

**WHAT DRIVES PEOPLE TO BOYCOTT? A STUDY ON ANTI-FRENCH
BRANDS CALL-TO-ACTION BY MUSLIMS IN INDONESIA**

THESIS



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**FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ISLAM INDONESIA
YOGYAKARTA**

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THESIS

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2021

DECLARATION OF AUTHENTICITY

“Here in I declare the originality of the thesis; I have not presented anyone else’s work to obtain my university degree, nor have I presented anyone else’s words, ideas, or expression without acknowledgement. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, 10th March 2020

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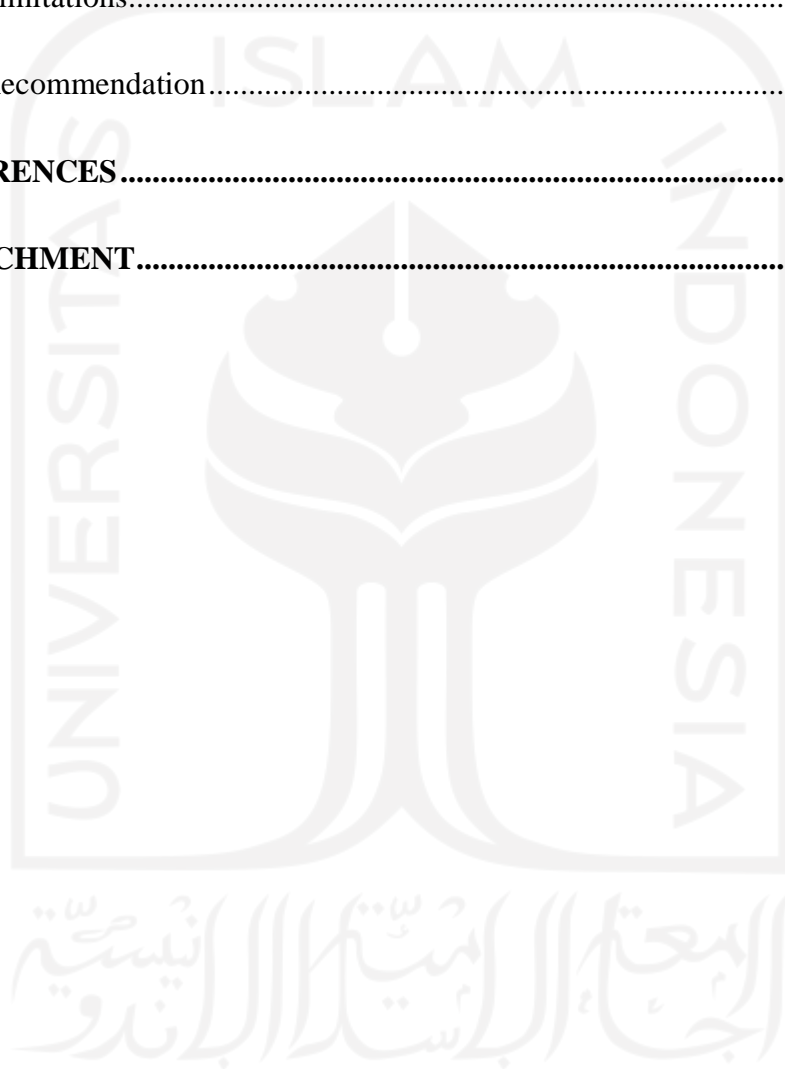
TABLE OF CONTENTS

THESIS COVER PAGE	i
THESIS TITLE PAGE	ii
DECLARATION OF AUTHENTICITY	iii
THESIS VALIDATION PAGE	iv
EXAM VALIDATION PAGE	v
TABLE OF CONTENTS	vi
LIST OF TABLES	x
LIST OF FIGURES	xii
ACKNOWLEDGEMENT	xiii
ABSTRACT	xvi
ABSTRAK	xvii
CHAPTER 1 INTRODUCTION	1
1.1 Background.....	1
1.2 Research Questions	8
1.3 Research Objectives	9
1.4 Research Benefits	10
CHAPTER II LITERATURE REVIEW AND HYPOTHESES	11
2.1 General Research Model	11

2.2 Variables.....	21
2.2.1 Subjective Norm	21
2.2.2 Animosity towards France	23
2.2.3 Negative Attitude towards French Brands.....	25
2.2.4 Perceived Efficacy	26
2.2.5 Boycott Intention	27
2.3 Hypotheses Development.....	29
2.3.1 Subjective Norm and Animosity.....	29
2.3.2 Subjective Norm and Negative Attitude towards French Brands.....	30
2.3.3 Subjective Norm and Perceived Efficacy	31
2.3.4 Animosity and Boycott Intention.....	32
2.3.5 Negative Attitude towards French Brands and Boycott Intention.....	33
2.3.6 Perceived Efficacy and Boycott Intention	35
2.4 Conceptual Research Model.....	36
CHAPTER III RESEARCH METHODOLOGY	37
3.1 Research Design	37
3.2 Population and Sample	39
3.3 Operational Definition and Variables Measurement	40
3.3.1 Subjective Norm	40
3.3.2 Animosity towards France	41

3.3.3 Negative Attitude towards French Brands.....	42
3.3.4 Perceived Efficacy	43
3.3.5 Boycott Intention	44
3.4 Data Analysis.....	45
3.4.1 Goodness-of-fit (Outer Model).....	46
3.4.2 Model Estimation (Inner Model).....	48
3.5 Pilot Test.....	50
CHAPTER IV DATA ANALYSIS AND DISCUSSION	56
4.1 Result.....	56
4.1.1 Respondent Profile.....	56
4.1.2 Descriptive Variables.....	60
4.1.3 Measurement Model Test (Outer Model)	67
4.1.4 Structural Model Test (Inner Model).....	74
4.2 Discussion.....	80
4.2.1 Subjective Norm and Animosity towards France Government.....	80
4.2.2 Subjective Norm and Negative Attitude towards French Brands ...	82
4.2.3 Subjective Norm and Perceived Efficacy	83
4.2.4 Animosity towards France Government and Boycott Intention	84
4.2.5 Negative Attitude towards French Brands and Boycott Intention.....	86
4.2.6 Perceived Efficacy and Boycott Intention	87

CHAPTER V CONCLUSION	89
5.1 Conclusion.....	89
5.2 Benefit and Managerial Implication.....	90
5.3 Limitations.....	91
5.4 Recommendation.....	92
REFERENCES.....	93
ATTACHMENT.....	106



LIST OF TABLES

Table 1. 1 Prior Studies Mapping on Boycott Intention	12
Table 3. 1 Items for Measuring Subjective Norm.....	41
Table 3. 2 Items for Measuring Animosity of Indonesian Muslims towards France	42
Table 3. 3 Items for Measuring Negative Attitude of Indonesia Muslims towards French Brands	43
Table 3. 4 Items for Measuring Perceived Efficacy of Indonesian Muslims towards Anti-French Brand Boycott Call-to-Action	44
Table 3. 5 Items for Measuring Indonesian Muslims Boycott Intention	45
Table 3. 6 Cross Loadings.....	50
Table 3. 7 Validity Convergence and Reliability.....	52
Table 3. 8 Discriminant Validity.....	53
Table 4. 1 Demographic of Respondents	57
Table 4. 2 Descriptive Variable Category.....	60
Table 4. 3 Descriptive Variable of Subjective Norm.....	61
Table 4. 4 Descriptive Variable of Animosity towards France Government.....	62
Table 4. 5 Descriptive Variable of Negative Attitude towards French Brands	64
Table 4. 6 Descriptive Variable of Perceived Efficacy.....	65
Table 4. 7 Descriptive Variable of Boycott Intention	66
Table 4. 8 Outer Loading	67
Table 4. 9 Modified Outer Loading	70
Table 4. 10 Average Variance Extracted	72

Table 4. 11 Square Root AVE.....	72
Table 4. 12 Cronbach's Alpha and Composite Reliability	74
Table 4. 13 Collinearity Test.....	75
Table 4. 14 Path Coefficient.....	77
Table 4. 15 R-Square.....	78
Table 4. 16 Q Square.....	79



LIST OF FIGURES

Figure 1. 1 Research Model	36
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All praise to Allah The Almighty who has given blessing, grace and guidance to the author to complete the thesis by the title "**What Drives People to Boycott? A study on Anti-French Brands Call-to-Action by Muslims in Indonesia**". This thesis is conducted as a requirement for obtaining bachelor degree in Management International Program, Faculty of Business and Economics, Universitas Islam Indonesia. This thesis aims to provide theoretical contribution and marketer strategy consideration related to boycott call-to-action.

This thesis contains the author's research on the influence of various variables, which include subjective norm, animosity, negative attitude, and perceived efficacy on the French brands boycott intention of Muslims in Indonesia. It uses quantitative method and collects the data by distributing online questionnaires. In total, there are 290 respondents successfully collected. The results of this study indicate that subjective norm among Muslims in Indonesia positively affects the animosity towards France government, negative attitude towards French brands, and perceived efficacy. Contradict with most of previous studies, animosity towards France government does not affect Indonesian's Muslims intention to boycott French brands. As for negative attitude towards French brands and perceived efficacy, both of them positively affect Indonesian's Muslims intention to boycott French brands.

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ABSTRACT

This research aims to understand factors affecting boycott intention, especially on the case of anti-French brands call-to-action performed by Muslims in Indonesia. Sample in this research is collected by using purposive sampling technique, with the criteria of Indonesian and Muslims. This research has successfully gained 290 samples that are further analyzed by PLS-SEM method. Variables studied in this research consist of subjective norm as the exogenous variable, animosity towards France government, negative attitude towards French brands, and perceived efficacy as both exogenous and endogenous variables, and intention to boycott French brands as the endogenous variable. Overall, the findings state that subjective norm positively affects animosity, negative attitude, and perceived efficacy. While, negative attitude and perceived efficacy also positively affect boycott intention. However, contradict with most of previous studies, animosity does not affect boycott intention. These findings are expected to provide theoretical contribution by enriching empirical studies related to boycott call-to-action and become consideration for company's marketing decision related to ethical behavior and strategies to save companies and countries reputation from boycott phenomenon. Limitations and recommendation for future studies are addressed as well.

Keyword: Subjective norm, animosity, negative attitude, perceived efficacy, boycott intention.

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi niat boikot, khususnya pada kasus seruan merek anti Perancis yang dilakukan oleh umat Islam di Indonesia. Sampel dalam penelitian ini dikumpulkan dengan menggunakan teknik *purposive sampling*, dengan kriteria orang Indonesia dan Muslim. Penelitian ini berhasil memperoleh 290 sampel yang dianalisis lebih lanjut dengan metode PLS-SEM. Variabel yang diteliti dalam penelitian ini terdiri dari norma subjektif sebagai variabel eksogen, kebencian terhadap pemerintah Perancis, sikap negatif terhadap merek Perancis, persepsi efikasi sebagai variabel eksogen dan endogen, serta niat memboikot merek Perancis sebagai variabel endogen. Secara keseluruhan, hasil penelitian ini menyatakan bahwa norma subjektif secara positif mempengaruhi kebencian, sikap negatif, dan efikasi yang dirasakan. Sedangkan sikap negatif dan persepsi efikasi juga berpengaruh positif terhadap niat boikot. Namun, bertentangan dengan mayoritas penelitian sebelumnya, kebencian tidak mempengaruhi niat boikot. Hasil penelitian ini diharapkan dapat memberikan kontribusi teoritis dengan memperkaya kajian empiris terkait ajakan memboikot dan menjadi pertimbangan bagi keputusan pemasaran perusahaan terkait perilaku dan strategi yang etis untuk menjaga reputasi perusahaan dan negara dari fenomena boikot. Keterbatasan dan rekomendasi untuk studi selanjutnya juga dibahas.

Keyword: Norma subjektif, kebencian, sikap negatif, persepsi efikasi, niat boikot.

CHAPTER 1

INTRODUCTION

1.1 Background

Religious issues can often affect socio-economic problems. The newest case that happened regarding this issue is Anti-French brands boycott call-to-action. Most Muslims countries, including Turkey, Saudi Arabia, Bangladesh, Iran, Malaysia, and Indonesia have condemned Macron's (the current president of France) statement that leads to *Islamophobia*. Some of the countries even did a protest on the road and call for boycotting French brands (Siddiqui, 2020). This phenomenon follows the line of previous studies (Anderson, 2012; Maamoun and Aggarwal, 2008) which stated that boycotts among Muslims consumers are closely related to religious background. One factor that often lead a boycott action from religious adherent is the misuse of religious matters such as symbol or icon (Anderson, 2012).

Boycotts are usually related to consumers' decisions of declining product purchase produced by particular countries or companies (Farah & Newman, 2010). Boycott action by non-government organization has become an inevitable experience by most of large company (John & Klein, 2003). For those companies that have been accused of guilt about awful or unethical strategies, boycotts can be a serious problem (John & Klein, 2003). A good manager needs to consider this issue seriously since it can demote company's share value and reputation (Pruitt & Friedman, 1986).

Muslim boycotts all over the world happened repeatedly. Boycott call-to-action is not the first phenomenon that is conducted by Muslim all over the world. In the past, several boycott call-to-action occurred. In 2005, Jyllands Posten, a Danish daily newspaper published 12 cartoons of Prophet Muhammad peace be upon him in the name of freedom of expression (Onishi, 2020). This incident triggered animosity of Muslims in Denmark which then spread to Danish product boycott movement in all over middle-east countries (Knight, 2009). One year later, Muslim's animosity was propelled once again by Charlie Hebdo, a French satirical magazine which republished the cartoon with the same motive, freedom of expression (Onishi, 2020). According to Jensen (2008), boycott action is a form of non-acceptance, protest, and urged the performer to apologize.

Aji (2017) mentioned that religion becomes more essential in today's era. It directs the overall behavior of its follower, including perception and attitude. They willingly do anything needed to preserve their religious value. Boycott is one of their effort. In this case, Muslim countries agreed to do Anti-French brands boycott call-to-action as a response of Macron's statement (Siddiqui, 2020). Each religion has some beliefs and taboos. In Islam religion, drawing Prophet Muhammad peace be upon him is taboo and must not be done by anyone. If it is seen from Muslim's perspective, Anti-French brands boycott movement seems fair to be conducted since Prophet Muhammad is the most honorable and noble person in the world of all time (Aji, 2017). Therefore, they are angry when someone violate this taboo and they consider it as an action of mocking (Clark & Sayare, 2012).

This study raises five variables to be investigated, namely: Subjective Norm, Negative Attitude, Animosity, Perceived Efficacy and Boycott Intention. Most of these variables are parts of the Theory of Planned Behavior (TPB) developed by Ajzen (1991). He identified that the intention to perform a behavior is the core component in TPB. Therefore, the stronger the intention, the stronger probability to truly perform behavior. In addition, boycott intention is not an impulsive behavior. It is planned and able to be predicted (Delistavrou et al., 2020). In this study setting, it is believed that Indonesian's Muslim boycott intention towards French brands can be predicted by subjective norm, their negative attitude, animosity, and perceived efficacy.

One of the strong factors that influence intention is subjective norm. It is grounded by consumer's normative belief. Those who feel pressured socially to involve in the boycott will form a positive intention to do so, while those who feel pressured socially not to involve in the boycott will not form to do so (Delistavrou et al., 2020). Moreover, human being is social creature. This makes the findings of Sanchez-Franco & Roldan (2015) reasonable. They identified that consumer's engagement in the process of social exchange is highly influenced by subjective norm. Lee & Green (1991) also revealed a study on cross cultural country between USA and Korea, where behavior intention to buy a new sneaker brand in collectivist country is more influenced by subjective norm. In the recent study, it is stated that subjective norm also provides a significant result towards the intention of posting on social media (Arpaci, 2020). While in terms of boycott, a study conducted by

Talib & Adnan (2016) also revealed that subjective norm positively influences Malaysian consumers to boycott substituted products related to Israel.

Beside subjective norm, the intention of performing behavior is strongly influenced by consumer attitude. Attitude is a consumer's overall evaluation of a product, which can take the form of whether they like it or not, or they love it or not (Aji & Dharmmesta, 2019). Azjen (1991) mentioned that attitude is a behavioral belief function. When consumers believe that performing a particular behavior will result to positive outcomes, they will show a favorable attitude to the behavior, meanwhile consumers who believe that performing the behavior will result to negative outcomes, they will show an unfavorable attitude to the behavior. In this study context, boycott intention of Indonesian's Muslim towards French brands might be based on their overall beliefs towards French brands, and outcomes they expect in their boycott movement participation. Unfortunately, prior study that investigate the relationship between attitude and boycott intention is very limited. Even so, there are many studies that have examined the relationship between attitude and behavior intention in other context (Hassan et al., 2020; Troise et al., 2020; Haldar & Goel., 2019)

People behavior, specifically in boycott might also be resulted by animosity towards certain country. Animosity is defined as consumer's fury. Consumer animosity may lead to the denial of purchasing products from those countries (Riefler & Diamantopoulos, 2007). Macron's statement that leads to *Islamophobia*, triggered animosity of Muslims around the world to perform boycott movement, including in Indonesia. Compared to other religions, Muslim consumers are

reported as more impulsive and easier to be influenced by their emotions when performing purchased decision (Bailey & Sood, 1993). Therefore, no wonder if Sari et al (2017) suggested that marketers is required to provide special treatment for Muslim consumers. Prior studies (Leong et al, 2008; Ettenson & Klein, 2005) found that consumer's degree of animosity towards certain countries affects their boycott participation. It drives by the remaining repugnance of ongoing or previous economic, military, or political events (Klein et al, 1998). Study towards customer's animosity also has ever been conducted on Indonesian Muslim's boycott movement towards Sari Roti. The study by Suhud (2018) found that animosity has significant impact on boycott participation.

The response toward boycott intention is also influenced by individual perceived efficacy (Hoffman, 2013). It was defined by Klein et al (2004) as the consumers conviction that certain action is effective and that their individual involvement will give impact to its success. Albayati et al (2012) also mentioned that some consumers will participate in a boycott if only they are convinced that they will achieve the objective through it. Interestingly, while The Council of Indonesian Ulema (MUI) was leading the Anti-French brands boycott movement, Hariyadi (2020) stated that boycott campaign against French brands does not seem to be impactful since the trade of French-Indonesia is much lower than Germany, Italy, and any other western countries. Thus, it raises a question what actually the driving force of Indonesian's Muslim boycott movement towards French brands.

