

## The Influence of Perceived Success Likelihood on Religious Boycott Intention Through Attitude Mediation

Dhiya Shafa<sup>1</sup>, Citra Kusuma Dewi<sup>1\*</sup> , Putu Nina Madiawati<sup>1</sup> 

<sup>1</sup>Telkom University, Bandung Regency 40257, Indonesia

\*Corresponding Email: [citrakusumadewi@telkomuniversity.ac.id](mailto:citrakusumadewi@telkomuniversity.ac.id)

### ARTICLE INFORMATION

#### Publication information

#### Research article

#### HOW TO CITE

Shafa, D., Dewi, C. K., & Madiawati, P. N. (2025). The influence of perceived success likelihood on religious boycott intention through attitude mediation. *Journal of the Community Development in Asia*, 8(2), 178-194.

#### DOI:

<https://doi.org/10.32535/jcda.v8i2.3908>

Copyright @ 2025 owned by Author(s).  
Published by JCDA



This is an open-access article.

License:

Attribution-Noncommercial-Share Alike  
(CC BY-NC-SA)

Received: 17 March 2025

Accepted: 19 April 2025

Published: 20 May 2025

### ABSTRACT

Religious-based boycotts have gained global relevance as consumers respond to sociopolitical and ethical concerns. This study investigates how perceived success likelihood influences intention to participate in religious boycotts, with attitude toward the boycott acting as a mediating variable. Grounded in the Theory of Planned Behavior (TPB), the research tests four hypotheses using Structural Equation Modeling-Partial Least Squares (SEM-PLS) based on responses from 225 Indonesian participants. The results reveal that perceived success likelihood has a strong positive effect on attitude ( $\beta = 0.776$ ,  $p < 0.001$ ), which in turn significantly influences intention to participate ( $\beta = 0.809$ ,  $p < 0.001$ ). While perceived success likelihood also shows a significant direct effect on intention, this becomes non-significant when attitude is included, indicating full mediation. These findings highlight the critical role of perceived campaign effectiveness in shaping consumer attitudes and driving participation in religious boycotts. The study contributes to the literature on consumer activism and offers practical insights for advocacy organizations aiming to strengthen public engagement through strategically crafted messages.

**Keywords:** Attitude Mediation; Boycott Intention; Consumer Activism; Perceived Success Likelihood; Religious Boycotts; Theory of Planned Behavior

## INTRODUCTION

In the rapidly advancing context of globalization and digitalization, social media has evolved into a highly influential instrument in shaping public perception and consumer behavior. Its role in various aspects of life has become increasingly complex, especially regarding social and political issues, including boycott movements carried out as a form of resistance against various injustices (Alalwan, 2018). Technological advancements and the significant transformation of mass media from traditional platforms to digital ones have enabled the rapid and efficient dissemination of information (Ernawatiningsih & Kepramareni, 2019; Pradana et al., 2023). This development not only facilitates daily activities such as work and communication but also plays a crucial role in shaping public opinion and directing the flow of information across various social layers (Djumena, 2024).

Alongside these changes, companies are no longer merely focused on selling products or services; they have begun to take an active role in shaping social discourse and supporting various public issues. This shift indicates that businesses have a greater societal impact than ever before, where they are not just economic entities but also social actors influencing the progression of global issues. One international issue that has garnered widespread attention, including in Indonesia, is the Israel-Palestine conflict. This conflict has significantly affected multiple aspects of life, including the economy and business sectors. In solidarity with Palestine, the Boycott, Divestment, and Sanctions (BDS) movement emerged with the goal of exerting financial pressure on Israel to comply with international law and cease human rights violations against Palestinian citizens (BBC News Indonesia, 2023; Djumena, 2024).

This boycott movement has gained substantial support in Indonesia, particularly after the Indonesian Ulema Council (MUI) issued Fatwa No. 83 of 2023, recommending that Muslims refrain from consuming products believed to support Israeli aggression against Palestine (BBC News Indonesia, 2023). A prominent example of the impact of this boycott is the boycott against McDonald's Indonesia. Although McDonald's Indonesia is operated by PT Rekso Nasional Food and has no direct affiliation with McDonald's Israel, public perception of the global brand has led to significant consequences for the company. These consequences include declining revenue, negative app store ratings, and rising negative sentiment on social media (Ilyasan, 2024; Salsabilla, 2024). This phenomenon demonstrates how exposure to conflict-related content and boycott calls on social media not only facilitates mass information dissemination but also reinforces collective opinion and creates social pressure, ultimately influencing individual purchasing decisions (Misidawati et al., 2024).

Beyond the influence of social media, brand loyalty and social conformity also play critical roles in shaping consumer choices. Consumers may continue supporting boycotted products due to emotional attachment or previous positive experiences with the brand (Troiville, 2024). Meanwhile, social conformity pushes individuals to align with community norms and shared values that prevail within their social environment (Maulana et al., 2024). Following the McDonald's boycott, these three primary factors, social media exposure, brand loyalty, and social conformity, interact in complex ways to influence consumer behavior in Indonesia, as they become increasingly socially and religiously conscious (Khoiruman & Wariati, 2023).

Research on participation in religious boycotts highlights that the perceived likelihood of success is a key factor in shaping individuals' attitudes and intentions toward joining such movements. When people believe that their actions will generate tangible outcomes, such as influencing corporate policies, they tend to adopt a more positive attitude toward

the boycott and are more likely to participate actively (Roswinanto & Suwanda, 2023). In this context, attitude toward religious boycott refers to an individual's evaluative stance, whether favorable or unfavorable, toward engaging in boycotts based on religious principles (Al-Hyari et al., 2021). According to the Theory of Planned Behavior (TPB) by Ajzen (2020), individual behavior is influenced by three main components: attitude toward the behavior, subjective norms, and perceived behavioral control, all of which are relevant in explaining the intention to participate in religiously motivated boycotts in Indonesia.

