

**THE INFLUENCE OF ATTITUDE TOWARDS TIKTOK CONTENT OF
#BPCOTTSTARBUCKS AND SUBJECTIVE NORMS BOYCOTT PRODUCT
PRO-ISRAEL TOWARDS PURCHASE INTENTION OF STARBUCKS
INDONESIA**

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ABSTRACT

The boycott movement among social media users has even spread massively to countries around the world including Indonesia with the tag #BDSMovement that has become the headline news. The movement began on October 10, 2023, exactly two days after Israel committed genocide against the Palestinians. Starbucks consumers in Indonesia were quite shocked due to the actions of Starbucks management who sued the labor union. Starbucks Workers United in early October 2023 initially expressed solidarity with Palestinians for the genocide committed by Israel. This study was conducted with the aim of determining the effect of attitude towards TikTok content #boycottstarbucks and subjective norms boycott product pro-Israel towards purchase intentions Starbucks Indonesia. The theory in this study is based on Theory of Reasoned Action (TRA). The study was conducted involving 100 respondents who met the population criteria, namely; male and female, aged at least 17 years, and active users of the TikTok application. The results of the hypothesis test were carried out using simple linear regression analysis, indicating a negative effect of attitude towards TikTok content #boycottstarbucks and subjective norms boycott product pro-Israel towards purchase intentions Starbucks Indonesia. This is based on the significance results obtained, which are $0.000 < 0.05$. This study is in line with the Theory of Reasoned Action which assumes that attitude and subjective norms influence intentions. In this study, the higher the attitude towards TikTok content #boycottstarbucks and subjective norms boycott product pro-Israel, the lower the purchase intentions of Starbucks Indonesia.

Keywords: Attitude, Subjective Norms, Boycott Starbucks, Purchase Intention, TikTok

ABSTRAK

Gerakan boikot di kalangan pengguna media sosial bahkan sudah menyebar secara masif ke berbagai negara di dunia termasuk Indonesia dengan tagar #BDSMovement yang menjadi berita utama. Gerakan tersebut dimulai pada tanggal 10

Oktober 2023, tepat dua hari setelah Israel melakukan genosida terhadap warga Palestina. Konsumen Starbucks di Indonesia cukup kaget akibat tindakan manajemen Starbucks yang menggugat serikat buruh. Starbucks Workers United pada awal Oktober 2023 awalnya menyatakan solidaritas terhadap warga Palestina atas genosida yang dilakukan oleh Israel. Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh sikap terhadap konten TikTok #boycottstarbucks dan norma subjektif boikot produk pro-Israel terhadap niat beli Starbucks Indonesia. Teori dalam penelitian ini didasarkan pada Theory of Reasoned Action (TRA). Penelitian dilakukan dengan melibatkan 100 responden yang memenuhi kriteria populasi yaitu; laki-laki dan perempuan, berusia minimal 17 tahun, dan pengguna aktif aplikasi TikTok. Hasil uji hipotesis yang dilakukan dengan menggunakan analisis regresi linier sederhana menunjukkan adanya pengaruh negatif antara sikap terhadap konten TikTok #boycottstarbucks dan norma subjektif boikot produk pro-Israel terhadap intensi pembelian Starbucks Indonesia. Hal ini berdasarkan hasil signifikansi yang diperoleh yaitu $0,000 < 0,05$. Penelitian ini sejalan dengan Theory of Reasoned Action yang berasumsi bahwa sikap dan norma subjektif berpengaruh terhadap intensi. Dalam penelitian ini, semakin tinggi sikap terhadap konten TikTok #boycottstarbucks dan norma subjektif boikot produk pro-Israel maka semakin rendah intensi pembelian Starbucks Indonesia.

Kata Kunci: Sikap, Norma Subjektif, Boikot Starbucks, Niat Pembelian, TikTok

BACKGROUND

The Israeli-Palestinian conflict in 2023 that killed 8,900 Palestinians has also gained international attention. Even the United Nations Secretary-General's report was that there were a total of 2,985 deaths of children (Jasa, 2024). The boycott movement among social media users has even spread massively to countries around the world including Indonesia with the tag #BDSMovement that has become the headline news. The movement began on October 10, 2023, exactly two days after Israel committed genocide against the Palestinians. The boycott is expected to put economic pressure on the economies and supportive states as a consequence of their brutal actions against Palestine. The boycott was aimed at products originating from Israel and its allies, which was the impact of an Israeli Prime Minister who ignored a resolution approved by the United Nations General Assembly and stated that Israel would continue to attack Palestine (CNBC Indonesia, 2023).