Several previous studies have examined the relationship between those variables and intention to involve in a boycott. For instance, the study done by

Delistavrou et al (2020) which investigated subjective norm and attitude, examined the Greek consumer's intention to boycott unethical products. Delistavrou et al (2020) defined unethical product as awful strategy, egregious producer, and non-ecological brand. The findings indicated that subjective norm has a stronger effect on boycott intentions than the other variables, followed by attitude. Another study discussed subjective norm on Kuwait consumer's desire to boycott Danish product done by Maher & Mady (2010) also generated a significant result, where social pressure plays a more important role to influence consumer's desire to buy than any anticipated emotions. Both of the findings support Ajzen (1991) who stated that TPB theory is cogent intuitively and almost impossible to create failure. Nevertheless, this study aims at further examining subjective norm in the worldwide trending phenomenon of Anti-French brands boycott call-to-action.

Furthemore, a study from Hoffman (2013) also investigated the rationalizations motives in a boycott. Hoffman (2013) identified that perceived efficacy which mediates an exogenous variable has a significant effect to boycott participation. In addition, perceived efficacy which was defined as consumer's belief of their ability to make a difference has become the motivation behind the boycott movement (Sen et al., 2001). Another study of perceived efficacy on boycott movement towards company that against social responsibility conducted by Albrecht (2013) generated a significant result as well.

Besides, Sari et al (2017) also revealed that boycott action done by Muslim in Indonesia against foreign products is strongly affected by animosity. The interesting findings on Sari et al's (2017) study was that the background of

animosity was not based on religiosity, but animosity on people behavior. Moreover, their study showed that the effect of animosity on boycott is strongly significant on student participants only while the non-student participants tend to avoid foreign products because of *halal* uncertainty. On the other hand, a study from Albayati et al (2012) which investigated Muslim boycott phenomenon towards Danish product found that animosity has a direct relation to boycott participation. The findings from Suhud (2018) also provided the same result. It identified that Indonesian's Muslim societies boycott movement against Sari Roti product was claimed as the religious animosity.

Although there have been several previous studies examining the relation between TPB and boycott intention, however, there are some problems identified. For instance, the findings in Sari et al's (2017) study was contrast with previous studies (Anderson, 2012; Jensen, 2008). It turned out that based on non-student participants, animosity is not the reason of Muslims in Indonesia boycott foreign products. In addition, while MUI was issuing the Anti-French brands boycott movement, Hariyadi (2020) revealed that boycotting movement against French brands does not seem to be impactful since the trade of French-Indonesia is much lower than any other western countries. Therefore, it raises some questions, amidst the animosity nuance within Muslims community in Indonesia because of Macron's statement, does it affect boycott intention toward French brands? Does it effectively drive Indonesian's Muslims to stop consuming French brands? If it seems not to be impactful, what actually drives Indonesian Muslims to conduct boycott call-to-action towards French products? Besides, although the study towards subjective

norm, attitude, and perceive efficacy has often been significant, there are very limited studies have been conducted with the object of religious matters. Furthermore, the studies focusing on boycott phenomenon is often linked with ethnocentrism, and unethical behavior. There are limited studies examining boycott intention within the context of religious issue, especially in Indonesia.

Based on the research problems that have been identified before, the researcher considered that it is necessary to investigate what factors significantly drive the Muslims to participate in boycott call to action against French brands by re-examining the relationship between TPB and intention to boycott French brands. In general, the research model in this thesis is replicated from Delistavrou et al (2020) by adding animosity, and perceived efficacy and changing the context from Greek consumers boycotting unethical products to Indonesia Muslims boycotting French brands.

1.2 Research Questions

In general, this thesis research aims to mention factors driving people to boycott. Specifically, the research questions of this thesis are:

1. Does subjective norm positively affect Indonesian Muslims's animosity towards French brands?
2. Does subjective norm positively affect Indonesian Muslims's negative attitude towards French brands?

3. Does subjective norm positively affect Indonesian Muslims's perceived efficacy towards French brand's boycott call-to-action?
4. Does animosity towards French positively affect Indonesian Muslims's intention to boycott French brands?
5. Does negative attitude towards French product positively affect Indonesian Muslims's intention to boycott French brands?
6. Does perceived efficacy of boycott call-to-action positively affect Indonesian Muslims's intention to boycott French brands?

1.3 Research Objectives

In general, the purpose of this thesis research is to replicate Delistavrou et al (2020) model in the context of Muslim boycott movement against French brands in Indonesia. Specifically, the research objectives of this thesis are to:

1. Investigate the relationship between subjective norm and Indonesian Muslims's animosity towards French brands.
2. Investigate the relationship between subjective norm and Indonesian Muslims's negative attitude towards French brands.
3. Investigate the relationship between subjective norm and Indonesian Muslims's perceived efficacy towards French brands boycott call-to-action.
4. Investigate the relationship between animosity towards French and intention to boycott French brands.

5. Investigate the relationship between negative attitude towards French brands and intention to boycott French brands
6. Investigate the relationship between perceived efficacy of boycott call-to-action and intention to boycott French brands

1.4 Research Benefits

This thesis research provides theoretical contribution by enriching empirical studies related to subjective norm, animosity, negative attitude, perceived efficacy and intention relationship especially in the context of French brands boycott call-to-action phenomenon by Muslims in Indonesia. In addition, this thesis research can also be a consideration for decision makers related to performing ethical behavior or strategies in order to save companies or countries reputation, so that marketing performance can be more effective, efficient, and are not threatened by boycotting phenomenon.

CHAPTER II

LITERATURE REVIEW AND HYPOTHESES

2.1 General Research Model

In this study setting, there are five variables that are going to be examined, specifically subjective norm, animosity, negative attitude, perceived efficacy, and boycott intention. These variables are replicated from Delistavrou et al's (2020) study of Greek's boycott intention towards unethical products. Nevertheless, there are some modifications. Beside changing the object and location into Indonesian's Muslim boycott call-to-action, this study also modifies some variables, such as adding animosity, perceived efficacy, also removes perceived behavioral and materialism as the mediating factor.

Basically, this study uses the Theory of Planned Behavior (TPB) established by Ajzen (1991). He claimed that this theory can help researchers to examine the complex social behavior of human predict their intention to perform particular behavior with a high level of exactness (Ajzen, 1991). The theory proposed that theoretically, there are three elements affecting behavioral intention, namely attitude, subjective norm, and perceived behavioral control. Attitude comes from the behavioral beliefs, subjective norm derives from normative beliefs, while perceived behavioral control originates from control beliefs (Ajzen, 1991). TPB is an advanced version of Theory of Reasoned Action (TRA) with the addition of perceived behavioral control (PBC) (Ajzen, 2020). PBC was defined as an individual perception towards how ease or how difficult an action can be conducted.

It is found for the first time due to the findings that sometimes behavior can be out of control (Arafat, 2018).

As mentioned before, there are some modifications made in this study. With careful consideration of case relevancy and availability of antecedent studies, this study only takes the variable of attitude, subjective norm, and behavioral intention from TPB. The other variables including animosity and perceived efficacy are taken from many prior researchers as pertinent variables to be examined in the case of boycott (Sari et al., 2017; Albayati et al, 2012). Therefore, the model used in this study is based on the mapping from related previous studies. For more detail please see table 1.

Table 1. 1 Prior Studies Mapping on Boycott Intention

No.	Authors	Method and Sample	Variables	Result
1.	Delistravrou et al (2020)	<p>Method: Quantitative, specifically using survey and questionnaires.</p> <p>Sample: 410 households in Thessaloniki, Greece</p>	<p>Attitude, Subjective Norm, Perceived Behavioral Control, Behavioral Beliefs, Normative</p>	<ul style="list-style-type: none"> • Attitude towards boycott participation affects boycott intention • Subjective norms of boycott participation affects boycott intentions

No.	Authors	Method and Sample	Variables	Result
			Beliefs, Control Beliefs, and Boycott Intention, Materialism, and Post Materialist	<ul style="list-style-type: none"> • Perceived behavioral control of boycott participation affects boycott intention • Behavioral beliefs affect attitudes of boycott participation • Normative beliefs affect subjective norms of boycott participation • Control beliefs affect perceived behavioral control of boycott participation • Post materialist perform stronger boycott intention than materialist
2.	Talib & Adnan (2016)	Method: Quantitative, specifically	Animosity, Positive anticipated	<ul style="list-style-type: none"> • Animosity, subjective norms, and product judgments positively

No.	Authors	Method and Sample	Variables	Result
		using questionnaires Sample: 468 respondents of Malaysian	emotions, Negative anticipated emotions, Subjective norm, Product judgment, and Willingness to boycott	influence boycott willingness of surrogate Israel products <ul style="list-style-type: none"> • Positive and negative emotions insignificantly influence boycott willingness of surrogate Israel products
3.	Sari et al (2017)	Methods: Qualitative, specifically using in depth-interview and forum group discussion Sample: 36 respondents of	Animosity, Peer pressure, Halal uncertainty, Ethnocentris m, and Boycott participation	<ul style="list-style-type: none"> • Non-student participants concern more on USA, while student participants concern more on Malaysian • Non-student participants prioritize on halal issue of foreign products, while

No.	Authors	Method and Sample	Variables	Result
		Muslims in Indonesia		<p>students participant do not</p> <ul style="list-style-type: none"> • Student participants are more passionate about boycott participation towards Chinese products, while non-student participants do not • Peer pressure influences both student and non-student participants
4.	Albrecht et al (2013)	Method: Qualitative, specifically using in depth-interviews, and quantitative, specifically	Boycott involvement, Boycott commitment, Credibility of boycott call, Perceived other	<ul style="list-style-type: none"> • Individual involvement with the cause of boycott has positive effect on boycott intention • Individual commitment to boycotted brand has

No.	Authors	Method and Sample	Variables	Result
		<p>using online survey</p> <p>Sample: 12 respondents from Germany and USA for interviews, and 243 for online survey.</p>	<p>involvement, Perceived boycott success, Boycott intention, Buying refusal</p>	<p>negative effect on boycott intention</p> <ul style="list-style-type: none"> • Boycott call credibility has a positive effect on individual boycott intention • Boycott call credibility has no effect on perceived boycott success • Perceived involvement of others has a positive effect on the perceived boycott success • Perceived boycott success has a positive effect on boycott intention • Boycott intention has a positive effect on

No.	Authors	Method and Sample	Variables	Result
				boycotted brand buying refusal
5.	Altintas et al (2013)	<p>Methods: Qualitative, specifically using textual discourse analysis, and quantitative, specifically using questionnaires</p> <p>Sample: 450 respondents of Ankara, Turkey.</p>	Hate, Citizenship, Economic independence, and Boycott decision	Hate, citizenship, and economic independence significantly influence boycott decision towards foreign products
6.	Hoffman (2013)	<p>Methods: Quantitative, specifically using questionnaires</p>	Self enhancement, Perceived efficacy, Counterargu	<ul style="list-style-type: none"> • Self-enhancement mediates the effect of proximity towards boycott participation

No.	Authors	Method and Sample	Variables	Result
		<p>Sample: 544 respondents of worker in the relocated company in Germany</p>	<p>ments, Trust in management, Proximity, and Boycott participation</p>	<ul style="list-style-type: none"> • Perceived efficacy mediates the effect of proximity towards boycott participation • Counterarguments mediates the effect of proximity towards boycott participation • Trust in management mediates the effect of proximity towards boycott participation
7.	Albayati et al (2012)	<p>Methods: Quantitative, specifically using questionnaires</p> <p>Sample: 121 respondents of undergraduate and post-</p>	<p>Animosity, Efficacy, Product judgment, Boycott participation, and Prior purchase</p>	<ul style="list-style-type: none"> • Product judgment significantly affects boycott efficacy • Product judgment significantly affects boycott participation • Product judgment has significant effect on prior purchase

No.	Authors	Method and Sample	Variables	Result
		graduate students in North Malaysia		<ul style="list-style-type: none"> • Animosity has significant effect on boycott participation • Efficacy has significant effect on boycott participation • Prior purchase has significant effect on boycott participation
8.	Klein et al (2004)	<p>Methods: Quantitative, specifically using telephone survey and questionnaires</p> <p>Sample: 1216 respondents of European adult consumers</p>	Egregiousness, Beliefs making difference, Self-enhancement, Counterargument, Cost consumptions constraints, Boycott participation	<ul style="list-style-type: none"> • Egregiousness towards firm's action has a positive effect on boycott participation • Beliefs making difference have a positive effect on boycott participation • Beliefs making difference insignificantly moderate the effect of

No.	Authors	Method and Sample	Variables	Result
				<p>egregiousness and boycott participation</p> <ul style="list-style-type: none"> • Perceived self-enhancement has a positive effect on boycott participation • Perceived self-enhancement has a positive effect towards perceived egregiousness on boycott participation • Counterarguments have a negative effect on boycott participation • Counterarguments insignificantly moderate the effect of egregiousness on boycott participation

No.	Authors	Method and Sample	Variables	Result
				<ul style="list-style-type: none"> • Constrained consumptions have a negative effect on boycott participation • Constrained consumption negatively moderates the effect of egregiousness on boycott participation

2.2 Variables

Specifically, there are five variables investigated in this study, which are: (a) subjective norm; (b) animosity; (c) negative attitude; (d) self-efficacy; and (e) boycott intention. The theoretical definitions about those variables are discussed in the following sub-sections.

2.2.1 Subjective Norm

Subjective norm has been studied for a long time and is known as several terms. Bicchieri (2006) called it as social expectation which divided into empirical expectation and normative expectation. Empirical expectation assumes that many people will adapt with certain rule of behavior. Normative believe assumes that

many people expect someone else to adapt with certain rule of behavior. Rimal (2005) called it as perceived norm. It means subjective beliefs of a custom of pressure and norm to be followed.

The one who introduced the term of subjective norm is Ajzen. Ajzen (1991) stated that subjective norm refers to normative beliefs. Therefore, it can be defined as a social pressure from important people in lives which strongly affects an individual to do or not to do the behavior. Someone who feels socially pressured to conduct particular behavior will tend to commit that particular behavior. On the contrary, someone who is socially pressured to avoid certain behavior will tend to avoid the behavior, especially if their social is very important for them. It can be someone who is closely related to them, someone they adore, someone they respect, or their role models. In addition, Fishbein & Ajzen (2009) divided subjective norm into descriptive and injunctive. Descriptive norm is defined as individual perception of other behaviors while injunctive norm is individual perception of what other should be.

Based on Ajzen's (1991) about TPB, subjective norm was normally measured by items of personal behavior intention, such as intention to play video games, intention to perform traffic violation, intention to lie, etc. However, in more specific literature concerning boycott, the measurements are modified adjusting the context. For instance, Talib & Adnan (2016) measured subjective norm by following items.

1. If I buy products that are related to Israel, people around me would feel like I am supporting the oppression toward Palestinians
2. People who are close to me feel that I should not buy products that are related to Israel
3. People who are important to me will be displeased when I buy products that are related to Israel
4. People close to me do not support of purchasing products that are related to Israel
5. People around me do not encourage me to buy products that are related to Israel

2.2.2 Animosity towards France

Theoretically, consumers animosity was first studied by Klein et al (1998). In their study, consumer animosity is defined as the repugnance toward ongoing or previous economic, military, or political events. Klein (1999) also mentioned that animosity consists of individual attitude towards certain country. Some consumers are likely to feel free to purchase particular foreign products and refuse to purchase other foreign products that they feel animosity with. It is also mentioned explicitly in his study that animosity is the impact of consumer's hostility towards specific action of specific country.

Jung et al (2002) implied that animosity is a malignity built by perceived emotions and beliefs towards groups outside national boundaries. Averill (1982) also mentioned that animosity relates to a strong emotions of hatred due to societal beliefs of previous or recent hostility. It can be summed up as another level of

consumer displeasure. Sari et al (2017) found that animosity or a strong displeasure can be derived from several background. Religious background is mentioned to be the most often cases (Anderson, 2012). Beside religion, animosity is also caused by ethnocentrism or pride of local products, and neighboring country who tend to fight with each other (Sari et al., 2017). Ettenson & Klein (2005) divided animosity into two, stable and situational. Stable animosity derives from continues event and develops into everlasting repugnance, while situational animosity originates from certain incident.

Another study supported animosity can lead to refusal of buying relevant products (Riefler & Diamantopoulos, 2007). A more recent study also stated that animosity can be a serious threat for specific companies or countries that it can cause several problems, including negative product judgement, refusal buying, and boycott participation (Suhud, 2018). Ettenson & Klein (2005) in their previous study measured consumer animosity by following items.

1. I feel angry towards Israel
2. I will never forgive Israel for oppressing Palestinians
3. Israel does not care about what other nations think of their actions
4. Israel should pay for what they have done to Palestine
5. Malaysia should never have any diplomatic relationship with Israel
6. Israel will always cause problems and take advantages towards others

2.2.3 Negative Attitude towards French Brands

Attitude referred to consumer's overall evaluation towards particular behavior, whether it is a pleasant or unpleasant behavior (Ajzen, 1991). Ajzen & Fishbein (1970) explained attitude using the approach of cognitive. Generally, people like associating certain object with other object, specific characteristic, events, including its outcome. When they associate certain object with beneficial outcomes, they will have a positive attitude toward the object. In contrast, when they associate the object with a detrimental outcome, they will have a negative attitude toward the object. Therefore, attitude is often related to behavioral beliefs (Ajzen, 1991).

In the study focused on attitude, Krebs & Schmidt (1993) mentioned attitude as an individual character to react with the extent of favorableness and unfavorableness. The basic model of attitude that becomes the reference of many researchers is first introduced by Rosenberg & Hoveland (1960). They revealed that attitude has three steps. First is cognitive, it is the information or perception gathering. The second is affective, where the information has been combined with feeling. The last one is conative. It is where the attitude has been transformed into action. This is in line with the definition from Venes (2001), who described attitude as behavior that is formed by unconscious or conscious mental perception expanded through a set of experience.