This study aims to address a gap in the existing literature, where research on consumer behavior influenced by religious values, particularly in boycott contexts as a form of collective action, remains limited in Indonesia. While extensive research on boycotts has been conducted in Western contexts, studies that simultaneously examine perceived success likelihood, attitude toward religious boycott, and intention to participate within Indonesia's specific setting are still scarce (Roswinanto & Suwanda, 2023). Besides offering academic contributions related to the dynamics of boycotts in global social movements, this study provides practical implications for multinational corporations like McDonald's, particularly in developing crisis communication strategies that are sensitive to local and religious values. As public awareness of boycotts as political and economic instruments continues to rise, global corporations will face increasing pressure to reassess their policies concerning geopolitical conflicts (BBC News Indonesia, 2023; Nugroho, 2024; Siregar, 2024).

## **LITERATURE REVIEW**

### **Theory of Planned Behavior (TPB)**

The TPB serves as a conceptual model for understanding individual decisions and actions, including in boycott situations. Attitude toward the action, perceptions of social expectations (subjective norms), and control over the behavior are the three main factors that influence intention, according to the theory. When applied to boycotts, this theory suggests that personal convictions, social influences, and self-efficacy all contribute to the likelihood of participation. TPB is particularly useful in analyzing how religious values and social dynamics can shape consumer choices in collective efforts like boycotts (Arinta & Mutmainah, 2023; Lindgren et al., 2021; White et al., 2023).

### **Perceived Success Likelihood**

Perceived Success Likelihood refers to the belief held by individuals or groups about the likelihood that a social movement, such as a boycott, will successfully achieve its intended goals. This belief is shaped through an evaluation of the movement's effectiveness, its potential impact, and the actions carried out within a specific social context. Scholars note that factors such as social support, experience from similar movements, and the availability of resources play a crucial role in shaping these perceptions (Roswinanto & Suwanda, 2023). When the perceived likelihood of success is high, it encourages public participation and commitment to the movement, as people believe that such actions can exert pressure on companies, create a deterrent effect, and promote policy changes and awareness of religious values. Therefore, perceived success likelihood serves as a key driver of collective behavior among those seeking change through peaceful actions such as boycotts.

### **Attitude Toward Religious Boycott**

One common action is boycott behavior (Ningsih & Haryanti, 2021). Boycott is an act of refusal to cooperate, while boycotting is the process or act of rejecting things that are considered not in one's way (Yusuf et al., 2023). This phenomenon has become commonplace and often occurs in society as a form of protest or dissatisfaction with

certain actions. Factors that influence boycott behavior towards a product include the level of religiosity and consumer knowledge about the product (Faradhillah, 2021). Religiosity shows a person's beliefs based on strong faith, encouraging behavior, and actions in accordance with the teachings adopted.

Meanwhile, consumer knowledge includes the experience and information that individuals have about a particular product or service (Sinulingga & Sihotang, 2023). Attitude toward religious boycott refers to an individual or group's perspective on boycotting actions that are based on religious values and teachings. This attitude reflects one's perceptions, emotions, and beliefs about the extent to which boycott actions are considered appropriate, beneficial, and aligned with religious, moral, and ethical principles. Individuals with strong religious commitment tend to view boycotts as a legitimate means of expressing disapproval toward injustice. In the context of consumer decision-making, this attitude plays a significant role, as it can encourage participation in boycotts as a form of social activism. This attitude comprises three main dimensions: pleasant experience, positive choice, and the belief that a boycott is a good idea. Indicators used to measure this attitude include the perception that boycotts are useful, beneficial, wise, enjoyable, and a good idea (Abdullah et al., 2021; Al-Hyari et al., 2021; Chiang & Arif, 2024; Roswinanto & Suwanda, 2023).

### **Intention to Participate in Religious Boycott**

Intention is a motivational construct that reflects a person's readiness to take a particular action. Intentions are often considered the first step towards actual behavior and are shaped by an individual's beliefs, attitudes, and perceptions regarding the effectiveness of expected outcomes. In the context of consumer research, intention plays an important role because it provides an overview of future purchasing behavior and can help predict consumer reactions to applied marketing strategies (Qing & Jin, 2022).

The intention to engage in a religious boycott refers to the motivation or active participation of individuals or groups in refusing products or services that they believe conflict with their religious values or beliefs. This act not only demonstrates economic perspectives but also serves as a moral protest and a way to express religious principles. Typically, this behavior is influenced by religious motives, social identity, and perceptions of the potential success of the boycott (Muhamad et al., 2018). According to Roswinanto and Suwanda (2023), the intention to take part in a religious boycott involves three main dimensions: the development of a deliberate plan, the execution of specific actions, and the planning of future actions. The indicators used to measure this include considering postponing or avoiding purchases, making the decision to boycott, and the intention to engage in boycott activities actively.

### **Hypotheses Development**

#### ***Perceived Success Likelihood and Attitude Toward Religious Boycott***

Roswinanto and Suwanda (2023) stated that perceived success likelihood can affect attitude towards religious boycott. If more individuals believe the boycott will be successful, then more will participate in it. This can create a double effect where the more people who participate, the stronger the perception that the boycott will be successful. The belief in the success of a boycott can encourage individuals to have a more positive attitude towards the boycott. However, this can make people more determined to participate in the boycott.

H1: Perceived success likelihood has a significant effect on attitude toward religious boycott.

### ***Attitude Toward Religious Boycott and Intention to Participate in Religious Boycott***

Roswinanto and Suwanda (2023) explained that there is a significant relationship between individuals' attitudes toward religious boycotts and their intention to participate. Individuals with a positive attitude toward boycotts are more likely to have the intention to participate, whereas negative attitudes can prevent such intentions. As a result, it is essential to comprehend and shape people's attitudes to promote involvement in religious boycotts.

H2: Attitude toward religious boycott has a positive effect on intention to participate in religious boycott.

H4: Attitude toward religious boycott mediates the relationship between perceived success likelihood and intention to participate in religious boycott.

