

INTISARI

Konflik antara Israel dan Palestina telah menimbulkan reaksi global, termasuk tindakan boikot terhadap perusahaan-perusahaan yang diduga terlibat. PT Unilever Indonesia TBK menjadi salah satu perusahaan yang terkena sentimen ini, yang berdampak pada penurunan harga saham, pendapatan bersih, dan laba bersih. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi perilaku boikot terhadap PT Unilever Indonesia TBK selama konflik Israel-Palestina.

Protection Motivation Theory (PMT) digunakan untuk memahami cara individu mengevaluasi ancaman dan melakukan perlindungan. Penelitian ini menggunakan sampel 221 responden yang memenuhi kriteria tertentu dan dianalisis menggunakan metode Structural Equation Modelling (SEM) dengan perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan bahwa *consumer animosity* memengaruhi sikap merek konsumen, yang kemudian berdampak pada *brand-country image* dan keputusan untuk melakukan boikot. Selain itu, *perceived intrusiveness* memperkuat sikap negatif terhadap merek, sementara perilaku altruisme tidak memengaruhi *brand-country image* namun memperkuat niat konsumen untuk melakukan boikot.

Kata Kunci: konflik internasional, *protection motivation theory*, *consumer animosity*, sikap merek, *perceived intrusiveness*, *brand-country image*, niat boikot, dan perilaku altruisme.

ABSTRACT

The conflict between Israel and Palestine has triggered global reactions, including boycotts against companies suspected of involvement. PT Unilever Indonesia TBK is one of the companies affected by this sentiment, experiencing declines in stock prices, net income, and net profit. This study aims to analyze the factors influencing boycott behavior against PT Unilever Indonesia TBK during the Israel-Palestine conflict.

Protection Motivation Theory (PMT) is used to understand how individuals evaluate threats and protect themselves. This study used a sample of 221 respondents who met certain criteria and were analyzed using the Structural Equation Modeling (SEM) method with SmartPLS 4.0 software. The results showed that consumer animosity influenced consumer brand attitudes, which then affected brand-country image and the decision to boycott. In addition, perceived intrusiveness strengthened negative attitudes towards the brand, while altruism behavior did not affect brand-country image but strengthened consumer intentions to boycott.

Keyword: *international conflict, protection motivation theory, consumer animosity, brand attitude, perceived intrusiveness, brand-country image, boycott intentions, and altruistic behavior.*