Attitude has been studied many times and its definition varies. However, the study that has almost similar context with this study has conducted by Delistavrou

et al (2020). Thus, the items used by Delistavrou et al (2020) to measure the variable are as follow:

1. “Unethical” products are bad
2. “Unethical” products are unfair
3. “Unethical” products are ineffective
4. “Unethical” products are unreasonable
5. “Unethical” products are negative
6. “Unethical” products are unpleasant
7. “Unethical” products are foolish
8. “Unethical” products are harmful

2.2.4 Perceived Efficacy

Bandura (1997) described efficacy conviction as a result from the comparison of successful and failed cumulative experience when performing certain assignment. It is strengthened by success and is weakened by failures. In detail, he mentioned that there are three sources of efficacy, namely performance achievement, observation of own capability and compare it with others, and evaluative feedback from others. John & Klein (2003) stated that perceived efficacy is equal to the extent of confidence in an individual about the impact they are able to bring. Lange (1990) defined perceived efficacy as the degree of individual belief that each party, including themselves can give a significant contribution to the accomplishment of common goals.

In the boycott context, Sen et al (2001) defined perceived efficacy as consumer's conviction that each party can have an impact towards boycott participation. Due to the consumers' assumption that every individual matters, those who are highly into a certain boycott, tend to invite as many people as possible to join the campaign. He also stated that perceived efficacy is the degree of individual conviction of certain movement or campaign to be effectively achieved. This definition is in line with John & Klein (2003) who stated that too high expectation often becomes the reason of boycott participation. Suhud (2018) measured consumer perceived efficacy by following items, such as:

1. By boycotting Sari Roti I can change Sari Roti business
2. I am angry and I want Sari Roti manufactures to know
3. Boycotts can effectively bring about change
4. With boycott, it will make business continuity of Sari Roti in danger

Branusberger (2011) and Klein (2004) added items such as:

1. I believe that I have the power to end seal hunt
2. Everyone should take part in the boycott because every contribution, no matter how small, is important.

2.2.5 Boycott Intention

Morwitz & Munz (2020) mentioned that intention is the most used variable in academic research, especially in the field of marketing and psychology. They described intention as the level of people decision to perform a certain action. It is constructed by conviction about feasibility of goals accomplishment. Albarracin et

al (2018) also added that intention is closely related to goals, which is defined as the expected end of result that people struggle to obtain.

Intention is also the core of TPB. Ajzen (1991) revealed that intention was assumed as a mean to capture factors encouragement that influence someone to perform particular behavior. It describes how strong is the individual's willingness to perform the behavior. He also highlighted that intention is the core element in TPB. It is where the three variables namely attitude, subjective norm, and perceived behavioral control are assembled before being implemented to the real action. In addition, intention is also the key feature of planned behavior or non-impulsive behavior. This is in line with Delistavrou et al (2020) who stated boycott is a planned behavior that can be predicted by the other variables that preceded it.

Ajzen (1991) also indicated that intention can predict the extent of individual's effort to conduct a particular behavior. In summed up, the stronger the intention of conducting particular behavior, the stronger probability for the planned behavior to actually happen. Triandis (1980) indicated that intention of behavior is a direction for each individual provides to themselves in order to perform in particular ways. Sheeran (2002) added that it is people decision to conduct certain actions and often associated with the word intent, plan, and will. The items used by Delistavrou et al (2020) to measure boycott intention are as follow:

1. I think about participating in a boycott against “unethical”products
2. I intend to participate in boycotting against “unethical”products
3. I will try to participate in boycotting against “unethical”products

4. I definitely will participate in boycotting against “unethical” products

2.3 Hypotheses Development

2.3.1 Subjective Norm and Animosity

Importance people in lives have power to drive people attitude and behavior. It might influence people to love or hate something. Haidt (2003) stated that hatred, anger, and revenge are the reaction of other people actions that is considered bad such as immoral, and evil. It is triggered by their social environment.

The study of animosity has been conducted since a long time ago. Turner (1982) mentioned that animosity or sometimes called as hatred is often adapted as a social identity when they are supported by other individuals in the same group. Angie et al (2011) also revealed that individuals who hold similar ‘like minded’ may contribute to the hatred spread. It has been mentioned in the previous chapter as well that people who share similarity, in this case is religion, tend to be easier spreading hatred (Anderson, 2012).

Knight et al (2009) elaborated that when Muslim in Denmark were angry towards Prophet Muhammad cartoon of Jyllands Posten, leads to the anger of all Muslims in the Middle East countries. Al Hyari et al (2012) emphasized that Muslims have a preference to behave similarly with their Muslim fellows. Jasini & Fisher (2018) also stated that animosity will spread more rapidly inside an intergroup where they hold the same principles.

All the previous researches agreed that subjective norm did influence animosity, especially in the society where they share the same values. In this study context, animosity of some Muslims towards France government affects the other Muslims to hate France government as well. Therefore, when the subjective norm of French boycott call-to-action is high, Muslims animosity toward France is high as well. Thus, this study hypothesizes that:

H1. Subjective norm positively affects consumer animosity toward France

2.3.2 Subjective Norm and Negative Attitude towards French Brands

Subjective norm has been researched many times to predict certain behavior and has been well known by many other name such as social expectation (Bicchieri, 2006), perceived norm (Rimal, 2005), social pressure (Aji, 2017). Rime (2009) revealed that society influences individual attitude. The closer the relationship of society, the more similar attitude they shared. This is in line with the basic theory of subjective norm in TPB. Ajzen (1991) mentioned that the relationship between subjective norm and attitude has certain correlation.

The famous Hofstede's theory of cultural dimension (1980) declared that country with the high level of collectivism tend to prioritize group interest and prosperity rather than their own. This means that most of the decision made by people with collectivism is highly influenced by other's perception, including preferences and attitude towards an object. This is in line with Burchell et al (2013) who mentioned that people are likely to adjust their perception or opinion based on social norm, especially in the collectivist countries. In collectivist countries, sharing

the same attitude is forced by social pressure. Zhang et al (1996) found that collectivist countries tend to have distal punishments than individualist countries. Therefore, the social pressure to act based on certain applied norm highly influences their attitude. In this study, the pressure from important people in lives toward French brands boycott is believed to influence other Muslims attitude. In an essence that, when the subjective norm to boycott French brands is strong, then it will positively impact the negative attitude toward French brands. Thus, this study hypothesizes that:

H2. Subjective norm positively affects negative attitude towards French Brands

2.3.3 Subjective Norm and Perceived Efficacy

Subjective norm is a common attribute of everyday life. Society can shape and change individual feelings, thought, and perception, including perceived efficacy (Smith, 2010). When defined, perceived efficacy is the degree of individual confidence about the impact they can bring as an output of certain action (John & Klein 2003). The original theory of subjective norm and perceived efficacy established by Ajzen (1991) stated that these variables have inter-correlated relationship. Several previous studies examining the relationship between subjective norm and perceived efficacy has been conducted. In the study focusing on online learning, Peechapol et al (2018) found that social influence shaped self-efficacy, especially the influence of feedback given by online learning instructors. In the context of health workforce, Chiu & Tsai (2014) identified that social issue within facilitating factor is a powerful way to encourage web-based self-efficacy of nurses.

Moreover, in collectivist countries which most of them are Islamic countries, their social environment plays an important role in affecting individual perception and behavior (Ali et al., 1997). This statement is supported by the Chu and Chu (2010)'s statement. They revealed that individual online self-efficacy can be predicted accurately by the role of collectivism. The more influential their collectivist environment, the higher possibility to perform the similar perceived efficacy. In this study context, the pressure from important people in lives toward French brands boycott will likely to affect boycott perceived efficacy. Hence, the stronger the subjective norm to involve in anti-French brand boycott, the more likely Muslims think that the boycott will be successful. Thus, this study hypothesizes that:

H3. Subjective norm positively affects perceived efficacy of boycott call-to-action.

2.3.4 Animosity and Boycott Intention

It has been mentioned, animosity is defined as a malignity built by perceived emotions and beliefs towards groups outside national boundaries (Jung et al., 2002) Beside other factors that lead to boycott movement, animosity becomes the most frequently studied variable. Therefore, animosity is considered as a strong factors affecting boycott intention.

Albayati et al (2012) indicated that animosity has a direct relationship towards boycott participation of Danish product rather than any other variables they examined (product judgement, and prior purchase). Shoham et al (2006) found that animosity towards Jewish Israelis was related to product boycott movement of Arab

Israelis. While Talib & Adnan (2006) also mentioned that animosity of Malaysian towards Israel highly motivates their boycott movement. Anderson (2012) noted that animosity of religious background becomes the most often motivation of certain religious fellowship to boycott the opponent. It is relevant with the current case, that religious animosity of *Islamophobia* “likelihood” statement by Macron is believed as the main factors affecting the boycott intention. Accordingly, the stronger Muslims animosity towards France government, the stronger their intention to boycott French brands. Thus, this study hypothesizes that:

H4. Consumer animosity towards France government positively affects intention to boycott French brands.

2.3.5 Negative Attitude towards French Brands and Boycott Intention

Attitude is one of the most important variable to predict intention. Ajzen (1991) described attitude as the level of preferences towards specific behavior. It can be favorable or unfavorable. By understanding individual attitude, further behavior can be predicted. Ajzen (1991) also mentioned that attitude of consumers towards certain object, influences their intention and finally their actual behavior. It is also mentioned by Ajzen (1988) in his earlier research that attitude referred to the concept of behavioral characters, and take a significant part to predict consumer’s behavior. It is formed by behavioral beliefs (Delistavrou et al., 2020).

Hassan et al (2020) revealed that attitude had a big impact on people intention to use drinking straw made from biodegerable materials. Haldar & Goel (2019) found that attitude significantly influences commuters’ intention to use car

sharing application. Another study is conducted by Troise et al (2020) concluded that attitude plays an essential factor to influence consumers intention to use delivery food application.

Beside boycott intention, there were also some studies examining the relationship between attitude and intention to conduct uncommon activities. For instance in the context of piracy, Jannah and Kholid (2020) found that attitude significantly affects student's intention to perform e-book piracy in Yogyakarta. Aleassa et al (2011) also revealed that attitude significantly influence the intention of Jordan students to perform software piracy with ethical ideology as its mediating variable. Another piracy research came from Alleyne et al (2015). They stated that favorable attitude towards unethical products significantly affects student's intention to conduct music piracy in Caribbean.

While in the boycott research, Delistavrou et al (2020) found that attitude of Greek consumers towards unethical products positively influences their overall boycott intention. In this study context, the attitude of Muslims in Indonesia affect their intention to conduct Anti-French brands boycott call-to-action. Therefore, the greater Muslims negative attitude towards French brands, the greater their intention to participate in anti-French brands boycott. Thus, this study hypothesizes that:

H5. Negative attitude towards French brands positively affects intention to boycott French brands.

2.3.6 Perceived Efficacy and Boycott Intention

According to Ettenson & Klein (2005), there are several motives of boycott participations, including the perceived efficacy. The more the participants of a boycott convince that the boycott will be success, the higher their intention to involve in the boycott. In addition, Klein et al (2004) examined that the boycott motivation can be increased by two factors. One of them is perceived efficacy, which is defined as the ability to create effects or make differences.

A study from Hoffman (2013) concluded that perceived efficacy or the beliefs that a particular action that are ended with successful results plays an important role to influence boycott participation, after striving for self enhancement. It occupied a higher position than counter argument and trust in management. While Albayati et al (2012) revealed that animosity and efficacy have a direct link to boycott participation. Therefore, in line with previous studies, this study hypothesizes that perceived efficacy has a strong connection with Muslims' intention to participate in a boycott movement towards French brands. Accordingly, the stronger the perceived efficacy of anti-French brands boycott call-to-action, the stronger Muslims intention to perform the boycott. Thus, this study hypothesizes that:

H6. Perceived efficacy of boycott call-to-action positively affects intention to boycott French brands.

2.4 Conceptual Research Model

Based on those hypotheses above, this study establishes a conceptual research model that consist of five variables, namely subjective norm, animosity towards French, negative attitude towards French brands, perceived efficacy and, boycott intention. In more detail, the conceptual research model is illustrated in the figure 1.1.

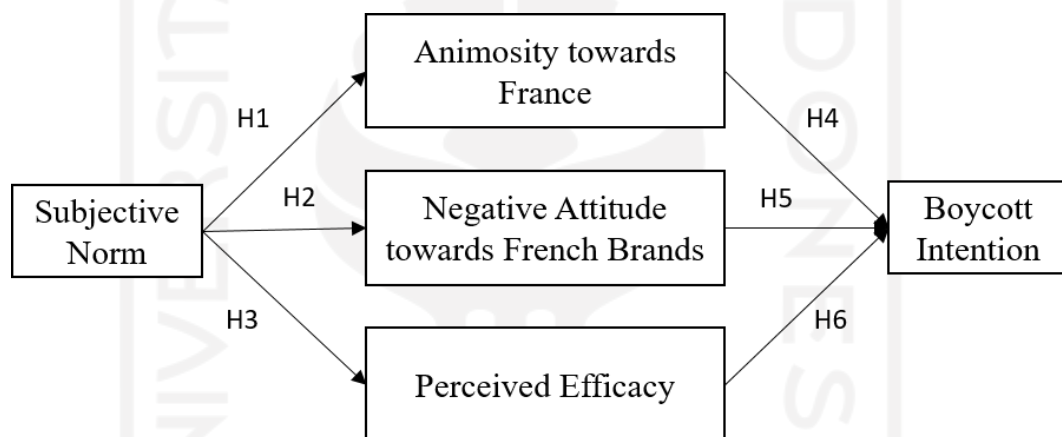


Figure 1. 1 Research Model

Modified from Delistavrou et al (2020)

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This study uses quantitative approach. According to Shone (2015), quantitative approach is defined as a research method which aims to provide numerical information. This is similar with the definition from Malhotra et al (2017) who mentioned that quantitative approach is used to measure data and commonly involving statistical analysis. They also added that quantitative analysis is good and compatible to answer “what” or “do” research questions and causality hypotheses.

In quantitative method, the data is collected by spreading the survey questionnaire. Due to pandemic situation, the survey is made online. Google form is used to create the online questionnaire. The questionnaire form is distributed on several social media platforms, including *LINE*, *WhatsApp*, and *Facebook*. Specifically, by personal chat to each respondent, posting the link in the status and story. The respondents need to answer the questionnaires using Likert scale with the following score criterions:

- a. Score 1 = Strongly Disagree
- b. Score 2 = Disagree
- c. Score 3 = Neutral
- d. Score 4 = Agree
- e. Score 5 = Strongly Agree

In general, there are two part of questionnaires, namely:

a. Part One

It contains descriptive questions such as gender, age, status, education level, job, Islamic organizational or school of thoughts affiliation, and area of origin.

b. Part Two

It contains variable questions, namely subjective norm animosity, negative attitude, perceived efficacy, and boycott intention.

The object investigated in this study is French brands which is widely distributed in Indonesia. Previous studies (Jensen, 2018; Altintas et al., 2013; Delistavrou et al., 2020) concerning boycott mostly focussed on product rather than brand. However, this study focuses more on brand. This study defines France product as anything that is produced in France. Therefore, it can be called as French products. While brand is more universal. A brand is actually a group of both intangible and tangible sign, symbol, and mark created to establish image, identity, and awareness of a particular product or service (Sammut-Bonnici, 2015). Thus, French brands are products which are produced in Indonesia or orther countries, and have an association with French. There are quite large number of French brands in Indonesia. Most of them are commonly daily used and consumed such as Danone, Garnier, Loreal, etc. Other French brands that spread in Indonesia come from various segments such as supermarket, hotel, and cooking equipment.

There are several variables studied in this research. It consists of both endogenous variables and exogenous variables. Specifically, subjective norm as the endogenous variable. Animosity towards France, negative attitude towards French brands, and perceived efficacy as both endogenous and exogenous variables. Last is boycott intention as the exogenous variable.

3.2 Population and Sample

According to Shone (2015), population was potential people of interest that is usually called as respondents. Malhotra et al (2017) defined population as a combination of elements that has a certain common characteristic for the importance of research. The population on this study is Muslims in Indonesia. While sample is defined as a subpart of population. In another word, sample is a certain number of element in population (Sekaran & Bougie, 2016).

The sampling method used in this study is non-probability sampling, specifically purposive technique sampling. Sekaran & Bougie (2016) defined sampling as a process of choosing a specific quantity of people to represent the whole population. Malhotra et al (2017) stated that non-probability sampling is sampling techniques that instead of using coincidental procedures, it is based on the researcher's judgement. Purposive sampling technique is selected with particular determined criterions. This study sets two respondent criterions which are Indonesian and Muslim.

According to Roscoe (1975), the minimum size of sample for research is equal to five times of the total items used in the study. While the maximum size of

a sample is equal to ten times of total items used in the study. The calculation in detail is as follows:

$$\text{Minimum sample size} = 5 \times \text{total items}$$

$$= 5 \times 29 = 145$$

$$\text{Maximum sample size} = 10 \times \text{total items}$$

$$= 10 \times 29 = 290$$

3.3 Operational Definition and Variables Measurement

3.3.1 Subjective Norm

As what have been mentioned in the previous chapter, subjective norm is a part of Theory of Planned Behavior or TPB developed by Ajzen from Theory of Reasoned Action in 1980. It refers to normative beliefs (Ajzen, 1991) and often called by many names such as perceived norm (Rimal, 2005), social expectation (Bicchieri, 2006), or social pressure (Aji, 2017). Those who live in a social or environment that force them to practice a particular behavior will tend to do so and vice versa. Operationally, subjective norm is defined as Muslim perception about what their Muslim fellows might think. This study measures subjective norm by the items adapted from Talib & Adnan (2016) as shown in Table 3.1.

Table 3. 1 Items for Measuring Subjective Norm

Code	Items
SN1	If I buy brands that related to France, people around me would feel like I am supporting the insulting of Prophet Muhammad peace be upon him
SN2	People who are close to me feel that I should not buy brands that are related to France
SN3	People who are important to me will be displeased when I buy brands that are related to France
SN4	People close to me do not support of purchasing brands that are related to France.
SN5	People around me do not encourage me to buy brands that are related to France.