The mass boycott of Israeli and allied products has implications for businesses, investors, workers and consumers in both the short and long term. Shares of global companies that are considered sympathetic to Israel have also decreased in value and show the volatile position of companies in the era of the Israel-Hamas war as a result of the

boycott movement (Kompas Indonesia, 2024). Indonesia is a country that participated in the boycott of Israeli products, namely through the Indonesian Ulema Council's Fatwa Number 82 of 2023 concerning the Application of Land Law in the Palestinian Territories. The fatwa strongly advises Muslims to avoid using products that have something to do with Israel. Through the Fatwa of the Indonesian Ulema Council, it also encourages the government to take a flexible approach in supporting Palestinian rights (Mardeson & Mardesci, 2022).

Broek, et al., (2017) state that in the case of online boycotts on social media, it also has a negative impact on the company. When there is an online boycott campaign, it will also mobilize consumers who aim for the company's financial losses, reputation and sales. Bhagwat, et al., (2020) also stated that in situations of corporate boycotts on social media, investors tend to give negative responses to companies involved in socio-political activism. So that overall companies that experience boycotts get a bad reputation from consumers and overall market capital so that the scandal also reduces consumer interest in purchasing company products (Arnold, 2019).

Starbucks consumers in Indonesia were quite shocked due to the actions of

Starbucks management who sued the labor union. Starbucks Workers United in early October 2023 initially expressed solidarity with Palestinians for the genocide committed by Israel. However, Starbucks management filed a lawsuit against its labor union for supporting Israel (CNBC Indonesia, 2023). As a result of the actions of Starbucks management, it has also led to community activity through online boycotts on social media, which is a massive boycott strategy because social media can be reached by all elements of society without being limited by time and distance. It is known that active social media users in Indonesia reach 167 million (60.4%) of the total population (Date Portal, 2023). Based on TikTok Creative Center, the hashtag #boycottstarbucks has been used 16,000 times on social media in the last 30 days with a total of 167 views.

Purchase intention is significantly influenced by attitude (Pavlou & Fygenon, 2006). Customers will have a positive attitude regarding the product as their buy intention grows (Ko, et al., 2005). However, exposure to the hashtag #boycottstarbucks on TikTok will have a negative effect on customers' attitudes, meaning that the more times a consumer sees the hashtag, the less likely they are to purchase from Starbucks (Tsai, et al., 2010). The research is a quantitative study that looks at the influence of moral norms, attitude, perceived behavioral control, and subjective norms on

purchase intention with the object of eco-friendly reusable bag consumers. It is based on research done in 2020 by Ayu Ekasari and Syelila Md Zaini under the title Moral Norm and Theory of Reasoned Action: The Intention to Use Eco-Friendly Reusable Bag. Subjective norms have a detrimental impact on purchasing intention, according to the research.

A person's beliefs can influence what he thinks about the subjective norms of others (Ajzen, 1991). In other words, the more exposure to #boycottstarbucks content on TikTok, the lower the interest in purchasing Starbucks products. The existence of subjective norms related to the community boycotting pro-Israel products makes a person's belief to boycott Starbucks, which is considered a product that supports Israel. In other words, the existence of norms in exposure to #boycottstarbucks content on TikTok plays a significant role in purchase intention (Chen & Zimitat, 2006). In the Indonesian market itself, the impact of #boycottstarbucks resulted in a decrease in sales due to the sentiment of boycotting Israel by Indonesians by up to 35%. Not only that, the #boycottstarbucks action on TikTok also resulted in the impact of negative sentiment towards downsizing employees to acts of vandalism committed by consumers against Starbucks outlets in Indonesia (Katadata,

2024). For this reason, it is urgent in this study to discuss consumer purchase interest in Starbucks in Indonesia due to TikTok content in the form of the hashtag #boycottstarbucks.

RESEARCH OBJECTIVES

This research was conducted with the following objectives to describe the influence of attitude towards TikTok content of #boycottstarbucks and subjective norms boycott product pro-Israel on Starbucks Indonesia purchase intention.