### ***Perceived Success Likelihood and Intention to Participate in Religious Boycotts***

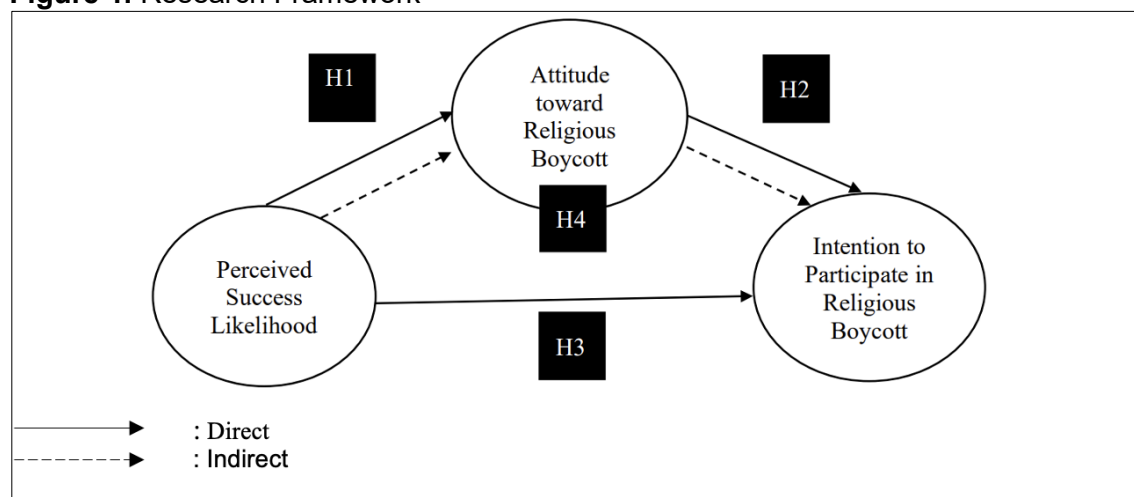
indicated that there is a significant positive relationship between perceived success likelihood and intention to participate in religious boycotts. When individuals believe a boycott is likely to succeed, they are more inclined to take part. Therefore, fostering a positive perception of the boycott's success is essential in encouraging active participation in such actions.

H3: Perceived success likelihood has a significant effect on intention to participate in religious boycott.

### **Conceptual Framework**

The study framework model is depicted in Figure 1.

**Figure 1.** Research Framework



### **RESEARCH METHOD**

This study employs a descriptive quantitative methodology within a causal research framework to comprehensively examine the relationships among three key variables: Perceived Success Likelihood, Attitude Toward Religious Boycott, and Intention to Participate in Religious Boycott. By adopting this approach, the research aims to systematically assess the influence and interaction between these variables in the context of consumer behavior and social activism. The study specifically focuses on Indonesians who participated in the McDonald's boycott, selecting respondents from three major cities with significant commercial activity and social engagement: Jakarta, Bandung, and Surabaya. These cities were chosen due to their diverse demographic



compositions, economic significance, and active consumer behavior, making them ideal settings for analyzing the impact of boycott movements.

In the sampling process, a non-probability sampling method was utilized to ensure that participants met the study's criteria for inclusion. To enhance precision in respondent selection, the study employed expanded purposive sampling, where individuals were chosen based on specific characteristics such as their awareness of the boycott movement and their level of engagement, which were assessed through carefully designed screening questions. This selection process ensured that the sample accurately represented individuals who had been exposed to boycott-related discussions and actively participated in the movement. The Cochran formula was applied to determine the appropriate sample size, guaranteeing a 95% confidence level with a 5% margin of error. Based on this calculation, a minimum sample of 385 respondents was required, all of whom successfully completed structured online questionnaires.

To ensure a robust and well-rounded analysis, this study integrates both primary and secondary data sources, allowing for a comprehensive examination of the key research variables. The primary data collection was conducted through a five-point Likert scale questionnaire, carefully designed to capture respondent perspectives and attitudes regarding the three main variables. This questionnaire was administered to eligible participants to evaluate their beliefs, perceptions, and motivations related to the boycott movement. Additionally, secondary data sources were utilized to strengthen the theoretical foundation of the study, including literature reviews, books, academic journals, articles, and prior research focusing on perceived success likelihood, attitude toward religious boycott, and intention to participate in religious boycott. The integration of these two types of data ensures a comprehensive and well-supported analysis, providing valuable insights into the underlying dynamics of boycott participation.

The measurement process for analyzing the variables employed ordinal scales and Likert scales, both of which are widely recognized for their reliability in capturing subjective attitudes and perceptions. This methodology allows for accurate statistical analysis, ensuring that the collected responses are quantifiable and can be used to establish meaningful patterns. The independent variable, Perceived Success Likelihood, is defined as an individual's perception of the potential success of a boycott in achieving its intended objectives, influencing their willingness to support such movements. The mediating variable, Attitude Toward Religious Boycott, represents an individual's religious-based evaluation of boycotts, encompassing their moral and ethical perspectives on social activism through economic participation. Meanwhile, the dependent variable, Intention to Participate in Religious Boycott, measures an individual's motivation, willingness, and commitment to engaging in boycott activities, reflecting their readiness to take action based on religious or ethical beliefs.

To uphold the reliability and accuracy of the research indicators, the study implements rigorous validation techniques, including Composite Reliability, Average Variance Extracted (AVE), and Cronbach's Alpha. These statistical tools ensure that the dataset is consistent, dependable, and valid, allowing for thorough and reliable data interpretation. The data analysis is carried out using Structural Equation Modeling – Partial Least Squares (SEM-PLS), a sophisticated analytical method chosen for its ability to process complex models with mediation variables effectively. SEM-PLS enables the simultaneous examination of multiple variable interactions, delivering higher precision and greater predictive capability compared to conventional regression techniques. This approach provides deeper insights into the causal relationships between the variables, helping researchers to better understand the mechanisms that drive consumer participation in religious boycotts.

## RESULTS

The study involved 385 participants from the Indonesian community who chose to boycott McDonald's, particularly in Jakarta, Bandung, and Surabaya. Data was gathered through a Google Form, which was shared via social media. Following the descriptive analysis, the study also incorporates statistical results, which are presented in Table 1.