3.3.2 Animosity towards France

Animosity can be called as hatred. Theoretically, Jung et al (2002) revealed that animosity is a malignity built by perceived emotions and beliefs towards groups outside national boundaries. Klein et al (1998) stated that consumer animosity is defined as the repugnance toward ongoing or previous economic, military, or political events. Operationally, animosity refers to Muslim repugnance toward political event related to Macron's statement as France president about Prophet Muhammad's peace be upon him insult. Animosity of Muslims in Indonesia towards France is measured by items of Ettenson & Klein (2005) as shown in Table 3.2.

**Table 3. 2 Items for Measuring Animosity of Indonesian Muslims towards
France**

No	Items
AN1	I feel angry towards France government because of the insulting they did to Prophet Muhammad peace be upon him
AN2	I will never forgive France for insulting Prophet Muhammad peace be upon him
AN3	France does not care about what Muslims think of their action insulting Prophet Muhammad peace be upon him
AN4	France should pay for insulting Prophet Muhammad peace be upon him
AN5	Indonesia should never have any diplomatic relationship with France
AN6	France will always cause problems towards others

3.3.3 Negative Attitude towards French Brands

Attitude is another variable of TPB that direct people's specific intention towards specific behavior. Krebs & Schmidt (1993) defined attitude as an individual personality to react with the extent of favorableness and unfavorableness. Rezaei et al (2016) also mentioned that attitude is the extent of individual evaluation towards certain behavior. It can be favorable or unfavorable and give the subject tendency to perform or not performing that behavior. In this study setting, negative attitude is operationally defined as unfavorable evaluation of Muslims in Indonesia

towards French brands. The items used in this study are from Delistavrou et al (2020). It is shown in the table 3.3.

Table 3. 3 Items for Measuring Negative Attitude of Indonesia Muslims towards French Brands

Code	Items
NAT1	French brands are bad
NAT2	French brands are unfair
NAT3	French brands are ineffective to be used
NAT4	French brands are unreasonable
NAT5	French brands are negative
NAT6	French brands are unpleasant
NAT7	French brands are foolish
NAT8	French brands are harmful

3.3.4 Perceived Efficacy

Klein et al (2004) described perceived efficacy as the degree of individual conviction that their action will be successful and each of involvement matters, whether it is small or big. In this study, perceived efficacy is operationally defined as the degree of Indonesian Muslim's confidence about the difference they are able to make when participate in an Anti-French brand boycott call-to-action. The items examine in this study are from Suhud (2018), Braunsberger (2011), and Klein (2004). It is shown in the table 3.4.

Table 3. 4 Items for Measuring Perceived Efficacy of Indonesian Muslims towards Anti-French Brand Boycott Call-to-Action

Code	Items
PE1	By boycotting France I can change France business
PE2	I am angry and I want France to know
PE3	Boycotts can effectively bring about change
PE4	With boycott, it will make business continuity of French brands in danger
PE5	Believe that they have the power to end France suppression towards Muslim.
PE6	Everyone should take part in the boycott because every contribution, no matter how small, is important.

3.3.5 Boycott Intention

Boycott intention is also included in TPB. It is the one that is influenced by subjective norm and attitude. According to Ajzen (1991), boycott intention was motivational factors that affect people to conduct particular behavior. In fact, boycott intention is the main element in TPB. Morwitz & Munz (2020) described intention as the level of people decision to perform a certain action. It is constructed by conviction about feasibility of goals accomplishment. Operationally, intention in this study refers to Indonesian Muslim motivation or desire to participate in an

anti-French brand boycott movement. Thus, the items examined in this study are from Delistavrou et al (2020) as shown in the table 3.5.

Table 3. 5 Items for Measuring Indonesian Muslims Boycott Intention

Code	Items
INT1	I think about participating in a boycott against French brands
INT2	I intend to participate in boycotting against French brands
INT3	I will try to participate in boycotting against French brands
INT4	I definitely will participate in boycotting against French brands

3.4 Data Analysis

In general, the data is analysed by using PLS-SEM method with SmartPLS software. It consists of two types, namely model testing and model estimation. Model testing is also divided into two, inner model testing and outer model testing. The goodness-of-fit for the two test models has their own indicators. The outer model testing uses Average Variance Extracted (AVE), Square Roots AVE, Cross Loadings, Cronbach Alpha (CA) and Composite Reliability (CR) as the indicators. As for the inner model, the suitability of the model is measured by PLS Bootstrapping method. It uses t-values, p-values, and R-square (R^2) as the indicators. More explanation for each test can be seen in the following sub-chapters.

3.4.1 Goodness-of-fit (Outer Model)

Malhotra et al (2017) stated that in general, SEM is a set of procedural estimation that aims to examine the interaction of constructs or variables by focusing on several measured variables in an integrated model. There are two sub models of PLS-SEM that has different sequential function (Barclay et al., 1995), namely measurement model or also called as inner model and structural model or also called as outer model. Measurement model aims to analyze the relationship between latent variable and manifest variable. Latent variables are variables that cannot be measured directly or error-free, while manifest variables are indicators or items needed by the latent variable (Malhotra et al., 2017). There are five latent variables in total measured within this study. It consists of both exogenous variables and endogenous variables. Specifically, subjective norm becomes the exogenous variable. Animosity towards France, negative attitude towards French brands, and perceived efficacy become both exogenous and endogenous variables. Last is boycott intention becomes the endogenous variable. As for the manifest variables in this study are consist of statements from each latent variables in the questionnaires.

3.4.1.1 Validity Test

Validity test is a test aims to measure the accuracy of the measurements or items. There are two types of validity test which is normally used in PLS, convergence validity and discriminant validity (Hair et al, 2017). Convergent validity is a test aims to examine the extent of positive correlation between items under the same variables (Malhotra et al., 2017). In PLS-SEM, convergent validity

is assessed by considering Average Variance Extracted (AVE), and outer loadings of the indicators (Hair et al., 2017). The purpose of AVE is to examine the variance described by the measurements or items in comparison with the variance due to error of measurement (Chin, 1998). A good AVE score for particular variable is at least 0.50 (Fornell & Larcker, 1981). Cross Loadings assess the relationship between certain measurements or items and the variables or construct they need to reflect (Chin, 1998). Ideally there is a general rule-of-thumb taken as a benchmark that loadings must be larger than 0.60 or 0.70 (Garson, 2016). While according to Hair et al (2017), items' loading must be larger than 0.50. They also mentioned that a high score of outer loadings on a variable means that there are many similarities among the associated items.

As for discriminant validity, the test aims to indicate that each construct truly differs from the other constructs within the model (Hair et al, 2017). It ensures that one construct describes one unique phenomenon or in other words it prevents the redundancy. One of the approach to measures discriminant validity is Fornell-Lacker's approach. It is the comparison between square root of AVE score and the correlation of latent variables. Specifically, the square root of AVE score must be greater than the other variables below them.

3.4.1.2 Reliability Test

Trevethan (2009) mentioned that reliability can be described in various ways, but all of them concerned with consistency. It consists of the consistency among observers, consistency of different time, and consistency among measurements or items. There are two types of reliability tests used in this study.

First is composite reliability. Achjari (2004) stated that composite reliability or sometimes called as internal consistency is commonly known in SEM as the assessment of reliability or consistency in particular variables. The score of composite reliability is considered good if it reaches at least 0.70 (Barclay & Higgins, 1995). Another type of reliability test used in this study is Cronbach's alpha. According to Trevethan (2009), Cronbach's alpha is described as a single figure that shows the extent of similarity among items or measurements. He also mentioned that the score range of Cronbach's alpha varies from 0.65 to 0.90

3.4.2 Model Estimation (Inner Model)

In the structural model or inner model, model fit is measured by R-square (R^2) for explaining the variance, Q-square (Q^2) is for examining predictive relevance, and collinearity for measuring clarity or preventing ambiguity among indicators. Structural model or inner model is described as the relationship among constructs or variables (Hair et al., 2017). R^2 or sometimes called as coefficient of determination is a most common measurement use to evaluate the model. Hair et al (2017) mentioned that this coefficient is considered as the squared correlation of predicted values and particular actual endogenous variables. It represents the combined effects of the exogenous latent variables on the endogenous latent variables. As for Q^2 , it becomes the indicator of structural model which is out of sample or the accurate predictor of data which is not used in the model estimation (Hair et al., 2017).

The score or value of R^2 varies from 0-1. The higher value means the higher level of accuracy. There is a quite popular benchmark for R^2 value in the field of

marketing in which 0.75 value is considered as a substantial value, 0.50 value is considered as moderate, and 0.25 is considered as weak value (Hair et al. 2011). As for Q^2 , Hair et al (2017) also indicated that particular reflective endogenous latent variable which has Q^2 values bigger than zero shows the relevance of path model prediction for a specific endogenous variable. Meanwhile collinearity among indicators need to be examined in order to ensure that each indicator is unique and clear, or to prevent ambiguity and redundancy. Hair et al (2017) stated that collinearity is measured using the Variance Inflation Factor (VIF) score. If it indicates a high collinearity score (> 5.00), it is called as multi-collinearity and lead to problematic interpretation.

The model estimation in SmartPLS is conducted using the PLS Bootstrapping method. Bootstrapping method is used to assess the standard error between regression paths and other model measurement. It consists of picking random samples and replacing dropped values randomly so that it can estimate the whole distribution and the point variance. The significance of path coefficients is measured using several outcome indicators such as Mean, t-statistics and p-values. Garson (2016) stated that the criterion for significant t-value is greater than 1.96. As for p-values, it indicates the value for tolerable errors. Commonly, there are two benchmarks for tolerable errors, less than 0.05 for loose tolerance, and 0.01 for tight tolerance. For instance, if the p-value is greater than 0.05, then the error is greater than 95% which is not tolerable, Therefore, it means that the relationship is not significant (Garson, 2016).

3.5 Pilot Test

Malhotra et al (2017) defined pilot test or pretest as a testing process of small sample quantity in order to recognize potential problems in questionnaires and eliminate it earlier. In this study, pilot test is used to measure the validity or accuracy and reliability or consistency of items in the questionnaires. The software used to conduct the pilot test is SmartPLS 3.2.9. There are 80 respondents involved in the pilot test with specific criterion that has been explained in the previous sub-chapters. The result of the cross loadings using SmartPLS is shown in table 3.6 and the result of the modified cross loadings is shown in table 3.7. As for convergent validity and reliability test is shown in table 3.8. Furthermore, for discriminant validity test is shown in the table 3.9.

Table 3.6 Cross Loadings	Animosity	Negative Attitude	Boycott Intention	Perceived Efficacy	Subjective Norm
AN1	0.752				
AN2	0.752				
AN3	0.222				
AN4	0.832				
AN5	0.805				
AN6	0.778				
NAT1		0.872			

Table 3. 6 Cross Loading s	Animosit y	Negative Attitude	Boycott Intention	Perceived Efficacy	Subjective Norm
NAT2		0.851			
NAT3		0.913			
NAT4		0.844			
NAT5		0.930			
NAT6		0.911			
NAT7		0.924			
NAT8		0.900			
INT1			0.961		
INT2			0.970		
INT3			0.968		
INT4			0.962		
PE1				0.882	
PE2				0.848	
PE3				0.869	
PE4				0.748	
PE5				0.842	
PE6				0.876	
SN2					0.893

Table 3.6 Cross Loadings	Animosity	Negative Attitude	Boycott Intention	Perceived Efficacy	Subjective Norm
SN3					0.869
SN4					0.787
SN5					0.550
SN1					0.810

Table 3.6 shows the result of cross loading of data questionnaires from 80 respondents. The items tested in this SmartPLS software consist of 29 items. It can be seen that all the variables have converged in its own column and there is no variable that converge in unspecified factor. However, there is an item that has a value less than the standard value (< 0.50), namely AN3. In fact, in order to generate more significant result, this item needs to be removed. However, it might be caused by the total quantity of collected data which is still far from minimum sample size mentioned by Roscoe (1975). Therefore, AN3 does not need to be excluded yet until the minimum sample size has fulfilled.

Table 3.7 Validity Convergence and Reliability

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Animosity	0.799	0.856	0.521

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Negative Attitude	0.964	0.969	0.799
Boycott Intention	0.976	0.982	0.932
Perceived Efficacy	0.920	0.937	0.715
Subjective Norm	0.844	0.891	0.626

Table 3.7 shows the result of Cronbach's Alpha, Composite Reliability, and Average Variance Extracted from the variables of subjective norm, animosity, negative attitude, perceived efficacy, and boycott intention. Although AN3 score in table 3.6 is considered weak, all the variables in table 3.7 indicates good scores. All the Cronbach's Alpha (CA) value is greater than 0.65. All the Composite Reliability (CR) has the value greater than 0.70, and all AVE value is also greater than 0.50. Thus, it can be concluded that all of the items are free from convergence validity and reliability issues.

Table 3. 8 Discriminant Validity

	Animosity	Negative Attitude	Boycott Intention	Perceived Efficacy	Subjective Norm
Animosity	0.722				
Negative Attitude	0.302	0.894			

	Animosity	Negative Attitude	Boycott Intention	Perceived Efficacy	Subjective Norm
Boycott Intention	0.703	0.286	0.965		
Perceived Efficacy	0.792	0.273	0.752	0.845	
Subjective Norm	0.489	0.376	0.613	0.603	0.791

It is shown in table 3.8 that the values of all the variables that make up the diagonal is greater value than the variables below them, except for perceived efficacy below the animosity diagonal. Perceived efficacy (0.792) has score bigger than animosity (0.722). It means that there is discriminant validity issue between those variables. Yet, it might be caused by the minimum sample size that has not been fulfilled.

Meanwhile, the other variables do not have discriminant validity issue since all the correlation score of each variable are greater than the score below. Negative attitude has the correlation score of 0.894. It is greater than the other variables below (boycott intention = 0.286, perceived efficacy = 0.273, and subjective norm = 0.489). As for correlation score of boycott intention (0.965) is greater than variables below them as well, namely perceived efficacy (0.752), and subjective norm (0.613). This also applies to both the correlation score of perceived efficacy and

subjective norm. It can be concluded that all those variables are free from discriminant validity issue.



CHAPTER IV

DATA ANALYSIS AND DISCUSSION

4.1 Result

4.1.1 Respondent Profile

Table 4.1 shows profile data of respondents. This study successfully collected 290 respondents. All of the respondent has been selected based on predetermined purposive sampling criteria, namely Muslim and Indonesian. This means that all respondents who are not Muslims and not from Indonesia are eliminated from this study. This study also collected the data of respondent's affiliated Islamic school of thoughts or organizations. It has been well known that Indonesia has diverse affiliated Islamic school of thoughts or organizations. According to Masrukhin & Supat (2018), there are around 72 Islamic organizations in Indonesia.

In the table 4.1, it can be seen that Salafi dominates the respondent's affiliated Islamic school of thoughts or organizations with the total 153 respondents or equal to 52.76%. In terms of age, the majority respondents aged around 20-30 years old (N= 131, or 45.17%). There are 204 male respondents (70.34%) dominating the total sample, and 86 female respondents (29.66%). Their educational level is varying, dominated by senior high school (N= 155, or 53.45%), followed by bachelor degree (N=112, or 38.62%), master degree (N=15, or 5.17%), junior high school (N=5, or 1.72%), doctoral degree (N= 2, or 0.69%), and elementary school (N= 1, or 0.34%). Besides, their occupation varies as well. Most

of them are college students (N= 98, or 33.79%), then as many as 57 respondents (19.66%) are private employee, and the rest are spread quite evenly as housewife (N= 23, or 7.93%), civil servant (N= 14, or 4.83%), lecturer (N= 6, or 2.07%), and state own enterprise government employee (N= 5, or 1.72%). Based on marriage status, more than half of them are married (N= 15, or 52.07%) and 47.93% (N= 139) are single. Based on their origin, 181 Javanese respondents (62.41%) dominate the sample. It is not surprising since according to the latest data of Central Statistics Agency (BPS, 2014), Java is the most populous island in Indonesia. The rest of respondents come from Sumatra, Borneo, Sulawesi, and Bali. It can be seen that the respondent's distribution appeared to be quite diverse since they come from different backgrounds.

When asked about their familiarity towards French brands, 262 respondents (90.34%) admitted that they feel familiar towards French brands, only 28 of them (9.66%) feel unfamiliar. It indicates that French brands are very popular among Muslims in Indonesia. Meanwhile, when questioned about subscription, 175 of them (60.34) declared that they do subscribe to French brands, and 115 respondents (39.66) do not. It means that some of them recognized French brands but decided to not subscribe.

Table 4. 1 Demographic of Respondents

Category	Frequency	Percentage
Islamic School of Thought or Organization		
Nahdlatul Ulama	50	17.24%

Category	Frequency	Percentage
Muhammadiyah	32	11.03%
Salafi	153	52.76%
LDII	4	1.38%
Others	51	17.59%
Age		
< 20 years	43	14.83%
21-30 years	130	44.83%
31-40 years	79	27.24%
41-50 years	32	11%
> 50 years	6	2.07%
Gender		
Male	204	70.34%
Female	86	29.66%
Marriage Status		
Married	151	52.07%
Single	139	47.93%
Education		
Elementary School	1	0.34%
Junior High School	5	1.72%
Senior High School	155	53.45%
Bachelor Degree	112	38.62%

Category	Frequency	Percentage
Master Degree	15	5.17%
Doctoral Degree	2	0.69%
Occupation		
College Student	98	33.79%
Civil Servant	14	4.83%
State-Owned Enterprise Government Employee	5	1.72%
Private Employee	57	19.66%
Lecturer	6	2.07%
Housewife	23	7.93%
Others	87	30%
Origin		
Java Island	181	62.41%
Borneo Island	26	8.97%
Sumatera Island and surrounding	47	16.21%
Sulawesi Island and surrounding	27	9.31%
Bali Island and surrounding	9	3.10%
Familiarity		
Familiar	262	90.34%
Unfamiliar	28	9.66%
French Brands Subscription		
Subscribe	175	60.34%

Category	Frequency	Percentage
Not Subscribe	115	39.66%

4.1.2 Descriptive Variables

This sub-chapter reveals the descriptive result of each variable. There are six descriptive result variables, which include subjective norm, animosity, negative attitude, perceived efficacy, and intention. Table 4.2 shows the interval score of variables and its meaning or category based on 5-Likert Scale.