THEORETICAL FRAMEWORK

Theory of Reasoned Action (TRA)

According to the Theory of Reasoned Action (TRA), behavioural intentions are the primary indicators of future behaviour (Fishbein & Ajzen, 1975). On the other hand, a person's behavioural intention depends on their attitude toward the behaviour, which is their evaluation of whether they should engage in the behaviour, and on their subjective norm, which is how they see the societal pressures to engage in the behaviour (Fishbein & Ajzen, 1975). This theory explains the relationship between attitude and behavior on human action. This theory is used primarily to predict how individuals will behave based on pre-existing attitudes and behavioral intentions. Behavioral intention (behavior

attention) is still an intention and not yet a behavior, while behavior (behavior) is an actual action taken. An individual's decision to engage in a particular behavior is based on the outcomes that the individual expects will arise as a result of performing the behavior. The main purpose of TRA is to understand individual voluntary behavior by examining the underlying basic motivation for taking an action (Fishbein & Ajzen, 1975).

Here are the main components of TRA:

1. **Attitude:** Attitude refers to an individual's evaluation of a particular object or action. Attitude includes the positive or negative feelings that individuals have towards the behavior and beliefs about the consequences of the behavior. A positive attitude towards a behavior increases the likelihood that an individual will have a strong intention to perform it.
2. **Subjective Norm:** Subjective norms reflect individuals' perceptions of social expectations and perceived social pressures from those around them related to the behavior to be performed. This includes accepted norms and other people's important views on the

behavior. Subjective norms influence individual intentions by describing the extent to which individuals feel social pressure to carry out certain actions.

3. **Intention:** Intention is an individual's decision to carry out or not carry out certain behaviors. Intention is influenced by attitudes and subjective norms. If individuals have a positive attitude towards behavior and feel strong social pressure to do so, the intention to carry out the action will be stronger.
4. **Behavior:** Behavior is the concrete action taken by the individual. TRA assumes that an individual's intention is a strong predictor of behavior, although there are other factors that can also influence it.

Hypothesis

The hypotheses in this study is:

H1: There is an influence of attitude towards TikTok content of #boycottstarbucks on purchase intention of Starbucks Indonesia

H2: There is an influence of subjective norms boycott product pro-Israel on purchase intention of Starbucks Indonesia

RESEARCH METHOD

This research is quantitative research

by applying the explanatory research paradigm research model. This research wants to explain in detail how and why two or more aspects are interconnected. The population in this study are individuals aged above 17 years old, use TikTok, and knows the conflict between Israel & Palestine. According to Ferdinand (2006) the sample is a sub-section of the population consisting of several members of the population. Purposive sampling combined with non-probability sampling was the approach used for sampling in this investigation. The study's vast population is the reason non-probability sampling techniques are being used. When doing research, respondents are chosen based on subjective criteria using the purposive sample approach (Ferdinand, 2006). The sample criteria in this study:

1. Over 17 years old
2. Active user in TikTok social media
3. Knows the conflict between Israel and Palestine

The optimal sample size, according to Roscoe (1975), is between 30 and 500. Additionally, 100 respondents make up the sample size of the population in this study.

The data collection technique used in the study is a survey using questionnaire. The questionnaire will be distributed to 100 respondents with the

characteristics of being over 17 years old, active TikTok social media users and knows the conflict between Israel & Palestine. Since the goal of this quantitative study is to ascertain the relationship between variables, simple linear regression analysis is the approach employed for analysis using SPSS. The impact of two independent variables on a single dependent variable is examined independently in this study (Sekaran & Bougie, 2016). It will be determined from this study whether more than one dependent variable will have an impact on the independent variable. In this study, researchers will use one dependent variable and two independent variables, namely: Attitude (X1), Subjective Norms (X2) and Purchase Intention (Y).

RESULT AND DISCUSSION

The Influence Between Attitude Towards Tiktok Content of #Boycottstarbucks on Starbucks Purchase Intention