### Statistical Results

**Table 1.** Convergent Validity (N =385)

Table 11. Convergent validity (N = 666)				
Construct	Indicator	Loading Factor (>0.5)	AVE (>0.5)	Conclusion
Perceived Success Likelihood	X1	0.825	0.678	Valid
	X2	0.811		
	X3	0.836		
	X4	0.843		
	X5	0.837		
	X6	0.820		
	X7	0.818		
	X8	0.838		
	X9	0.832		
	X10	0.850		
	X11	0.854		
	X12	0.774		
	X13	0.793		
	X14	0.792		
Intention to Participate in Religious Boycott	Y1	0.838	0.672	
	Y2	0.841		
	Y3	0.809		
	Y4	0.825		
	Y5	0.787		
	Y6	0.788		
	Y7	0.807		
	Y8	0.828		
	Y9	0.799		
	Y10	0.814		
	Y11	0.830		
	Y12	0.838		
	Y13	0.830		
	Y14	0.834		
	Y15	0.826		
Attitude Toward Religious Boycott	Z1	0.803	0.671	
	Z2	0.765		
	Z3	0.839		
	Z4	0.808		
	Z5	0.812		
	Z6	0.820		
	Z7	0.845		
	Z8	0.823		
	Z9	0.825		
	Z10	0.812		
	Z11	0.841		
	Z12	0.826		
	Z13	0.837		

Construct	Indicator	Loading Factor (>0.5)	AVE (>0.5)	Conclusion
	Z14	0.801		
	Z15	0.808		
	Z16	0.832		
	Z17	0.828		

Source: Processed Data (2025)

**Table 1** presents the results of convergent validity analysis, which is a component of the outer model assessment in SEM- PLS. The loading factor values indicate the strength of the relationship between an indicator and its associated construct. All indicators across the three constructs exhibit loading values above 0.7, indicating that each indicator is strongly associated with its respective construct. For example, indicator X10 in the Perceived Success Likelihood construct has the highest loading of 0.850, signifying a very strong contribution to the construct.

Furthermore, the AVE values for all three constructs exceed the minimum threshold of 0.5, with Perceived Success Likelihood at 0.678, Intention to Participate in Religious Boycott at 0.672, and Attitude Toward Religious Boycott at 0.671. These values demonstrate that more than 50% of the variance in the indicators is accounted for by the underlying construct. Therefore, it can be concluded that all constructs in this study have successfully met the criteria for convergent validity.

**Table 2.** Cross Loading

Indicator	Attitude Toward Religious Boycott	Intention to Participate in Religious Boycott	Perceived Success Likelihood
X1	0.764	0.760	0.825
X2	0.776	0.776	0.811
X3	0.808	0.801	0.836
X4	0.804	0.798	0.843
X5	0.785	0.792	0.837
X6	0.780	0.785	0.820
X7	0.795	0.795	0.818
X8	0.788	0.806	0.838
X9	0.805	0.818	0.832
X10	0.811	0.802	0.850
X11	0.836	0.829	0.854
X12	0.775	0.777	0.774
X13	0.783	0.768	0.793
X14	0.773	0.771	0.792
Y1	0.784	0.838	0.773
Y2	0.793	0.841	0.791
Y3	0.778	0.809	0.773
Y4	0.807	0.825	0.805
Y5	0.782	0.787	0.774
Y6	0.797	0.788	0.800
Y7	0.783	0.807	0.774
Y8	0.787	0.828	0.786
Y9	0.783	0.799	0.778
Y10	0.785	0.814	0.786
Y11	0.789	0.830	0.790
Y12	0.796	0.838	0.785
Y13	0.795	0.830	0.790
Y14	0.796	0.834	0.806



Indicator	Attitude Toward Religious Boycott	Intention to Participate in Religious Boycott	Perceived Success Likelihood
Y15	0.805	0.826	0.806
Z1	0.803	0.775	0.767
Z2	0.765	0.733	0.746
Z3	0.839	0.791	0.789
Z4	0.808	0.785	0.780
Z5	0.812	0.780	0.768
Z6	0.820	0.800	0.792
Z7	0.845	0.824	0.818
Z8	0.823	0.798	0.802
Z9	0.825	0.810	0.816
Z10	0.812	0.802	0.783
Z11	0.841	0.793	0.783
Z12	0.826	0.793	0.805
Z13	0.837	0.783	0.780
Z14	0.801	0.792	0.792
Z15	0.808	0.785	0.784
Z16	0.832	0.809	0.803
Z17	0.828	0.780	0.785

Source: Processed Data (2025)

**Table 2** is part of the discriminant validity test, which aims to ensure that each construct in the model is empirically distinct from the others. Discriminant validity is demonstrated when an indicator has a higher loading on its own construct than on other constructs. In this table, cross-loading values are presented to compare each indicator's loading across the three constructs.

The results show that each indicator loads highest on its corresponding construct. For instance, indicator Y1 has a loading of 0.838 on the Intention to Participate in Religious Boycott construct, which is higher than its loadings on the other two constructs. This confirms that the indicator is specifically reflective of the construct it is intended to measure and not of others.

This pattern holds true across all indicators, whether in construct X, Y, or Z. Therefore, it can be concluded that the model satisfies the criteria for discriminant validity based on cross-loading analysis, as each indicator exhibits a stronger association with its original construct than with the others.

**Table 3.** Fornell Lacker

	Attitude Toward Religious Boycott	Intention to Participate in Religious Boycott	Perceived Success Likelihood
Attitude toward Religious Boycott	0.819		
Intention to participate in Religious Boycott	0.965	0.820	
Perceived Success Likelihood	0.962	0.961	0.823

Source: Processed Data (2025)

Table 3 is also used to assess discriminant validity, this time using the Fornell-Larcker Criterion. This method compares the square root of the AVE for each construct (shown on the diagonal of the table) with the correlations between constructs (shown off-diagonal). Discriminant validity is considered achieved if the diagonal value is greater than the corresponding row and column correlation values.