Table 4. 2 Descriptive Variable Category

Interval	Category
1.00 - 1.80	Very Disagree
1.81 - 2.60	Disagree
2.61 - 3.40	In The Middle
3.41 - 4.20	Agree
4.21 - 5.00	Very Agree

4.2.1.1 Subjective Norm Variable

Table 4.3 indicates that overall consumers feel that their environment neither motivate nor prohibit them to join anti-French brands boycott movement (total mean = 3.40, “neutral”). It can be seen from each item, people around them would

not assume that they support the insulting of Prophet Muhammad peace be upon him although they keep purchasing French brands (mean = 3.12), they agreed that people close to them feel that they should not buy brand related to France (mean = 3.61). They are also doubtful whether people important to them will be displeased or not when they buy French brand (mean = 3.37), and whether people close to them support to purchase French brands or not (mean = 3.38). However, they agreed that people around them do not encourage them to buy French brands (mean = 3.55).

Table 4. 3 Descriptive Variable of Subjective Norm

Code	Items	Mean	Category
SN1	If I buy brands related to France, people around me would feel like I am supporting the insulting of Prophet Muhammad peace be upon him	3.12	Neutral
SN2	People who are close to me feel that I should not buy brands that are related to France	3.61	Agree
SN3	People who are important to me will be displeased when I buy brands that are related to France	3.37	Neutral
SN4	People close to me do not support of purchasing brands that are related to France.	3.38	Neutral

Code	Items	Mean	Category
SN5	People around me do not encourage me to buy brands that are related to France.	3.55	Agree
Average		3.40	Neutral

In general, table 4.4 shows that consumers very agree that they feel the animosity towards France government triggered by Macron's statement several months ago (total mean = 4.07, "very agree"). In detail, they agreed that they feel angry towards French government since they insult Prophet Muhammad peace be upon him (mean = 4.77). Consumers stated that they will never forgive France for that insulting phenomenon (mean = 4.05). They are coincident that France does not care about what Muslims think of their actions (mean = 4.04). They strongly agreed that France be responsible for what they have done (mean = 4.38). As a consequence, they think that Indonesia should never have any diplomatic relation with France (mean = 3.45) and they are sure that France will always cause problems (mean = 3.73).

Table 4. 4 Descriptive Variable of Animosity towards France Government

Code	Items	Mean	Category
AN1	I feel angry with France government because of the insulting they did to Prophet Muhammad peace be upon him	4.77	Very Agree

Code	Items	Mean	Category
AN2	I will never forgive France for insulting Prophet Muhammad peace be upon him	4.05	Agree
AN3	France does not care about what Muslims think of their action insulting Prophet Muhammad peace be upon him	4.04	Agree
AN4	France should pay for insulting Prophet Muhammad peace be upon him	4.38	Very Agree
AN5	Indonesia should never have any diplomatic relationship with France	3.45	Agree
AN6	France will always cause problems towards others	3.73	Agree
Average		4.07	Very Agree

It is shown in table 4.5 that consumer's attitude towards French brand is neither positive nor negative. Each variable shows the same mean category which is "neutral". Neutral could be seen as either nescience, doubt, or they choose to stay away from this uncommon situation of boycott call-to-action. Their doubt might be caused by the public secret that French brands are well known as a great quality

product, even many of which are branded such as Louis Vuitton and Hermes (Mendes & Roberts, 2015).

Table 4. 5 Descriptive Variable of Negative Attitude towards French Brands

Code	Items	Mean	Category
NAT1	French brands are bad	2.72	Neutral
NAT2	French brands are unfair	3.04	Neutral
NAT3	French brands are ineffective to be used	2.69	Neutral
NAT4	French brands are unreasonable	2.87	Neutral
NAT5	French brands are negative	2.76	Neutral
NAT6	French brands are unpleasant	2.70	Neutral
NAT7	French brands are foolish	2.64	Neutral
NAT8	French brands are harmful	2.67	Neutral
Average		2.76	Neutral

It can be concluded from table 4.6 that consumers believe their contribution towards anti-French boycott call-to-action is influential, and can bring a huge impact towards France business in order to end this conflict (total mean = 4.3). More details, they agreed that by boycotting France, they can change France business (mean = 4.03). They strongly agree that by boycotting, France will notice that they

are angry (mean = 4.57) and they can bring about change (mean = 4.26). Consumers have faith that by boycotting, it will make France business continuity in danger (mean = 4.15). Moreover, they have very strong faith that they are capable to end France suppression towards Muslims (mean = 4.53), and everyone should take part in the boycott because every contribution, no matter how small, is really important (mean = 4.27).

Table 4. 6 Descriptive Variable of Perceived Efficacy

Code	Items	Mean	Category
PE1	By boycotting France I can change France business	4.03	Agree
PE2	I am angry and I want France to know	4.57	Very Agree
PE3	Boycotts can effectively bring about change	4.26	Very Agree
PE4	With boycotting, it will make business continuity of French brands in danger	4.15	Agree
PE5	I believe that they have the power to end France suppression towards Muslim.	4.53	Very Agree
PE6	Everyone should take part in the boycott because every contribution, no matter how small, is important.	4.27	Very Agree
Average		4.3	Very Agree

Overall, table 4.7 indicates that Muslims in Indonesia coincidence that they have intention to boycott French brands (total mean = 3.53), although for some extent

they disagree. In details, Muslims in Indonesia do not think about participating in a boycott movement against French brands (mean = 2.12). However, they agree that they intent to participate in boycotting against French brands (mean = 4.02). They will try to participate in boycotting against French brands (mean = 4.04), and they definitely will participate in boycotting against French brands (mean = 3.95).

Table 4. 7 Descriptive Variable of Boycott Intention

Code	Items	Mean	Category
INT1	I think about participating in a boycott against French brands	2.12	Disagree
INT2	I intend to participate in boycotting against French brands	4.02	Agree
INT3	I will try to participate in boycotting against French brands	4.04	Agree
INT4	I definitely will participate in boycotting against French brands	3.95	Agree
Average		3.53	Agree

4.1.3 Measurement Model Test (Outer Model)

4.1.3.1 Validity Test

As mentioned in the previous chapter, validity test aims to assess the accuracy among items. It consists of two types, which include, convergent validity and discriminant validity. Each of them has a specific approach with specific objective, Convergent validity is assessed by considering AVE and outer loading score, while discriminant validity is assessed by considering square root AVE through Fornell-Lacker's approach. The criteria for good result are $AVE > 0.5$, outer loading > 0.5 , and the score of square root AVE must be greater than the correlation score of other variables (Hair et al., 2017; Fornell and Lacker, 1981). The details can be seen in table 4.8., table 4.10, and table 4.11.

Table 4. 8 Outer Loading

	Animosity	Negative Attitude	Intention	Perceived Efficacy	Subjective Norm
AN1	0.705				
AN2	0.772				
AN3	0.408				
AN4	0.822				
AN5	0.775				
AN6	0.815				
NAT1		0.865			
NAT2		0.828			

	Animosity	Negative Attitude	Intention	Perceived Efficacy	Subjective Norm
NAT3		0.889			
NAT4		0.863			
NAT5		0.914			
NAT6		0.928			
NAT7		0.897			
NAT8		0.871			
INT1			-0.817		
INT2			0.959		
INT3			0.964		
INT4			0.961		
PE1				0.809	
PE2				0.812	
PE3				0.865	
PE4				0.818	
PE5				0.846	
PE6				0.857	
SN1					0.814
SN2					0.894
SN3					0.887
SN4					0.808

	Animosity	Negative Attitude	Intention	Perceived Efficacy	Subjective Norm
SN5					0.710

It can be concluded from table 4.8 that there is no variable that cross into an unspecified factor. However, there are one variable that its score below the criterion (< 0.50), which is AN3. In fact, in the pilot test, AN3 has shown a weak score. Initially, it is assumed due to the small size of the sample. However, after the sample size is increased, AN3 is still below < 0.50 . Thus, in order to generate significant result, AN3 needs to be removed. As for INT1, the score has a negative direction different with other intention items. Therefore, it can be assumed as the outlier and should be removed since it can affect the reliability or consistency.

Table 4. 9 Modified Outer Loading

	Animosity	Negative Attitude	Intention	Perceived Efficacy	Subjective Norm
AN1	0.701				
AN2	0.776				
AN4	0.819				
AN5	0.785				
AN6	0.818				
NAT1		0.867			
NAT2		0.828			
NAT3		0.889			
NAT4		0.862			
NAT5		0.913			
NAT6		0.927			
NAT7		0.896			
NAT8		0.871			
INT2			0.974		
INT3			0.981		
INT4			0.974		
PE1				0.808	
PE2				0.814	
PE3				0.865	
PE4				0.817	

	Animosity	Negative Attitude	Intention	Perceived Efficacy	Subjective Norm
PE5				0.847	
PE6				0.858	
SN1					0.814
SN2					0.895
SN3					0.888
SN4					0.807
SN5					0.710

Table 4.9 shows the modified outer loading. AN3 and INT1 are excluded because their score are below the standard criterion (< 0.50), and have negative direction. If compared, there are several differences between table 4.8 and table 4.9. Except animosity and intention, several score of variables slightly decrease 0.01 – 0.02, such as NAT4 (from 0.863 to 0.864). The others slightly increase 0.01 - 0.02, such as PE2 (from 0.812 to 0.814), and rest of them are the same such as NAT8 (0.871). As for variable animosity and intention, the changes are quite bigger, which include AN1 (from 0.705 to 0.701), AN2 (from 0.722 to 0.771), AN4 (from 0.822 to 0.819), AN5 (from 0.775 to 0.785), AN6 (from 0.815 to 0.818), INT2 (from 0.959 to 0.974), INT3 (from 0.965-0.981), and INT4 (from 0.961 to 0.974). Since there has neither score below < 0.50 nor having negative direction, it indicates that the model is free from convergent validity issue and there is no item need to be excluded anymore.

Table 4. 10 Average Variance Extracted

Variables	Average Variance Extracted (AVE)
Animosity	0.610
Negative Attitude	0.779
Intention	0.953
Perceived Efficacy	0.697
Subjective Norm	0.681

The criterion for AVE in fact varies. According to Hair et al (2017), a good score for AVE is greater than 0.50. From table 4.10, it can be seen that there is no variable has AVE score below than the standard criterion. It indicates that there is no error variance due to measurement or error item.

Table 4. 11 Square Root AVE

	Animosity	Negative Attitude	Intention	Perceived Efficacy	Subjective Norm
Animosity	0.781				
Negative Attitude	0.351	0.882			
Intention	0.596	0.303	0.976		

	Animosity	Negative Attitude	Intention	Perceived Efficacy	Subjective Norm
Perceived Efficacy	0.718	0.245	0.717	0.835	
Subjective Norm	0.537	0.322	0.543	0.543	0.825

Table 4.11 shows the variable score for square root AVE is considering Fornell Larcker's approach. It has been mentioned before that a good criterion for square root AVE score is when the score of square root AVE itself is greater than the correlation score of other variables below. Specifically, animosity score (0.781) is greater than negative attitude (0.351), intention (0.596), perceived efficacy (0.718), and subjective norm (0.537). Negative attitude score (0.882) is greater than intention (0.303), perceived efficacy (0.245), and subjective norm (0.322). Intention (0.976) score is also greater than perceived efficacy (0.717), and subjective norm (0.543). As well as the last variable which is subjective norm (0.825), there is no more variable below that exceed its score. The result concludes that each variable has been successfully describe one unique phenomenon and no redundancy.

4.1.3.2 Reliability Test

It has been described in the previous chapter, the aims of conducting reliability test is to measure the consistency among items. There are two approach to conduct reliability test, which are composite reliability (CR) and Cronbach's Alpha (CA). Each of them has specific objectives and criterions. A good CR score

must be at least 0.70, while a good CA varies from 0.65 to 0.90 (Barclay & Higgins, 1995; Trevethan, 2009). The details are shown in 4.12.

Table 4. 12 Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability
Animosity	0.839	0.886
Negative Attitude	0.959	0.966
Intention	0.975	0.984
Perceived Efficacy	0.913	0.932
Subjective Norm	0.881	0.914

Table 4.12 shows the score for CA and CR of each variables. It can be seen that there is no CA score below the standard criterion (< 0.65). Specifically, animosity score is 0.839, negative attitude score is 0.959, intention score is 0.975, perceived efficacy score is 0.913, and subjective norm score is 0.881. As for CR, there is no variable score below the standard criterion (< 0.70) as well. Specifically, animosity score is 0.886, negative attitude is 0.966, intention is 0.984, perceived efficacy is 0.932, and subjective norm is 0.914. This results indicates that the consistency within this model is good.

4.1.4 Structural Model Test (Inner Model)

4.1.4.1 Collinearity Test

Collinearity test is one of approaches to conduct structural model test. It examines the relationship among latent variables. It is considered as when variables

have strong correlation. It indicates that there is an issue within the model that can lead to redundancy. Hair et al (2017) mentioned that collinearity test is examined using Variance Inflation Factor (VIF). A good result can be achieved when VIF score is smaller than 5.00. For the details of collinearity test result, see table 4.13.

Table 4. 13 Collinearity Test

	Animosity	Negative Attitude	Intention	Perceived Efficacy	Subjective Norm
Animosity			2.214		
Negative Attitude			1.141		
Intention					
Perceived Efficacy			2.065		
Subjective Norm	1.000	1.000		1.000	

Table 4.13 shows the collinearity test result among variables. It can be concluded that all of the relationship among variables has no collinearity issues since the score is less than 5.00. In details, table 4.13 indicates the following result:

- 1) VIF score between animosity and intention is 2.214 (< 5.00), it indicates that there is no collinearity issue between those variables.
- 2) VIF score between negative attitude and intention is 1.141 (< 5.00), it indicates that there is no collinearity issue between those variables.
- 3) VIF score between perceived efficacy and intention is 2.065 (< 5.00), it indicates that there is no collinearity issue between those variables.
- 4) VIF score between subjective norm and animosity is 1.000 (< 5.00), it indicates that there is no collinearity issue between those variables.
- 5) VIF score between subjective norm and negative attitude is 1.000 (< 5.00), it indicates that there is no collinearity issue between those variables.
- 6) VIF score between subjective norm and perceived efficacy is 1.000 (< 5.00), it indicates that there is no collinearity issue between those variables.

4.1.4.2 Path Coefficient

Path coefficient indicates the result of the hypotheses. It is calculated by bootstrapping technique. The significance of the hypotheses test is measured by t-value and p-value. It is considered significant if t-value is greater than 1.96, and p-value is less than 0.05. Moreover, path coefficient also can show the direction of its significant relationship, whether it is negative or positive by considering the score of original sample.

Table 4. 14 Path Coefficient

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Result
SN → AN	0.537	10.470	0.000	H1 is supported
SN → NAT	0.322	5.069	0.000	H2 is supported
SN → PE	0.543	11.956	0.000	H3 is supported
AN → INT	0.127	1.772	0.077	H4 is not supported
NAT → INT	0.112	2.207	0.028	H5 is supported
PE → INT	0.599	9.574	0.000	H6 is supported

Note: SN= Subjective Norm, NAT= Negative Attitude, PE= Perceived Efficacy, AN= Animosity, INT= Intention

In table 4.14, it can be concluded that most of the hypotheses are supported. The test shows that subjective norm positively influences animosity. It also positively influences negative attitude, and perceived efficacy. Thus, H1, H2, and H3 are supported. It means that the stronger the influence of important people, the stronger the hatred felt by Muslims toward France government. Similarly, the negative Muslim's attitude toward French brands is strongly influenced by subjective norm. Besides, negative attitude affects intention positively, and perceived efficacy affects intention positively as well. These results support H5, and H6. On the contrary, animosity does not significantly influence intention since its t-values is less than 1.96, and its p-values is more than 0.05. Therefore, H4 is not supported.

4.1.4.3. Coefficient Determination (R-Square)

R square (R^2) is used to examine the extent of exogenous variable describing its endogenous variable. The score varies from 0-1. Table 4.15 shows the R^2 result of each variable. It can be seen that animosity is described by its antecedent variable by 28.6%. It means that there are still 71.4 % other variables outside variables in this study that can describe animosity. Negative attitude is described by its antecedent variable by 10%. Thus, subjective norm only contributes to negative attitude explanation by 10% and there are still 90% proportion of negative attitude remain unexplained. Intention is described by its previous variable by 53.4%. This indicates a quite large proportion since it is bigger than half. As for perceived efficacy, it is described by its antecedent variable by 29.2%, meaning that there are variables other than subjective norm can describe perceived efficacy by 70.8%. According to Hair et al's (2017) criterion, animosity, negative attitude, and perceived efficacy score are considered weak, while intention score is considered moderate.

Table 4. 15 R-Square

Variables	R Square
Animosity	0.286
Negative Attitude	0.100
Intention	0.534
Perceived Efficacy	0.292

4.1.4.4 Predictive Relevance (Q Square)

As has been described in the previous chapter, Q square (Q^2) is an indicator of structural model which is out of sample or the accurate predictor of data which is not used in the model estimation (Hair et al., 2017). They also mentioned that the criterion for Q^2 must be bigger than zero. Thus, it indicates the relevance of path model prediction for a specific endogenous or dependent variable. If it is less than zero, it means that it does not have predictive relevance. The result of Q^2 test is deserved in table 4.16.

Table 4. 16 Q Square

	SSO	SSE	Q Square (=1-SSE/SSO)
Animosity	1.450.000	1.204.362	0.169
Negative Attitude	2.320.000	2.140.357	0.077
Intention	870.000	430.166	0.506
Perceived Efficacy	1.740.000	1.401.119	0.195
Subjective Norm	1.450.000	1.450.000	0

In table 4.16, it can be seen that the way to find Q^2 is by decreasing 1 with the result of SSE divided by SSO. Most of the variables have the score bigger than zero, specifically, animosity (0.169), negative attitude (0.077), intention (0.506), and perceived efficacy (0.195). As for subjective norm, the score is zero since it is an exogenous variable.

