolitical issues, such as the Israel-Palestine conflict. Starbucks has been one of the brands facing backlash and boycotts due to alleged affiliations with one party in the conflict. This research applies a quantitative approach by distributing questionnaires to Starbucks consumers across Indonesia and analyzing the data using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results reveal that social media campaigns significantly influence brand avoidance and consumer trust. Furthermore, brand avoidance negatively affects purchase intention, while consumer trust plays a significant mediating role in mitigating the negative impact of social media campaigns and brand avoidance on purchase intention. This study contributes to the understanding of how consumer trust functions as a protective factor for brands in navigating reputational crises in the digital era. The findings also provide practical implications for marketers to formulate strategic communication and brand trust-building efforts amidst politically charged consumer behavior.

Keywords: Social Media Campaign, Brand Avoidance, Consumer Trust, Purchase Intention, Starbucks Indonesia.