In this table, the diagonal values, such as 0.819 for Attitude Toward Religious Boycott, 0.820 for Intention to Participate in Religious Boycott, and 0.823 for Perceived Success Likelihood, are all higher than their respective inter-construct correlations. This indicates that each construct has a higher level of uniqueness than its overlap with other constructs. Overall, the fulfillment of the Fornell-Larcker criteria serves as strong evidence that each construct measures a distinct concept, thereby ensuring that there is no redundancy or overlap in the measurement model.

**Table 4. Reliability Test**

Variable	Cronbach's Alpha	Composite Reliability	Minimum Requirement	Result
Attitude toward Religious Boycott	0.969	0.972	> 0.7	Reliable
Intention to participate in Religious Boycott	0.965	0.968		
Perceived Success Likelihood	0.963	0.967		

Source: Processed Data (2025)

Table 4 presents the reliability test results for each construct, using two statistical measures: Cronbach's Alpha and Composite Reliability. The purpose of the reliability test is to determine the extent to which the measurement instruments consistently produce stable results. In this study, a threshold of 0.7 was applied to indicate acceptable reliability.

The results show that all constructs exceed this threshold. Attitude Toward Religious Boycott has a Cronbach's Alpha of 0.969 and Composite Reliability of 0.972. Similarly, Intention to Participate in Religious Boycott and Perceived Success Likelihood also report high reliability values, with Cronbach's Alpha values of 0.965 and 0.963, and Composite Reliability values of 0.968 and 0.967, respectively.

These high values indicate that all indicators within the constructs consistently measure the same underlying variable. Overall, the instruments used in this study are considered reliable and appropriate for measuring the intended constructs.

**Table 5. Inner Model**

Variable	R Square	R Square Adjusted	Predictive Relevance (Q-Square)
Attitude toward Religious Boycott	0.925	0.925	Q <sup>2</sup> = 0.984
Intention to participate in Religious Boycott	0.946	0.946	
Perceived Success Likelihood	0.963	0.967	
Goodness of Fit Model			
	Saturated Model		Estimated Model
SRMR	0.034		0.034
d ULS	1.233		1.233

Variable	R Square	R Square Adjusted	Predictive Relevance (Q-Square)
d_G	1.801		1.801
Chi-Square	3317.071		3317.071
NFI	0.837		0.837

Source: Processed Data (2025)

**Table 5** describes some clear data where the attitude variable is 0.925 (R-squared value) for religious boycott (Z). This shows a perception that allows for the success of 92.5% of the variance in the related variable. As for other factors that are not tied to the model being used, determine the remaining 7.5%. Through the data above, a value of 0.946 is also obtained, which is the value of the religious boycott variable (Y), indicating that 94.6% of the variance is explained by anticipated success likelihood, with the remaining 5.4% being impacted by outside factors that were not examined in this study. The prediction accuracy of the model was further assessed using a predictive relevance (Q2) test. The Q<sup>2</sup> value of 0.984 was determined using the formula  $Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$ , which indicates a very high predictive relevance because the Q<sup>2</sup> value is greater than 0. The next phase is to conduct a suitability test, where this will be an effort to see whether the existing model is appropriate and matches the existing data. In addition, because the Standardized Root Mean Square Residual (SRMR) value is 0.034, which is a number lower than the limit of 0.10, the conclusion that can be obtained shows that the model is proven to be appropriate and matches the existing data.

**Table 6.** Hypothesis Result

Hypothesis	Original Sample	Sample Mean	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Result
H1	0.962	0.962	0.003	27.999	0.000	Accepted
H2	0.535	0.532	0.045	11.841	0.000	
H3	0.447	0.450	0.046	9.790	0.000	
H4	0.515	0.512	0.034	11.843	0.000	

Source: Processed Data (2025)

The study's results in **Table 6** confirm the first hypothesis by showing that perceived success likelihood significantly and favorably influences attitude toward religious boycott of McDonald's products in Indonesia ( $t = 27.999$ ;  $p < 0.005$ ). A more positive attitude toward religious boycott results from a greater assessment of the boycott's effectiveness. Furthermore, the second hypothesis is validated by the fact that attitude toward religious boycott has a substantial influence on intention to participate in religious boycott ( $t = 11.841$ ;  $p < 0.005$ ). This implies that a favorable perception of the boycott raises the desire to participate in it. Furthermore, the third hypothesis is confirmed by the direct relationship between perceived success likelihood and intention to engage in religious boycott ( $t = 9.790$ ;  $p < 0.005$ ). With an indirect-only mediation, the fourth hypothesis is supported by the mediation analysis, which shows that attitude toward religious boycott significantly mediates the relationship between perceived success likelihood and intention to participate in religious boycott ( $t = 11.843$ ;  $p < 0.005$ ). This suggests that optimism about the boycott's effectiveness encourages a positive outlook, which in turn strengthens the desire to participate in the boycott.

## DISCUSSION

### Perceived Success Likelihood and Attitude Toward Religious Boycott

The results of the hypothesis testing indicate a positive and significant relationship between perceived success likelihood and attitude toward religious boycotts ( $t$ -statistic =

27.999 > 1.96; p-value = 0.000 < 0.005), confirming H1. This implies that the more confident individuals are about the success of a religious boycott, the more favorable their attitudes become toward participating in it. This finding is consistent with Albrecht et al. in [Roswinanto and Suwanda \(2023\)](#), who emphasize that expectations of success are a critical cognitive factor shaping attitude formation in the context of boycotts.

From a theoretical standpoint, this finding lends strong support for the well-established notion that cognitive evaluations, such as an individual's belief in the efficacy of a particular action, play a crucial role in shaping affective responses. This aligns with key principles of the TPB, which posits that personal attitudes, subjective norms, and perceived behavioral control collectively contribute to an individual's intention to act. The confirmation of these theoretical components within the study highlights how perceived effectiveness can serve as a motivational force, influencing an individual's emotional stance toward participation and reinforcing their likelihood of engaging in action.