4.2 Discussion

4.2.1 Subjective Norm and Animosity towards France Government

The relationship between subjective norm and animosity towards France government indicates a significant and positive result. It can be said that the animosity of Muslims in Indonesia towards France government is strongly influenced by their subjective norm (people or environment important to them). This is in line with several previous studies examining the influence of subjective norm towards animosity. In the same context of boycott that happened earlier in Denmark triggered by the same phenomenon which is the insulting of Prophet Muhammad peace be upon him, Knight et al (2009) found that Muslim's animosity is influenced by the animosity of other Muslims. It seems like the history is repeated in this anti-French brands boycott phenomenon. A study from Al Hyari et al (2012) also revealed the same result. In the context of boycott movement by collectivist country, they found that subjective norm did contagious quite fast.

Anderson (2012) stated that the more similarities held by a group of people, the easier they spread the hatred, including the similarities that Muslims hold. Moreover, Abdi (2009) investigated that scholars describe Islam as a univocal and fixed entity. What is believed by Muslims in Indonesia is also believed by Muslims worldwide, unlike some other religions who have diverse beliefs across countries. For instance, Hinduism in India vary from Hinduism in other countries since it is often linked with local tradition and lack of unified beliefs (Agarwal, 2015). In the context of this study, mocking Prophet Muhammad peace be upon him is considered taboo in Islam, no matter from which country. Thus, even only France

government who did the mocking, Muslims all over the world condemned the action and it led to anti-French boycott-call-to-action.

Considering respondent profile, Salafi dominates the Islamic school of thought or organization. More than half of the respondents claim themselves as Salafi (N = 153, or 52.76%). Salafi is an Islamic movement which hail its followers to return everything on the holy Qur'an and Hadith (Wahid, 2014a). Salaf word itself means predecessor, while salafi means those who follow the predecessor in practicing Islam. It refers to the first three generation of Muslims (*shahabiyah* of Prophet Muhammad peace be upon him, *tabi'in*, and *tabi'ut tabi'in*), which generally known as *shalafus shalih*. Salafi understands the holy Qur'an and Hadith based on *salafus sholih or pious predecessor's* understanding (Wahid, 2014b). Due to this principle, Salafi followers highly praised their predecessors in the first three generation of Muslims, including Prophet Muhammad peace be upon him. Hence, a significant effect on animosity because of the mocking towards Prophet Muhammad peace be upon him is reasonable.

According to the survey, Muslim is the second largest population after Christian (Hackett and Mcclendon, 2015). There are 24.1% Muslims population worldwide, or equal to 1.8 billion. Moreover, Muslims dominate the population in Indonesia. There are 87 million Muslims live in Indonesia (Hirschmann, 2020). As a consequence, companies need to pay more attention on Muslim consumers if they do not want Muslims spread hatred towards their companies since the subjective norm among Muslims to spread animosity is powerful. This is in line with the

statement of Sari et al (2017) that it is needed special treatment when facing Muslim consumers.

4.2.2 Subjective Norm and Negative Attitude towards French Brands

The relationship between subjective norm and negative attitude shows a significant and positive result. It implies that the more influential subjective norm among Muslims in Indonesia in associating French brands with negativity, the stronger individual negative attitude towards French Brands. This result follows the original theory of TPB. In the TPB, subjective norm and attitude is mentioned that their relationship direction is reciprocal (Ajzen, 1991). They have certain correlation.

Previous studies concerning on subjective norm and attitude also generated the same result. Burchell et al (2013) stated that social norm is a benchmark for people attitude in a collectivist country. Zhang et al (1996) also added that the reason behind the strong influence of subjective norm towards attitude is the distal punishment applied in collectivist countries. Thus, no wonder that Indonesian tend to have the same attitude as their social or subjective norm. Beside, Al Hyari et al (2012) stated that Muslims prefer to perform an attitude similarly to their Muslim fellows. In fact, the respondents of this study are Indonesian Muslims. Thus, they have double time tendency to be influenced by their surrounding or social. If people important to them perform positive attitude towards certain phenomenon, the other will consciously or unconsciously do so. It is also applied for negative attitude.

4.2.3 Subjective Norm and Perceived Efficacy

This study revealed that subjective norm has significant and positive effect on perceived efficacy. It indicates that important people in Muslims' life is influential towards their perception about the success of anti-French boycott call-to-action. This results follow the previous study of Peechapol et al (2018). They found that social influence is powerful to design self-efficacy, especially in the context of feedback given by online learning instructors. Besides, within health workforce, Chiu & Tsai (2014) revealed that one of the most influential factors to encourage web-based self-efficacy of nurses is social issue.

In the psychological field, there is a widely known theory of motivation which divides them into two types, extrinsic and intrinsic. Most studies related to this theory claimed that intrinsic motivation is more powerful than extrinsic (Cinar et al., 2011; Legault, 2016). However, this study reveals an uncommon phenomenon. Instead of one type of motivation is higher than another, this study shows that extrinsic motivation (subjective norm) contributes to strengthen intrinsic motivation (perceived efficacy).

It has been mentioned in previous sub-chapter that the impact of subjective norm in this study context is two times bigger. Muslims who share many similar values tend to behave similarly (Anderson, 2012). Besides, Hofstede's theory of cultural dimension (1980) mentioned that country with higher collectivism level, like Indonesia tend to have more powerful subjective norm. Thus, it does not only affect Indonesian Muslims animosity and attitude, but also their perceived efficacy. This statement is supported by the Chu and Chu (2010)'s findings that individual

self-efficacy is directly proportional with the level of country's collectivism. The more influential their collectivist environment, the higher possibility to perform the similar perceived efficacy.

4.2.4 Animosity towards France Government and Boycott Intention

Unlike the other relationships, the path coefficient between animosity and boycott intention generates insignificant result. It implies that animosity of Muslims in Indonesia towards France government has no effect on their intention to participate in anti-French brands boycott call-to-action. This findings is in fact surprising, since animosity which is usually associated with negative affairs does not lead to negative outcomes, in this case is intention to boycott French brands.

This finding contradicts with the previous studies examining the relationship between animosity and boycott intention (Shoham et al., 2006, Talib & Adnan, 2006; Knight, 2009; Albayati et al., 2012). The study of Shoham et al (2006), and Talib & Adnan (2006) identified that animosity towards Israel did influence boycott intention of Muslims in Arab and Malaysia towards products associated with Israel. Knight (2009) and Albayati et al (2012) found that Muslim animosity towards a Danish daily newspaper which mocked Muhammad peace be upon him also did influence the boycott intention across Middle-East countries. In fact, in term of subject studied, this study and those previous studies both are Muslims. Thus, this finding is interesting to be further analyzed.

The insignificant relationship between animosity and boycott intention can be linked with the profile of respondents. According to the educational degree, most

of the respondent's latest education is senior high school (N = 155 of 290, or 53.45%). It can be assumed that now they are still pursuing bachelor degree. As a bachelor degree student who have no income yet or in another word still financially dependent on parents or other older people, they do not have full power to control what they should consume. For instance, if families in their home consume French brands, they have neither power, nor right to prohibit their families straight away.

In terms of Islamic school of thought or organization, there are 153 people (52.76%) are Salafi. Wahid (2014a) identified that one of the most fundamental and popular Salafi doctrines is respecting and obeying the government. Nurbaiti (2020) reported that Jokowi, President of Indonesia, did condemned the statement of President Macron containing *Islamophobia*. Nevertheless, President Jokowi did not declare hostility and did not instruct Indonesian to conduct anti-French boycott call-to-action in union. He stated that the priorities nowadays are unity and tolerance in facing COVID-19 pandemic. Since Salafi is obedience towards government, even though the animosity in H1 is significant, it does not impact their boycott intention.

Moreover, the second largest respondent in category of Islamic school of thought or organization is Nahdlatul Ulama (N = 50, or 17.24). Nahdlatul Ulama is an Islamic movement that has been established since the Dutch colonial period. Nahdlatul Ulama itself means the renaissance of Ulama or scholars (Ismail, 2011). Nahdlatul Ulama is popular for putting high respect the national Ulama. One of them is Ma'ruf Amin, who is now a Vice President of Indonesia. This is why, similar like Salafi, they obey the government which is their Ulama as well. Even though as a Muslim they feel of animosity towards President Macron's statement,

Nahdlatul Ulama followers do not have intention to participate in anti-French brands boycott call-to-action.

Considering the subscription rate, there are 175 of 290 respondents (60.34%) subscribe to French brands. This indicates a quite high percentage since it is more than half of them. This rate also can be the reason why the relationship between animosity and boycott intention is insignificant. One of the most widely used French brands in Indonesia is Danone, a drinking water. It serves Indonesian since 1973, for almost three generations. No wonder that subscription rate is quite high. Finka et al (2011) mentioned that environmental uncertainties do not affect customer dependency towards certain brand. This indicates although Muslims in Indonesia feel the animosity towards France government, it does not encourage them to intend participating in boycott call-to-action since they feel hard to move from the brand they have consumed for many years.

4.2.5 Negative Attitude towards French Brands and Boycott Intention

The path coefficient between negative attitude towards French Brands and boycott intention generates a significant and positive results. This signifies that the more Muslims in Indonesia associate French Brands with negative attitude, the higher their intention to participate in anti-French brands boycott call-to-action. This finding supports the previous studies about attitude. In the context of e-piracy conducted by students in Yogyakarta, Jannah & Kholid (2020) identified that attitude has a significant effect on intention to pirate e-book. Alleyne et al (2015) also mentioned that positive attitude towards unethical products affects Caribbean student's intention to pirate music. Another study examining piracy from Aleassa

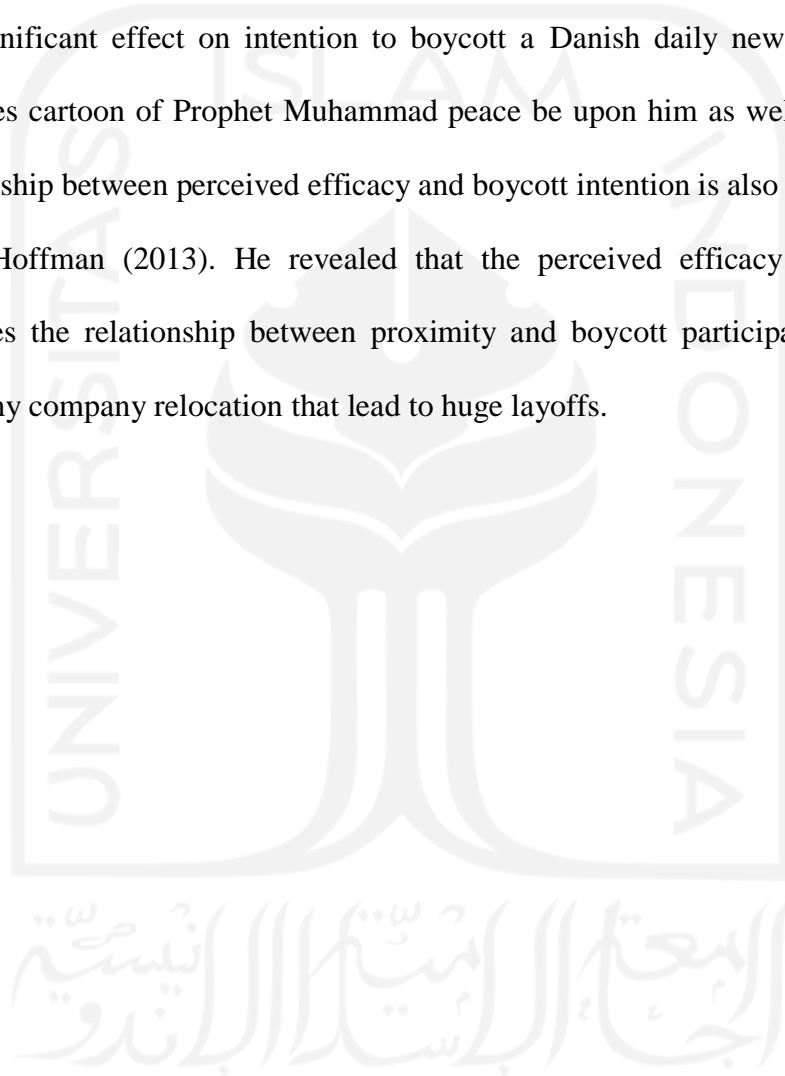
et al (2011) also generates a significant result. They found that the intention to conduct software piracy among students in Jordan is influenced by attitude as well. Unfortunately, there is a very limited study focusing on the relationship between attitude and boycott intention, one of them is study conducted by Delistavrou et al (2020), which revealed that attitude has a positive and significant effect on intention to boycott unethical products in Greece.

Since negative attitude can lead to boycott intention, there is a great possibility that positive attitude will not lead to boycott intention. It needs to take into account that according to Mendes & Roberts (2015), French brands are very popular for its great quality products, even many of which are branded such as Louis Vuitton and Hermes. This explains why the previous average calculation of negative attitude generates neutral result. It might be caused by the confusion in respondent's mind that on one hand, they perceived French brands are good, but on the other hand, they feel offended with the statement of President's Macron. It can be assumed that even though consumers feel animosity towards certain products or brands which then lead to boycott call-to-action, it has no impact on those products or brands which is associated with positivity, in this context is great quality.

4.2.6 Perceived Efficacy and Boycott Intention

The findings of this study show that perceived efficacy has significant and positive effect on boycott intention. This means that the more successful the anti-French brand boycott conducted by Muslims in Indonesia, the bigger their intention to actually perform the boycott. This is accordance with the previous studies examining the relationship between perceived efficacy and boycott intention. In the

context of boycotting Danish dairy products that depicting a cartoon of Prophet Muhammad peace be upon him, Albayati et al (2012) reported that perceived efficacy affects boycott intention. Another study on Danish product is conducted by Knight et al (2004). They stated that beliefs in making difference have a positive and significant effect on intention to boycott a Danish daily newspaper which produces cartoon of Prophet Muhammad peace be upon him as well. Significant relationship between perceived efficacy and boycott intention is also applied in the study Hoffman (2013). He revealed that the perceived efficacy significantly mediates the relationship between proximity and boycott participation towards Germany company relocation that lead to huge layoffs.



CHAPTER V

CONCLUSION

5.1 Conclusion

This research aims to add theoretical contribution by enriching empirical studies related to the driving force of boycott intention performed by consumers, especially in the context of anti-French brands boycott call-to-action by Muslims in Indonesia. Based on the result and discussion, it can be concluded as follows:

- 1) Subjective norm among Muslims in Indonesia positively affects their animosity towards France government
- 2) Subjective norm among Muslims in Indonesia positively affects their negative attitude towards French brands
- 3) Subjective norm among Muslims in Indonesia positively affects their perceived efficacy or beliefs that the boycott will be successful.
- 4) Contradict with most of previous studies, animosity towards France government does not affect Indonesian's Muslims intention to boycott French brands
- 5) Negative attitude towards French brands positively affects Indonesian's Muslims intention to boycott French brands
- 6) Perceived efficacy positively affects Indonesian's Muslims intention to boycott French brands.

5.2 Benefit and Managerial Implication

So far, the studies focusing on boycott phenomenon is often linked with ethnocentrism, and unethical behavior. There are limited studies examining boycott intention within the context of religious issue, especially in Indonesia. Therefore, the result of this study is beneficial to enrich and develop the empirical studies related to the driving force of consumer boycott intention, particularly in the quite new booming phenomenon of anti-French boycott call-to-action by Muslims in Indonesia.

This study also provides several beneficial implications for industries, especially for marketing department. Considering that the animosity towards France government does not influence boycott intention of Muslims, companies should not be worry about what their consumer think of the hate speech the government in their origin country performed. However, companies need to pay more attention towards company's image, such as quality of their brands. It is because negative attitude towards brands do encourage consumer's boycott intention. Therefore, it is important to take a note that the animosity of consumers towards the company's origin country cannot lead them to do boycott movement as long as they perform positive attitude towards the company itself.

Although previous data stated that anti-French boycott movement will be not impactful, the sample of this study shows the opposite. They have a quite strong belief they can make a difference. The average mean score for perceived efficacy is 4.30, it means "very agree". It can be said that although the data shows that boycott will be not effective, Muslims in Indonesia remain confidence in their own

capability to make a difference. Moreover, perceived efficacy does influence consumer's boycott motivation. Hence, when there is a boycott call-to-action targeting a certain company, the company needs to make a strategy to convince their consumer that the boycott will not be successful. By that strategy, consumer's boycott intention will stop.

5.3 Limitations

This study does have a couple of limitations. From the result of average data processing, it can be seen that there are two variables showing neutral category, namely subjective norm and negative attitude. This might be caused by the statements in the questionnaire that do not represent the respondent's opinion well. In terms of coefficient determination (R^2), the only variable that is well described by its antecedent variable is intention. The other variables are weakly described by its antecedent variable (animosity, negative attitude, and perceived efficacy). This indicates that there are remain quite huge proportion that can be described by other variables outside this study.

In terms of respondent profile, this study unsuccessfully collected balanced data. Some criteria dominate the other criterions by more than 50%. Based on respondent origin, Javanese people dominates the sample. Meanwhile, based on the last educational level, senior high school dominates the sample. Furthermore, in terms of Islamic school of thought or organization, Salafi is also dominating. This dominating phenomenon can lead to biased result.

5.4 Recommendation

Based on the limitation, several recommendations are established in order to generate better result for future study. An interesting result discussed in this study is that the insignificant relationship between animosity and boycott intention which contradict with previous studies. Thus, this relationship needs a further careful and more insightful analysis.

Considering the neutral result in average data collection, future studies are expected to design a better statement in questionnaire that accurately describes respondent's opinion. An earlier and deeper survey regarding what statements should be in the questionnaire can be conducted to minimize the neutral result. Besides, due to the weak coefficient determination (R^2) collected in this study, future studies are supposed to include other antecedent variables that can describe more proportionally.

As for respondent profile, it would be better if future research can bring in an even respondent based on various **criteria**. Hence, there will be no criterion dominating one another and it will prevent the biased result. Since the topic is related to the rate of consuming, it also will be interesting to collect income data from the sample. In addition, to avoid problems with measurement items that often occur in quantitative research, further study is suggested to more quantitatively explore the factors that affect consumer intentions in participating boycott movement. Qualitative research can complement and enrich the findings on this topic.

