PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

ABSTRAK

PENGARUH MEDIA SOSIAL, DEMONSTRASI, EMOSIONAL, DAN PENGETAHUAN PRODUK TERHADAP KEPUTUSAN BOIKOT PRODUK ISRAEL PADA MAHASISWA UNIVERSITAS SANATA DHARMA

Delvi Mongan
Prodi Manajemen Fakultas Bisnis dan Ekonomi
Universitas Sanata Dharma
Yogyakarta
2026

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh media sosial terhadap keputusan boikot produk terafiliasi Israel, (2) pengaruh demonstrasi terhadap keputusan boikot produk terafiliasi Israel, (3) pengaruh emosional terhadap keputusan boikot produk terafiliasi Israel, dan (4) pengaruh pengetahuan produk terhadap keputusan boikot produk terafiliasi Israel. Populasi dalam penelitian ini adalah mahasiswa aktif Universitas Sanata Dharma yang mengetahui adanya isu boikot produk yang terafiliasi Israel. Teknik pengambilan sampel menggunakan purposive sampling dengan jumlah sampel sebanyak 385 responden. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan metode regresi linear berganda dengan bantuan program IBM SPSS Statistics 26. Hasil penelitian menunjukkan bahwa: (1) media sosial tidak berpengaruh signifikan terhadap keputusan boikot produk terafiliasi Israel, (2) demonstrasi berpengaruh signifikan terhadap keputusan boikot produk terafiliasi Israel, (3) emosional berpengaruh signifikan terhadap keputusan boikot produk terafiliasi Israel, dan (4) pengetahuan produk berpengaruh signifikan terhadap keputusan boikot produk terafiliasi Israel.

Kata kunci: Media Sosial, Demonstrasi, Emosional, Pengetahuan Produk, Keputusan Boikot

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

ABSTRACT

PENGARUH MEDIA SOSIAL, DEMONSTRASI, EMOSIONAL, DAN PENGETAHUAN PRODUK TERHADAP KEPUTUSAN BOIKOT PRODUK ISRAEL PADA MAHASISWA UNIVERSITAS SANATA DHARMA

Delvi Mongan
Management Study Program, Faculty of Business and Economics
Sanata Dharma University
Yogyakarta
2026

This study aims to examine: (1) the effect of social media on the decision to boycott Israel-affiliated products, (2) the effect of demonstrations on the decision to boycott Israel-affiliated products, (3) the effect of emotional factors on the decision to boycott Israel-affiliated products, and (4) the effect of product knowledge on the decision to boycott Israel-affiliated products. The population of this study consisted of active students of Sanata Dharma University who were aware of the boycott issue concerning Israel-affiliated products. The sampling technique used was purposive sampling, with a total sample of 385 respondents. Data were collected through questionnaires and analyzed using multiple linear regression with the assistance of IBM SPSS Statistics 26 software. The results of the study indicate the following: (1) social media does not have a significant effect on the decision to boycott Israel-affiliated products, (2) demonstrations have a significant effect on the decision to boycott Israel-affiliated products, (3) emotional factors have a significant effect on the decision to boycott Israel-affiliated products, and (4) product knowledge has a significant effect on the decision to boycott Israel-affiliated products.

Keywords: Social Media, Demonstrations, Emotional, Product Knowledge, Boycott Decision