Furthermore, empirical evidence from the case of McDonald's demonstrates the real-world implications of mass participation in boycott movements. The reported 1.3% decline in global sales during the second quarter of 2024 exemplifies the tangible financial impact that widespread consumer action can exert on multinational corporations. This outcome serves as a powerful demonstration of the feedback loop mechanism, where heightened perceptions of success further strengthen consumer attitudes toward boycotting, ultimately amplifying engagement levels. In essence, as more individuals believe in the effectiveness of collective action, their attitudes become more resolute, which, in turn, fuels broader participation, creating a self-reinforcing cycle of mobilization and impact.

### **Attitude Toward Religious Boycott and Intention to Participate**

The results of the study demonstrate a significant and positive relationship between attitude toward religious boycotts and the intention to participate in such actions, confirming H2. Specifically, individuals who hold favorable attitudes toward religious boycotts are more likely to express a strong intention to engage in them. This relationship is supported by a robust statistical outcome (t-statistic = 11.841 > 1.96; p-value = 0.000 < 0.005), indicating that the effect is not only meaningful but also highly significant.

This finding reinforces the TPB, which identifies attitude as a core determinant of behavioral intention. A more favorable attitude toward an action, such as a boycott, increases the likelihood that individuals will plan or intend to engage in that behavior. In the context of this study, the more positively consumers evaluate the idea of a religious boycott, the more likely they are to take part in it.

This result is also aligned with prior research by [Roswinanto and Suwanda \(2023\)](#), who found that positive attitudes significantly enhance behavioral intentions in boycott contexts. When individuals perceive a cause as just, meaningful, or aligned with their values, they are more emotionally invested and motivated to take action.

From a psychological and consumer behavior perspective, this supports the idea that affective evaluations—how people feel about a cause—serve as key motivators in bridging the gap between belief and action. Positive attitudes not only reflect support but also drive commitment, making individuals more likely to translate their views into concrete behaviors such as joining a boycott.

In broader terms, this emphasizes the importance of shaping and reinforcing positive public sentiment in campaigns rooted in ethical, religious, or social concerns. When organizations or advocacy groups effectively cultivate favorable attitudes through

messaging that resonates emotionally and morally, they can significantly increase participation. This, in turn, contributes to the success of value-driven consumer movements aimed at promoting social change, corporate responsibility, and solidarity within communities.

#### **Perceived Success Likelihood and Intention to Participate in Religious Boycott**

The study found a significant and positive relationship between perceived success likelihood and the intention to participate in religious boycotts. Individuals who believe that a boycott has a higher chance of success are more likely to express a willingness to engage in such action. This is supported by the hypothesis test result ( $t$ -statistic = 9.790 > 1.96;  $p$ -value = 0.000 < 0.005), confirming the acceptance of H3. This finding is consistent with the TPB, which emphasizes the role of cognitive evaluations, such as perceived efficacy, in shaping behavioral intentions.

From a psychological standpoint, when consumers believe their actions can contribute to a successful collective outcome, they are more motivated to act. This underscores the importance of perceived collective efficacy in driving participation in activism-related behavior. In the context of the McDonald's boycott, growing public awareness of its tangible economic impact reinforces participants' belief in its effectiveness, thereby encouraging broader engagement.

#### **Mediating Role of Attitude Toward Religious Boycott**

In addition to the direct influence, the relationship between perceived success likelihood and the intention to participate is significantly mediated by attitude toward the boycott. The mediation analysis showed that attitude serves as an indirect-only mediator, as the direct effect becomes insignificant when the mediating path is included. This is statistically supported by the result ( $t$ -statistic = 11.843 > 1.96;  $p$ -value = 0.000 < 0.005), confirming the acceptance of H4.

This suggests that an individual's belief in the success of a boycott influences their attitude, which in turn significantly impacts their intention to participate. As such, perceived success does not operate in isolation—it fosters a more favorable emotional and evaluative stance toward the boycott, which ultimately drives action. This aligns with TPB, where attitudes formed through cognitive assessments act as critical precursors to behavior.

On a broader level, this finding suggests a reinforcing cycle in collective action: as individuals perceive success and develop positive attitudes, they are more inclined to participate, leading to greater visibility and impact, which further boosts perceived efficacy and mobilizes even more participants. Campaigns aiming to increase participation in religious or ethical boycotts should therefore focus on enhancing public belief in the campaign's effectiveness, which can cultivate stronger attitudes and lead to higher engagement rates.

This result supports prior research by [Roswinanto and Suwanda \(2023\)](#), who found that belief in the effectiveness of boycotts significantly influences both attitudes and behavioral intentions. Building public confidence in a boycott's success can be a key strategic approach to mobilize consumer activism, particularly in sociopolitical or religiously motivated contexts.

### **CONCLUSION**

The conclusion drawn from the study highlights a crucial insight. Public responses to boycotts that are motivated by religious or moral convictions are significantly shaped by individuals' perceptions regarding the likelihood of the boycott's success. In other words,



when people believe that a boycott has a real chance of achieving its objectives—whether in terms of economic impact, raising social awareness, or driving ethical reform—they are more inclined to support and participate in it actively. This is substantiated by the descriptive statistical analysis, which reveals that all three core variables—Perceived Success Likelihood, Attitude Toward Religious Boycott, and Intention to Participate in Religious Boycott—scored high percentages of 77.3%, 79.77%, and 81.2%, respectively. These scores fall into what is classified as the “good” category, indicating a generally positive public disposition. The implication is that there exists a strong willingness among the public to engage in boycotts, particularly when these actions resonate with their religious beliefs and are perceived as meaningful, impactful, and socially constructive. In the case examined—specifically the boycott against McDonald’s—this suggests a collective moral stance that is reinforced by a belief in the effectiveness of economic protest as a form of ethical resistance.