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ATTACHMENT**Attachment 1****Template of Questionnaires**

Kode:

Kuesioner Penelitian Skripsi

**“WHAT DRIVES PEOPLE TO BOYCOTT? A STUDY
ON ANTI-FRENCH BRANDS CALL-TO-ACTION BY
MUSLIMS IN INDONESIA”**

**PROGRAM STUDI MANAGEMENT IP
FAKULTAS BISNIS DAN EKONOMIKA
UNIVERSITAS ISLAM INDONESIA**

2020

SURAT PENGANTAR KUESIONER

Assalamu'alaikum Warrohmatullohi Wabarokatuh

Kepada Yth. Responden
Di tempat

Saya, Shofiya Yusri Salma (17311216), mahasiswa program studi manajemen, Fakultas Bisnis dan Ekonomia, Universitas Islam Indonesia (UII) sedang melakukan penelitian skripsi dengan judul:

“WHAT DRIVES PEOPLE TO BOYCOTT? A STUDY ON ANTI-FRENCH BRANDS CALL-TO-ACTION BY MUSLIMS IN INDONESIA”

Kami mohon kesediaannya untuk mengisi kuesioner ini sesuai dengan persepsi pribadi. Perlu untuk kami sampaikan bahwa data responden dijamin kerahasiannya dan hanya akan digunakan untuk kepentingan penelitian akademik saja.

Atas perhatian dan bantuannya kami ucapkan terima kasih yang sebesar-besarnya.

Wassalamu'alaikum Warrohmatullohi Wabarokatuh

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BAGIAN I. DESKRIPTIF

Petunjuk pengisian:

Mohon untuk melingkari salah satu pilihan yang tersedia sesuai dengan keadaan bapak/ibu/saudara/I

1. **Agama:**

- a. Islam
- b. Non Islam

2. **Jenis Kelamin**

- a. Pria
- b. Wanita

3. **Usia**

- a. < 20 tahun
- b. 20 - 30 tahun
- c. 31 - 40 tahun
- d. 41 - 50 tahun
- e. > 50 tahun

4. **Status**

- a. Menikah
- b. Belum Menikah

5. **Pendidikan Terakhir**

- a. Tidak Sekolah
- b. SD atau sederajat
- c. SMP atau sederajat
- d. SMA atau sederajat
- e. D3 atau sederajat
- f. S1 atau sederajat

- g. S2 atau sederajat
- h. S3 atau sederajat

6. Pekerjaan

- a. Mahasiswa
- b. Pelajar
- c. PNS
- d. ASN
- e. Pegawai BUMN
- f. Pegawai Swasta
- g. Dosen
- h. Ibu Rumah Tangga
- i. Lainnya: _____

7. Apakah Anda familiar dengan brand asal Prancis

- a. Ya
- b. Tidak

8. Apakah selama ini Anda berlangganan salah satu atau lebih brand asal Prancis

- a. Ya
- b. Tidak

BAGIAN II. VARIABEL

Petunjuk pengisian:

Silakan memilih salah satu pilihan yang tersedia sesuai dengan keadaan saudara/I dengan kriteria sebagai berikut

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Keterangan:

Mohon kaitkan setiap pertanyaan di bawah dengan Brand atau Merk asal Prancis yang Anda ketahui

NORMA SUBJEKTIF						
1	Jika saya membeli brand asal Prancis, orang di sekitar saya akan berpikir bahwa saya mendukung penghinaan kepada Nabi Muhammad shallallahuálahi wasallam	1	2	3	4	5
2	Orang terdekat saya merasa bahwa saya seharusnya tidak membeli brand asal Prancis	1	2	3	4	5
3	Orang penting dalam hidup saya akan merasa tidak senang jika saya membeli brand asal Prancis	1	2	3	4	5
4	Orang terdekat saya tidak mendukung saya untuk membeli brand asal Prancis	1	2	3	4	5
5	Orang di sekitar saya tidak mendorong saya untuk membeli brand asal Prancis	1	2	3	4	5
ANIMOSITAS						
1	Saya sangat marah kepada pemerintah Prancis karena penghinaan yang mereka lakukan terhadap Nabi Muhammad shallallahuálahi wasallam	1	2	3	4	5
2	Saya tidak akan pernah memaafkan Prancis karena telah menghina Nabi Muhammad shallallahuálahi wasallam	1	2	3	4	5

3	Pemerintah Prancis tidak mau peduli dengan respon umat Muslim terhadap tindakan mereka dalam menghina Nabi Muhammad shallallahuálahi wasallam	1	2	3	4	5
4	Prancis harus membayar penghinaan mereka kepada Nabi Muhammad shallallahuálahi wasallam	1	2	3	4	5
5	Indonesia harusnya tidak pernah memiliki hubunga diplomatis dengan Prancis	1	2	3	4	5
6	Prancis selalu membuat masalah dengan umat Muslim	1	2	3	4	5
SIKAP NEGATIF						
1	Brand asal Prancis tidak bagus	1	2	3	4	5
2	Brand asal Prancis tidak mencerminkan nilai-nilai keadilan	1	2	3	4	5
3	Brand asal Prancis kurang berguna	1	2	3	4	5
4	Brand asal Prancis keterlaluhan	1	2	3	4	5
5	Brand asal Prancis cenderung negative	1	2	3	4	5
6	Brand asal Prancis tidak menyenangkan	1	2	3	4	5
7	Brand asal Prancis bodoh	1	2	3	4	5
8	Brand asal Prancis berbahaya	1	2	3	4	5
KEBERHASILAN SERUAN BOIKOT						
1	Dengan memboikot Brand asal Prancis, saya dapat menyebabkan kerugian kepada negara Prancis	1	2	3	4	5
2	Saya marah dengan tindakan penghinaan pemerintah Prancis kepada Nabi Muhammad shallallahuálahi wasallam dan saya ingin mereka mengetahuinya	1	2	3	4	5
3	Pemboikotan efektif untuk membuat pemerintah Prancis meminta maaf dan jera	1	2	3	4	5
4	Boikot dapat membuat keberlangsungan brand asal Prancis dalam bahaya	1	2	3	4	5

5	Saya percaya bahwa umat Muslim memiliki kekuatan untuk mengakhiri penghinaan Prancis kepada Nabi Muhammad shallallahu'alaihi wasallam	1	2	3	4	5
6	Semua orang harus berkontribusi dalam pemboikotan, tidak peduli seberapa kecil, itu penting	1	2	3	4	5
NIAT BOIKOT						
1	Saya berfikir untuk berpartisipasi dalam pemboikotan brand asal Prancis	1	2	3	4	5
2	Saya berniat untuk berpartisipasi dalam pemboikotan brand asal Prancis	1	2	3	4	5
3	Saya akan mencoba untuk berpartisipasi dalam pemboikotan brand asal Prancis	1	2	3	4	5
4	Saya pasti akan berpartisipasi dalam pemboikotan brand asal Prancis	1	2	3	4	5

Terimakasih Atas Partisipasinya



Attachment 2
Tabulation of Data

No	Religiosity	Age	Gender	Education	Job	Origin	Status	Familiarity	Subscription	SUBJECTIVE NORMS					ANNIMOSITY						ATTITUDE								PERCEIVED EFFICACY						INTENTION							
										SN1	SN2	SN3	SN4	SN5	AN1	AN2	AN3	AN4	AN5	AN6	AT1	AT2	AT3	AT4	AT5	AT6	AT7	AT8	PE1	PE2	PE3	PE4	PE5	PE6	INT1	INT2	INT3	INT4				
1	2	1	1	3	1	1	2	1	1	3	4	4	4	4	5	4	5	4	3	4	1	3	1	3	2	2	2	3	5	4	4	4	4	5	2	4	4	4				
2	7	1	1	3	1	1	2	1	1	1	1	1	1	2	4	4	4	4	3	1	2	2	2	2	2	2	2	2	3	4	3	4	4	4	4	3	3	3	3			
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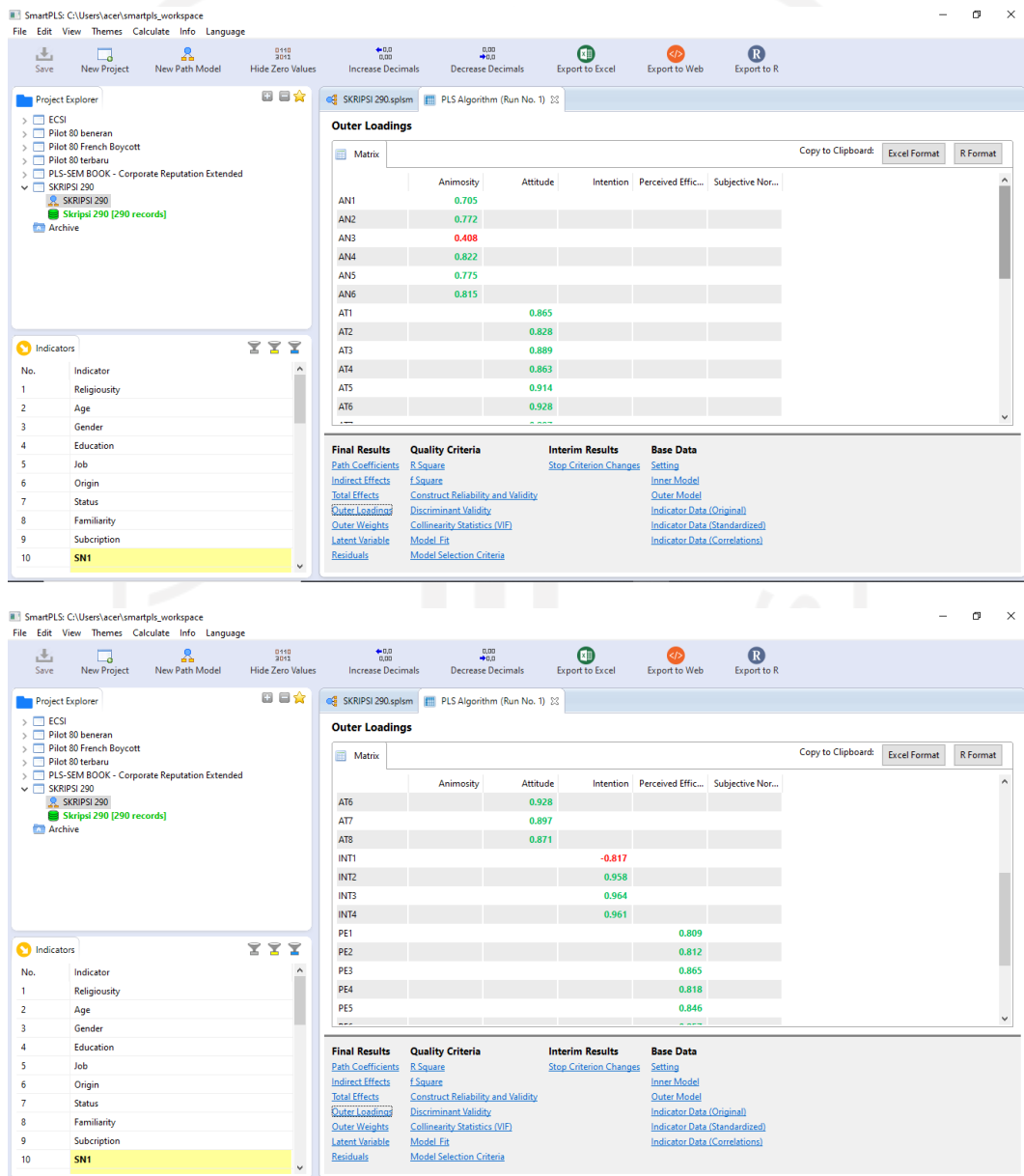
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Attachment 3

SmartPLS

Figure 1

Outer Loading



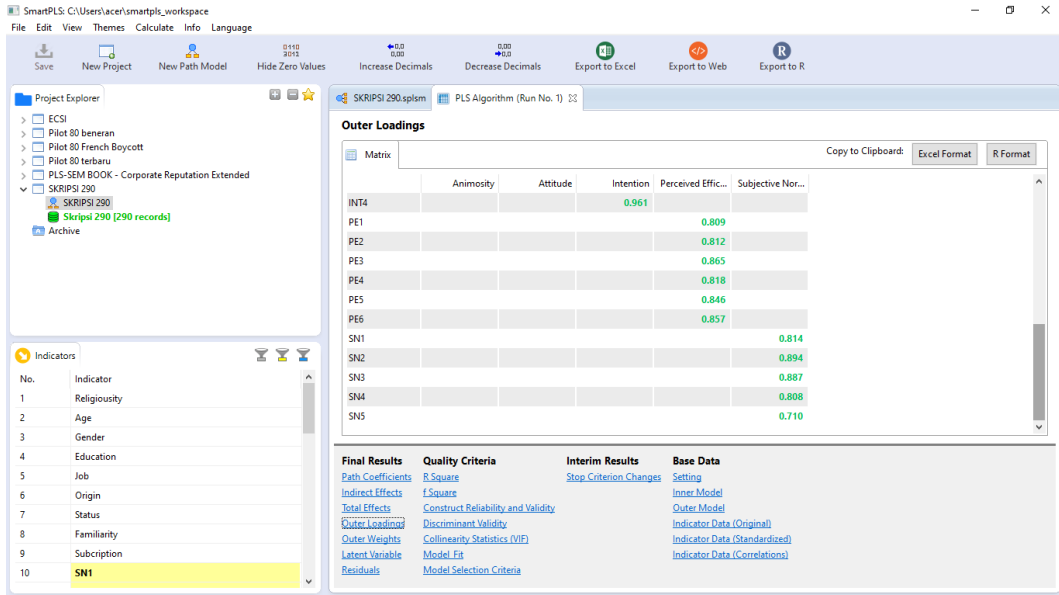
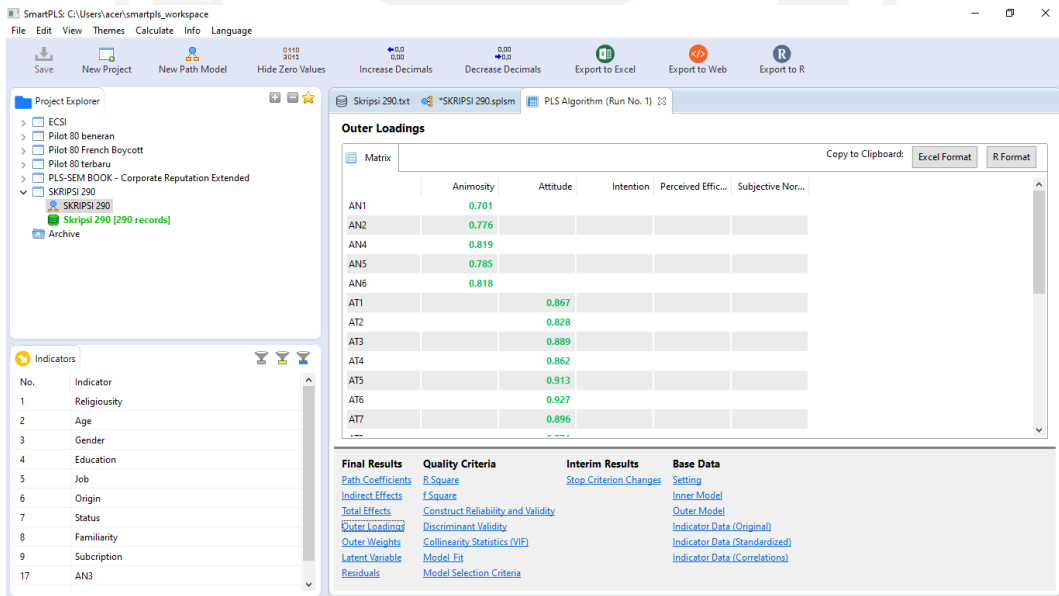


Figure 2
Modified Outer Loading



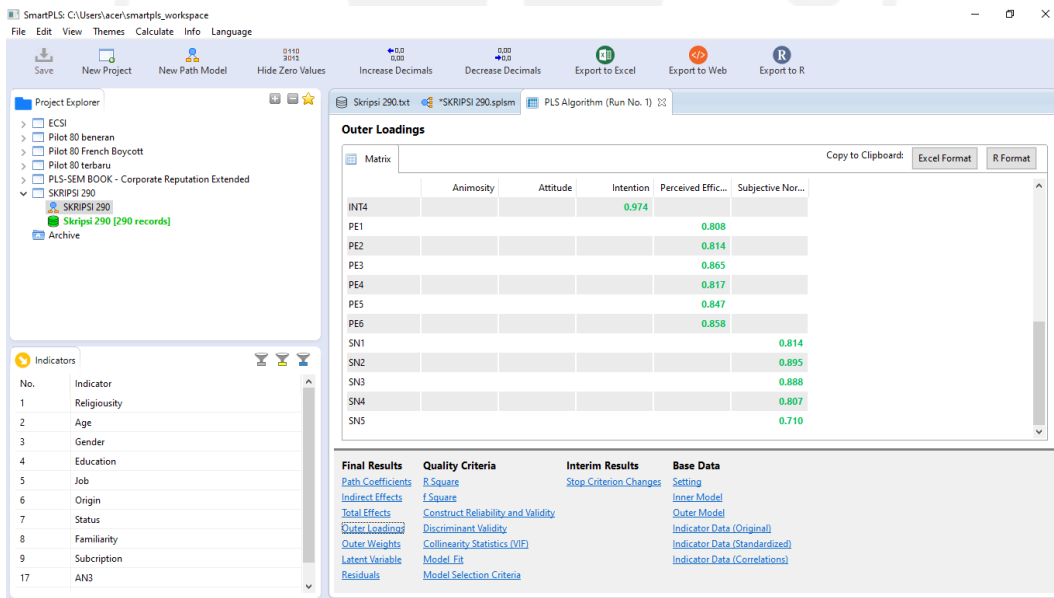
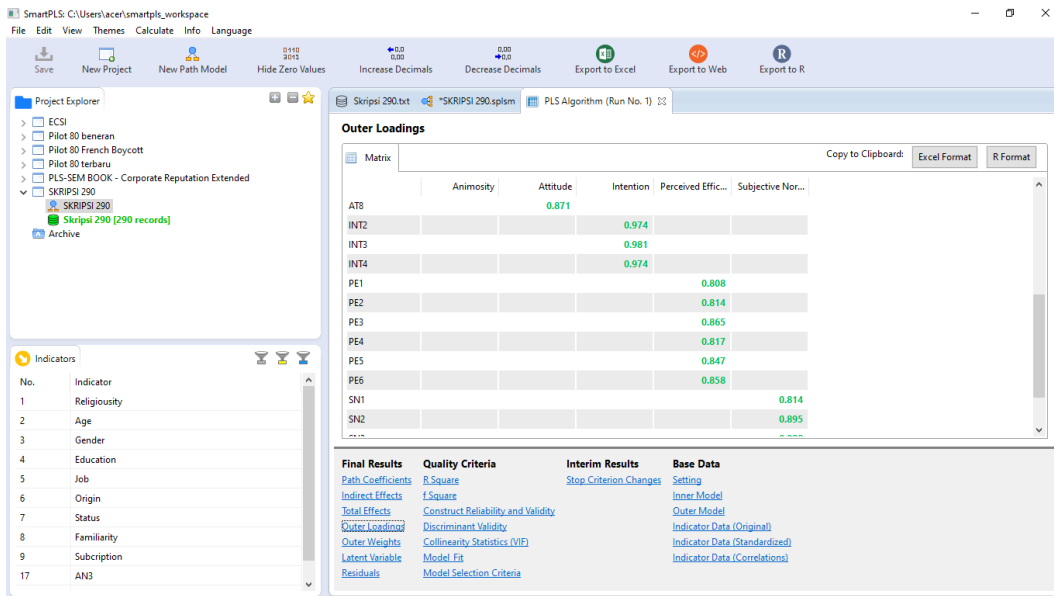