The findings of the research experiments indicate that the Attitude Towards TikTok Content of #BoycottStarbucks variable has a negative and significant impact on Starbucks' Purchase Intention. This study supports the conceptual framework of the Theory of Reasoned Action (TRA), which asserts that attitude is a key predictor of an individual's perceptions regarding the outcomes of their actions, along with an evaluation of the importance of those consequences (Ajzen, 1991). People will be

upbeat and have a positive attitude towards a behaviour if they think it will lead to positive outcomes, and vice versa. According to TRA, a person's behavioural intention is shaped by their optimistic outlook and unique thinking (Ajzen & Fishbein, 1980; Ajzen, 1991). As a result, attitude is typically defined as a negative emotional response when customers witness TikTok content with the hashtag #boycottstarbucks. More pessimistic customers will refrain from buying additional Starbucks goods. According to the TRA theoretical framework, attitude is a key component of intention (Ajzen, 1991). Furthermore, an individual's favourable or negative evaluation of the relevant behaviour, along with their thoughts regarding the perceived results, might be considered their attitude towards that behaviour (Al-Debei et al., 2013). Consumer attitudes, which are founded on opinions and information about a company or product, will eventually sway people to act in a particular manner. Individual opinions regarding Starbucks items will also influence whether or not customers trust in the company's products after viewing TikTok content with the hashtag #boycottstarbucks. Customers will not buy Starbucks items (reverse the purchase intention) if they trust TikTok content that uses the hashtag

#boycottstarbucks. The results of this study are consistent with those of earlier research by Huang et al. (2021), which found that intentions are negatively impacted by negative attitudes. Compared to when customers evaluate a brand or product favourably, their attitude towards it will have a bigger negative impact on their intentions to make a purchase when they regard it negatively. Customers' willingness to purchase or use goods is impacted by the possibility of unfavourable opinions, which lowers their intention.

The Influence Between Subjective Norms Boycott Product Pro Israel on Starbucks Purchase Intention

The findings of the research test reveal that the Subjective Norms Boycott Product Pro-Israel variable has a negative and significant impact on Starbucks' Purchase Intention. This study aligns with the conceptual framework of the Theory of Reasoned Action (TRA), which defines subjective norms as the perceived social pressure to either engage in or refrain from a particular behavior (Ajzen, 1991). Social pressure can vary in its influence on an individual's behavior depending on the society in which they are situated. As a predictor of intention, subjective norms are also shaped by external factors such as family and reference groups, which can affect the negative relationship between subjective norms and intention. In other

words, the subjective norm of consumers exposed to TikTok content with the hashtag #boycottstarbucks influences their intention to purchase from Starbucks. The results of this study are consistent with those of earlier studies by Borusiak et al. (2020), which found that subjective norms significantly impair buying intention. The TRA theory's application to negative subjective standards may result in consumers not wanting to buy a product. Because consumers are also exposed to their external surroundings, exposure to subjective norms from the environment regarding the detrimental effects of product use will result in a decline in consumer purchase intention. Customers who believe that the people around them—friends, family, and other parties—are used as a guide when they decide not to buy a product because of the negative effects of the product and worries of being rejected or ostracised if they do.

CONCLUSION

Conclusion

This study aims to determine the effect of attitude towards TikTok content of #boycottstarbucks and subjective norms boycott product pro-Israel on purchase intention of Starbucks Indonesia. The researcher tested the

hypothesis by analyzing data from 100 respondents using simple linear regression analysis, so that it can be concluded as follows

1. The findings of this study indicate that attitudes toward TikTok content related to the #boycottstarbucks campaign influence the purchase intention of Starbucks Indonesia. This relationship is statistically significant, with a significance value of $0.00 < 0.05$, confirming the hypothesis.
2. The findings reveal that subjective norms regarding the boycott of pro-Israel products have an influence on the purchase intention of Starbucks Indonesia. This effect is statistically significant, with a significance value of $0.00 < 0.05$, supporting the hypothesis.

Suggestion

Based on the existing limitations, several suggestions are formulated for future research, including the following:

1. Based on the findings, Starbucks are believed to be pro-Israel by most of the respondents. If Starbucks is perceived as pro-Israel and this perception is affecting its brand image or sales in specific markets, the company can adopt a strategic approach to address the situation while respecting diverse perspectives. For example, promote

transparency and corporate social responsibility (CSR), social media engagement with diverse community and avoid political endorsement.

2. This study shows that both attitude of TikTok content #boycottstarbucks and subjective norms of boycott product Pro-Israel are significantly influence purchase intention of Starbucks Indonesia. The author thinks that there results can be used as a starting point for further research, the creation of new programs or campaigns.
3. The findings of this study indicate that both the attitude of TikTok content #boycottstarbucks and subjective norms boycott product pro-Israel negatively influence the purchase intention of Starbucks Indonesia. This information is useful when creating campaigns that appeal to boycotted goods or businesses. Influencers' TikTok content and social norms from friends, family, and the community may work to make consumers less likely to purchase Starbucks products.

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