These findings are further validated through hypothesis testing. The analytical results confirm that perceived success likelihood plays a statistically significant and positive role in influencing both attitude toward religious boycott (H1) and intention to participate in religious boycott (H3). In essence, the more convinced individuals are about the potential effectiveness of a boycott, the more favorable their attitudes become, and the stronger their behavioral intention to engage. Additionally, attitude itself exerts a direct and significant influence on the intention to participate (H2), reinforcing the well-established theory that affective evaluation plays a central role in guiding behavioral outcomes. Most notably, the data reveal that this relationship is not only direct but also mediated. Attitude toward religious boycott serves as a key psychological mechanism that mediates the influence of perceived success likelihood on intention to participate (H4). In this case, a full mediation effect is observed, meaning that once attitude is accounted for, the direct effect of perceived success on intention becomes statistically insignificant. This mediation effect illustrates that belief alone is insufficient to spur action; rather, it is the cultivation of positive evaluative judgments rooted in that belief that transforms motivation into intention and potentially into behavior.

These results offer meaningful and actionable implications for both researchers and practitioners. They suggest that increasing public confidence in the likelihood of success, especially when boycott movements are anchored in shared ethical, religious, or cultural values, can greatly enhance the reach and effectiveness of consumer-led actions. Accordingly, advocacy groups, religious institutions, and even policymakers may consider strategic messaging efforts that reinforce trust in collective efficacy and perceived impact. By amplifying public belief in the success of these movements, such campaigns can shape attitudes that ultimately fuel participation. Future research is encouraged to delve deeper into this behavioral mechanism across different sociocultural or religious settings. Comparative studies across populations and belief systems could enrich our understanding of how shared moral frameworks interact with perceived efficacy to influence civic and consumer engagement. Additionally, longitudinal studies examining the long-term impacts of religious or ideologically motivated boycotts on corporate accountability, brand reputation, and public trust may offer new insights into the evolving relationship between consumer behavior and business ethics in an increasingly values-driven global marketplace.

#### **LIMITATION**

This study only looked at the McDonald's boycott and was restricted to participants in three major Indonesian cities. It is possible that the results will not apply to other religious boycotts or situations. Furthermore, demographics with limited internet connections may not be included in the data collection approach that uses online forms.



## ACKNOWLEDGMENT

The authors would like to express their sincere appreciation to all individuals who contributed, directly or indirectly, to the completion of this research. The completion of this work would not have been possible without the insights, encouragement, and support received throughout the research process. We also acknowledge the broader academic community whose literature and discussions have enriched the foundation of this study.

## DECLARATION OF CONFLICTING INTERESTS

According to the authors, this article's research, authorship, and/or publishing do not involve any potential conflicts of interest.

## REFERENCES

- Abdullah, Z., Anuar, M. M., & Yaacob, M. R. (2021). The effects of religiosity and attitude on consumer boycotts. *International Journal of Academic Research in Business and Social Sciences*, 11(18). <https://doi.org/10.6007/IJARBS/v11-i18/11432>
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, 2(4), 314-324. <https://doi.org/10.1002/hbe2.195>
- Al-Hyari, K., Alnsour, M., Al-Weshah, G., & Haffar, M. (2021). Religious beliefs and consumer behaviour: From loyalty to boycotts. *Journal of Islamic Marketing*, 3(2), 155–174. <https://doi.org/10.1108/17590831211232564>
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65-77. <https://doi.org/10.1016/j.ijinfomgt.2018.06.001>
- Arinta, Y. N., & Mutmainah, S. (2023). Religious motivation and consumer boycotts: Enhancing global peace and moral justice. *INFERENSI: Jurnal Penelitian Sosial Keagamaan*, 17(2), 261–280. <https://doi.org/10.18326/infsl3.v17i2.261-280>
- BBC News Indonesia. (2023, November 15). *Israel-Palestina: Apakah fatwa MUI soal boikot produk Israel akan diikuti umat Islam di Indonesia?* BBC News Indonesia. <https://www.bbc.com/indonesia/articles/cz52vp85e80o>
- Chiang, L. F., & Arif, A. M. M. (2024). The intention to participate in the boycott movement among university students. *International Journal of Academic Research in Business and Social Sciences*, 14(10), 1932-1944. <https://doi.org/10.6007/IJARBS/v14-i10/23307>
- Djumena, E. (2024, January 31). *McD Indonesia soal Aksi Boikot Imbas Perang Israel-Hamas*. KOMPAS. <https://money.kompas.com/read/2024/01/31/171000126/mcd-indonesia-soal-aksi-boikot-imbaspelang-israel-hamas>
- Ernawatiningsih, N. P. L., & Kepramareni, P. (2019). Effectiveness of accounting information systems and the affecting factors. *International Journal of Applied Business & International Management*, 4(2), 33-40. <http://doi.org/10.32535/ijabim.v4i2.564>
- Faradhill, N. A. (2021). *Pengaruh Merek, Harga, Kualitas Produk dan Labelisasi Halal Terhadap Keputusan Pembelian Kosmetik Halal Dengan Religiusitas Sebagai Variabel Intervening* (Undergraduate thesis, Syarif Hidayatullah State Islamic University). Institutional Repository UIN Syarif Hidayatullah Jakarta. <https://repository.uinjkt.ac.id/dspace/handle/123456789/59610>
- Ilyasan, R. (2024, August 6). *Geruduk restoran McDonald's Surabaya, massa bakar flare an kibarkan bendera Palestina*. Okezone. <https://news.okezone.com/read/2024/08/06/519/3045116/geruduk-restoran-mcdonalds-surabaya-massa-bakar-flare-dan-kibarkan-bendera-palestina?page=all>