Figure 3
Construct Validity and Reliability

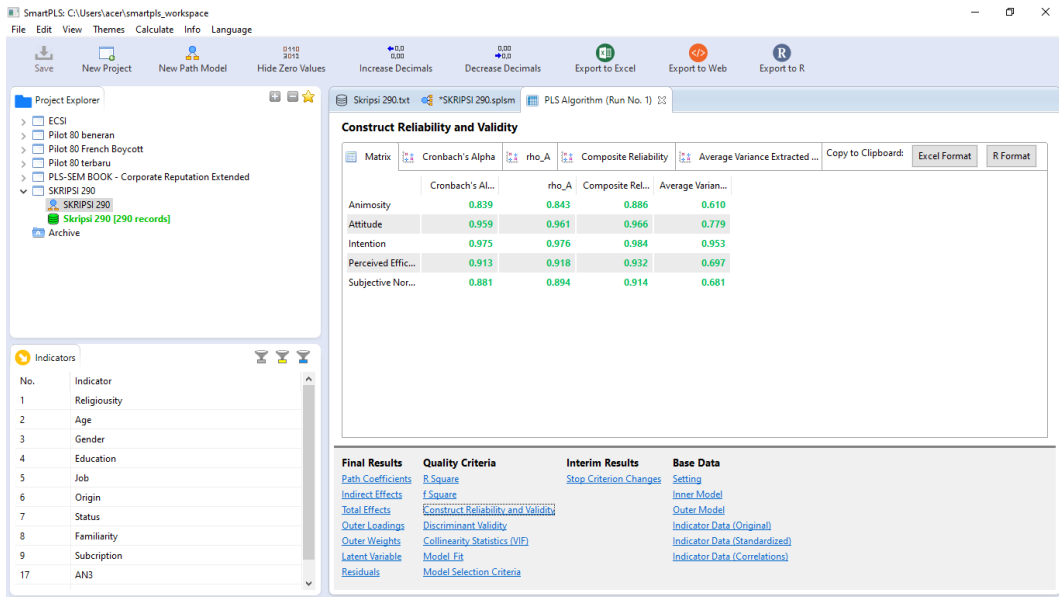


Figure 4
Discriminant Validity

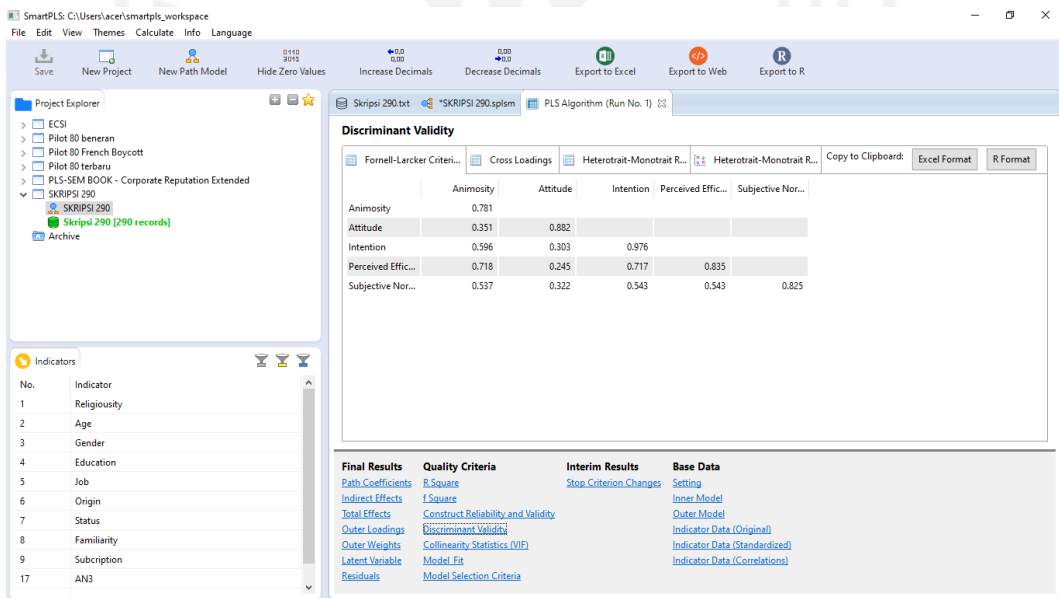


Figure 5
R-Square

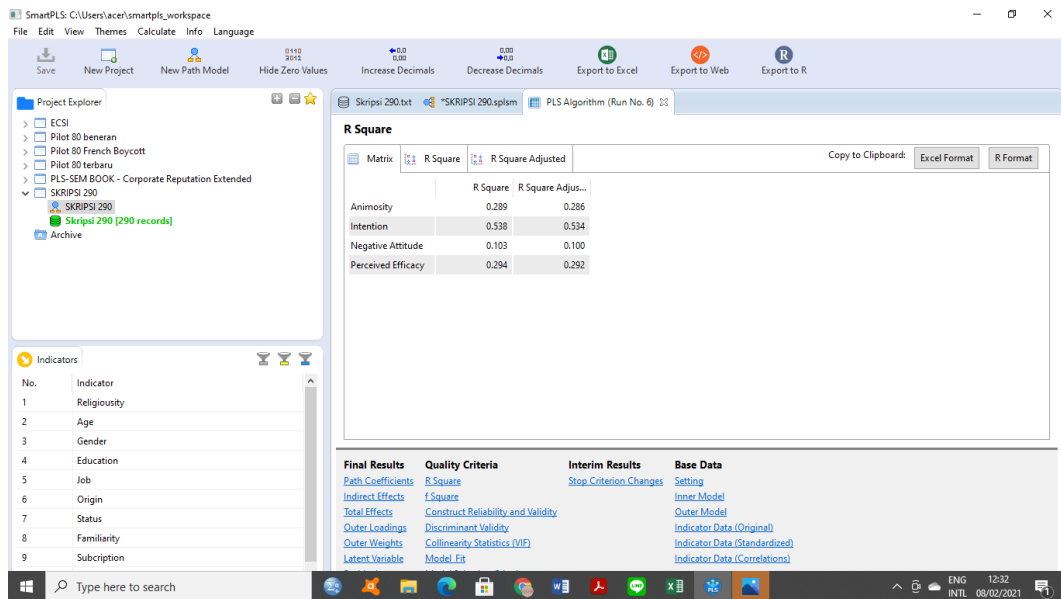


Figure 6
Collinearity

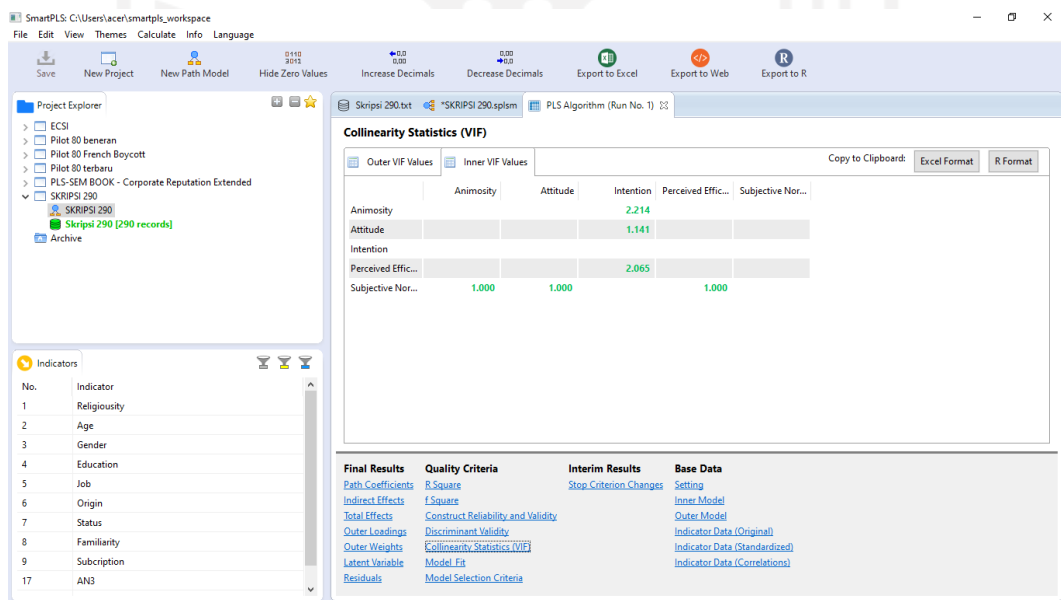


Figure 7
Path Coefficient

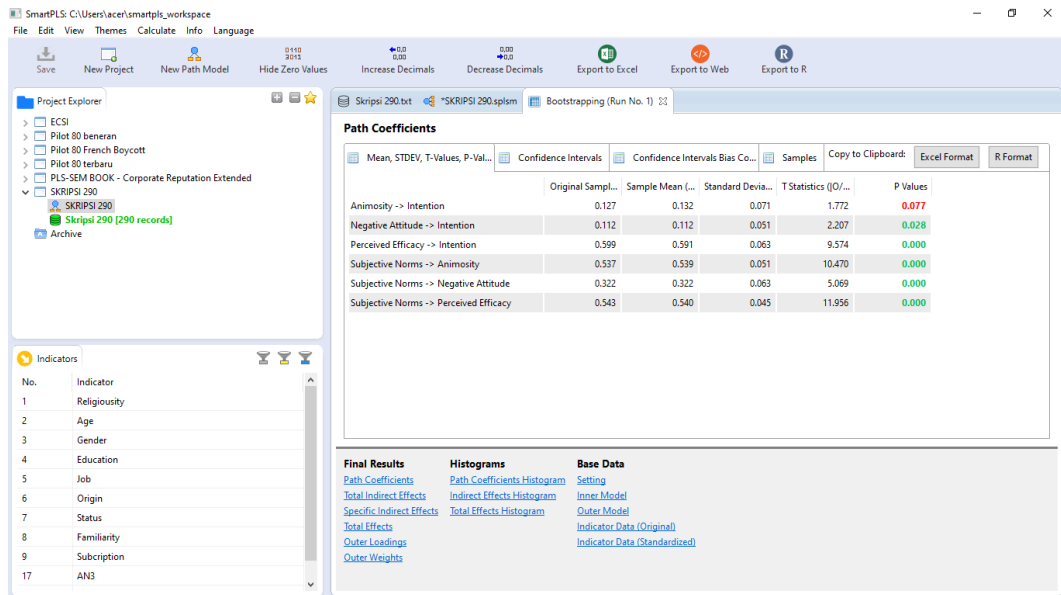


Figure 8
Q-square

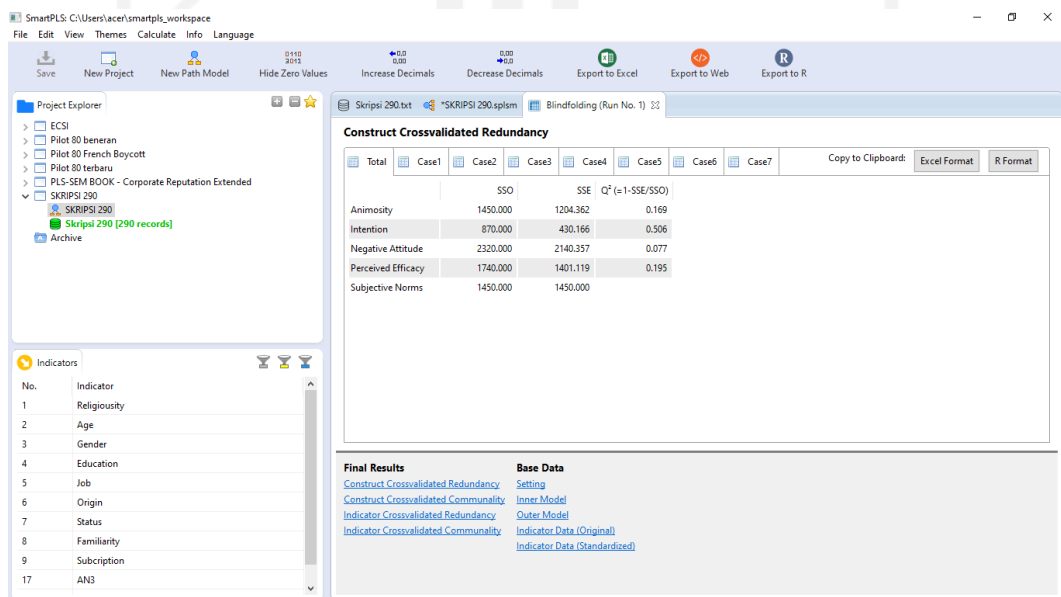


Figure 9
PLS Algorithm

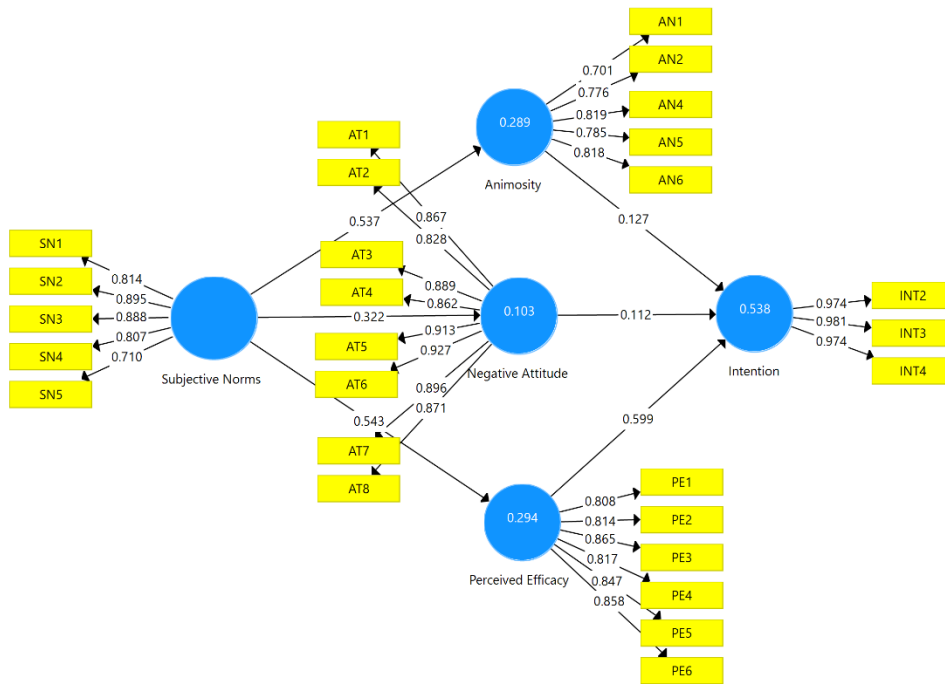


Figure 10
PLS Bootstrapping

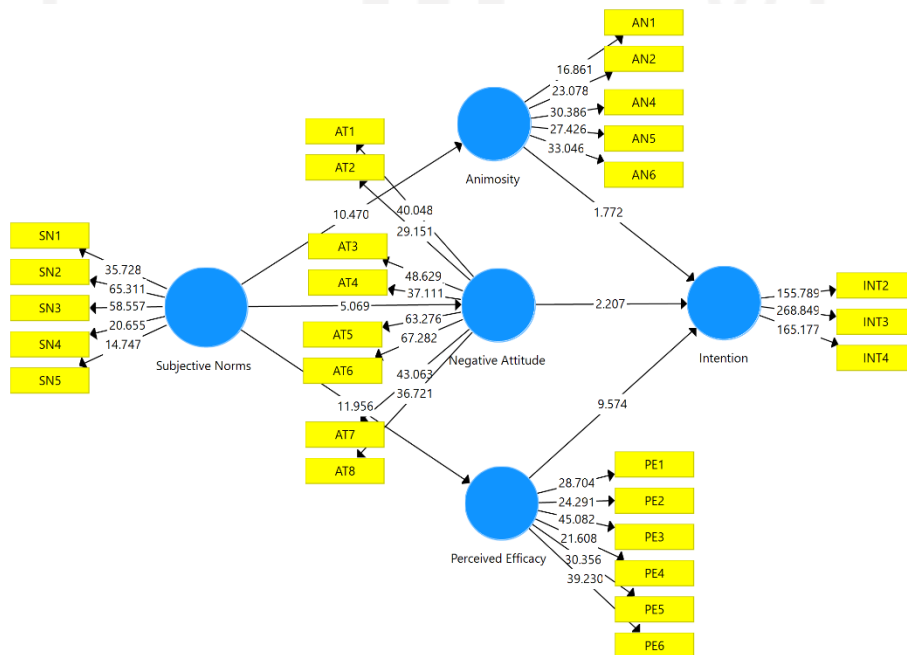


Figure 11
PLS Blindfolding