- Khoiruman, M., & Wariati, A. (2023). Analisa motivasi boikot (boycott motivation) terhadap produk Mc Donald di Surakarta pasca serangan Israel Ke Palestina. *Excellent*, 10(2), 247-257. <https://doi.org/10.36587/exc.v10i2.1582>
- Lindgren, K. P., DiBello, A. M., Peterson, K. P., & Neighbors, C. (2021). Theory-driven interventions: How social cognition can help. In *The Handbook of Alcohol Use* (pp. 485– 510). Elsevier. <https://doi.org/10.1016/B978-0-12-816720-5.00006-2>
- Maulana, A. P. N., Safaatillah, N., Uzlifatul, L., & Sustyorini, E. N. (2024). Pengaruh brand awareness dan religiusitas terhadap keputusan pembelian customer produk pro Israel. *Journal of Management: Small and Medium Enterprises (SMEs)*, 17(3), 1175-1186. <https://doi.org/10.35508/jom.v17i3.15086>
- Misidawati, D. N., Rahmawati, U., Kamaruddin, M. J., Tahalele, O., & Putra, J. E. (2024). Peran media sosial terhadap penerapan boikot produk Israel di Indonesia. *Jurnal Ilmiah Edunomika*, 8(2). <https://doi.org/10.29040/jie.v8i2.13759>
- Muhamad, N., Khamarudin, M., & Fauzi, W. I. M. (2018). The role of religious motivation in an international consumer boycott. *British Food Journal*, 121(1), 199-217. <https://doi.org/10.1108/BFJ-02-2018-0118>
- Ningsih, T. W. R., & Haryanti, D. A. (2021). Analisis framing media online dalam pemberitaan MUI boikot produk Perancis pada berita Detik.com dan CNNIndonesia.com. *BroadComm*, 3(2), 1-14. <https://doi.org/10.53856/bcomm.v3i2.222>
- Nugroho, A. C. (2024, February 5). *Efek Aksi Boikot, Penjualan McDonald's Meleset dari Perkiraan di Kuartal IV/2024*. Bisnis. <https://ekonomi.bisnis.com/read/20240206/620/1738598/efek-aksi-boikot-penjualan-mcdonalds-meleset-dari-perkiraan-di-kuartal-iv2024>
- Pradana, B. I., Firdaus, E. Z., & Safitri, R. (2023). Continuity of the business of a coffee shop in Malang City in the face of the COVID-19 pandemic. *International Journal of Applied Business and International Management*, 8(3). <https://doi.org/10.32535/ijabim.v8i3.2667>
- Qing, C., & Jin, S. (2022). What drives consumer purchasing intention in live streaming e-commerce?. *Frontiers in Psychology*, 13, 938726. <https://doi.org/10.3389/fpsyg.2022.938726>
- Roswinanto, W., & Suwanda, S. N. (2023). Religious boycott in Indonesia: investigation of antecedents and the effect of religiosity dimensions. *Journal of Islamic Marketing*, 14(1), 174–195. <https://doi.org/10.1108/JIMA-08-2020-0246>
- Salsabilla, R. (2024, February 6). *Penjualan McDonald's Turun Imbas Boikot, Ini Data Terbaru*. CNBC Indonesia. <https://www.cnbcindonesia.com/lifestyle/20240206095211-33-512186/penjualan-mcdonalds-turun-imbis-boikot-ini-data-terbaru>
- Sinulingga, N. A. B., & Sihotang, H. T. (2023). *Perilaku Konsumen: Strategi dan Teori*. IOCS Publisher.
- Siregar, A. (2024, July 31). *Boikot Mendunia, Penjualan McDonald's Turun Pertama Kali dalam 3 Tahun*. IDN Times. <https://www.idntimes.com/business/economy/vadhia-lidyana-1/boikot-mendunia-penjualan-mcdonald-s-turun-pertama-kali-dalam-3-tahun>
- Troiville, J. (2024). Connecting the dots between brand equity and brand loyalty for retailers: The mediating roles of brand attitudes and word-of-mouth communication. *Journal of Business Research*, 177, 114650. <https://doi.org/10.1016/j.jbusres.2024.114650>
- White, K. M., Starfelt Sutton, L. C., & Zhao, X. (2023). Charitable donations and the theory of planned behaviour: A systematic review and meta-analysis. *PLOS ONE*, 18(5), e0286053. <https://doi.org/10.1371/journal.pone.0286053>
- Yusuf, R. I., Hamdi, A., & Fitriana, R. (2023). Suara perlawanan: Bagaimana mahasiswa menggunakan pembangkangan sipil pada unjuk rasa tolak kenaikan BBM di

## ABOUT THE AUTHOR(S)

### 1<sup>st</sup> Author

Dhiya Shafa is a graduate student and researcher affiliated with the Master of Business Administration program at Telkom University, Indonesia. She specializes in Marketing and holds a Bachelor's degree in Business Administration from Telkom University, which has provided her with a strong academic foundation in business and marketing. For further information or academic inquiries, she can be contacted via her institutional email at [dyshafaa@student.telkomuniversity.ac.id](mailto:dyshafaa@student.telkomuniversity.ac.id).

### 2<sup>nd</sup> Author

Citra Kusuma Dewi, Ph.D, is a lecturer and researcher affiliated with the Master of Management, School of Economics and Business, Telkom University, Indonesia. She holds a Ph.D. in Business, which underscores her expertise and substantial academic contributions to the fields of marketing and consumer behavior. Her research interests are well-documented through her scholarly profiles on Google Scholar and Scopus, reflecting numerous citations and impactful publications. She maintains a robust academic presence, demonstrated by her consistent contributions to peer-reviewed journals. Her ORCID ID is <https://orcid.org/0000-0001-5096-1385>, and she can be contacted through her institutional email address at [citrakusumadewi@telkomuniversity.ac.id](mailto:citrakusumadewi@telkomuniversity.ac.id).

### 3<sup>rd</sup> Author

Dr. Putu Nina Madiawati is the Head of the Master of Business Administration Study Program at the Faculty of Economics and Business, Telkom University, Bandung, Indonesia. Her academic background is rooted in Marketing, with a focus on consumer behavior and innovation. She actively contributes to the academic community through impactful research and peer-reviewed publications, particularly in the fields of marketing innovation and consumer studies. Her scholarly work is available on various academic platforms, including Google Scholar and Scopus, demonstrating notable citations and research influence. Her ORCID ID is <https://orcid.org/0000-0003-0953-954X>, and she can be contacted via her institutional email at [pninamad@telkomuniversity.ac.id](mailto:pninamad@telkomuniversity.ac.id).