THE EFFECT OF THE PRO-ISRAEL FOOD AND BEVERAGES (F&B) BOYCOTT MOVEMENT ON THE INCREASE IN SALES OF MUSLIM MSMES IN NORTH SUMATRA

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ABSTRACT

The boycott of Israeli-affiliated products has a significant impact on consumer behavior, especially in the food and beverage sector. People are turning to local products and looking for similar alternatives, thus helping to encourage the development of MSMEs. This study aims to examine the influence of boycotts, product innovation, and promotion on increasing MSME sales. The respondents of the study were 100 food and beverage MSMEs in North Sumatra. Data analysis uses multiple linear regression. The results of the study show that boycotts and product innovation play an important role in increasing MSME sales, supported by consumer preference for local products and the ability of MSMEs to innovate. On the other hand, promotion has no significant effect. Simultaneously, all three variables contributed to the increase in sales. This study confirms that boycotts and product innovation are effective in increasing sales, while promotional strategies still need to be improved, as well as enriching the literature on MSME marketing strategies in the context of boycotts and business digitalization.

INTRODUCTION

As a form of public support and solidarity for the victims of the Gaza crisis in Palestine, boycotting Israeli products is increasingly popular in Indonesia. On November 8, 2023, the Commission of the Indonesian Ulema Council (MUI), which is a forum for scholars from various Islamic organizations in Indonesia, issued a fatwa related to the Palestinian-Israeli conflict.The fatwa on support for Palestine, including the justifications and methods used by Indonesian Muslims to oppose Israel and support Palestine, is regulated in Fatwa Number 83 of 2023 (Susilawati et al., 2024).

Foreign company investment in Indonesia shows the country's dependence on Israeli products and related products. According to the Coordinating Ministry for SMEs, Special Staff to the Coordinating Minister for Small and

Medium Enterprises for the Creative Economy, this boycott can be an opportunity to influence consumer preferences for domestic products.The government still encourages import substitution and the use of domestic products.Through the "Proud of Made in Indonesia" campaign, the government also aims to increase the brand value of domestic products. The goal is so that MSMEs in Indonesia can be more competitive and able to compete with foreign products in the future.Thus, the government seeks to take advantage of the momentum of the boycott movement to strengthen the domestic industry, increase awareness of local products, and help encourage the expansion and sustainability of Indonesian MSMEs (Ulya & Ayu, 2024).

According to Edy, the boycott action has a positive impact on the MSME sector in Indonesia (Refendy, 2022). The impact of the boycott action has resulted in a drastic decline in the stock price of pro-Israel products in recent times. The following is the data on the decline in sales of some pro-Israel FnB products before the boycott and afterwards which will be shown in the following table.

Table 1. Pro-Israel FnB Sales Revenue Before and After the Boycott

No	Product Name	Sales Before the Boycott (2023)	Sales After the Boycott (2024)
1	Starbucks Coffee	US$35.97 billion (Rp509 trillion)	US$8.6 billion (Rp133 trillion)
2	Mc Donalds	US$25.5 billion (Rp395 trillion)	US$6.87 billion (Rp113 trillion)
3	KFC	US$1.59 billion (Rp25 trillion)	US$986 million (Rp 11 trillion)
4	Pizza Hut	US$1.59 billion (Rp25 trillion)	US$278 million (Rp.3 trillion)

Based on the table, pro-Israel products in the field of FnB experienced a sharp decline after the MUI boycott fatwa. Sales observations for 2023–2024 show that Starbucks' revenue fell from US$35.97 billion (IDR 509 trillion) to US$8.6 billion (IDR 133 trillion).McDonald's also slumped from US$25.5 billion to US$6.87 billion. KFC fell from US$1.59 billion (Rp25 trillion) to US$986 million (Rp11 trillion). The most drastic decline was experienced by Pizza Hut, from US$1.59 billion (Rp25 trillion) to US$278 million (Rp3 trillion).

In addition to problems regarding boycotts, MSMEs also experience several problems in increasing sales. Even though the context is different from the boycott.One of the fundamental challenges is the inability of MSME actors to innovate products in a sustainable manner. Innovation is an important aspect in dealing with changing market tastes, the dynamics of consumer needs, and increasingly open competition. Unfortunately, many MSMEs still produce goods in monotonous forms and functions, without developing design, packaging, or production process technology. (Lorensa & Guidance , 2022) (Agungnoe, 2024)

In addition to the problem of innovation, the promotion aspect is also a significant weak point. Most MSME actors do not understand the importance of an effective and planned promotion strategy. Promotions carried out by entrepreneurs, especially food and beverages, have shown progress. However, the promotions carried out also have conventional methods. This has an impact on the low level of consumer awareness of the product and limited market reach. Many MSME actors have not taken advantage of the potential of promotional power on digital platforms. Of the total 66 million MSMEs that exist today, less than half of the 66 million have been digitized.

Several previous studies have analyzed the same topic regarding the impact of boycotts on increasing MSME sales. Among the research conducted by . The studies analyzed the impact of boycotts on products affiliated with Israel. The study uses a descriptive qualitative approach and a quantitative method with a simple regression approach. Meanwhile, this study fills the gap by integrating several other research variables that are problems in increasing MSME sales, namely product innovation, and promotion. This study also uses a quantitative method with a multiple linear regression approach for more complex and comprehensive analysis results and explains the impact of boycott on increasing sales of local products, especially food and beverage MSMEs. (Batubara et al., 2025; Riyanti & Nisa , 2024; Zahirah et al., 2025)

Literature Review

Boycott

A boycott is an act of protest or pressure that involves refusing to use, purchase, or transact with a specific person or organization. In its most basic form, a boycott is a way for one party to express its displeasure or protest against another party that they believe has done something inappropriate, which is indicated by rejection (Susilawati et al., 2024). These actions are usually carried out in response to actions that are considered unethical, not in accordance with applicable principles, or contrary to certain viewpoints or goals (Ulya & Ayu, 2024). The objectives

of the boycott include the following (Trisnawati, 2024):

1. Transformation, boycott policies are often used as a tool to encourage policy reform from the entities that are the target of the boycott.
2. Influence public opinion of the targeted entity, in the hope that public pressure will prompt the entity to take action. An example is the boycott campaign against companies that violate the principles of environmental sustainability or human rights.

Product Innovation

Product innovation can be defined as the functional improvement of a product that can place it above competitors' products. . To maintain product consistency and prevent customers from being disappointed with existing products, product innovation is the act of improving new or existing products by developing old products in an effort to gain market share Innovation indicators consist of relative superiority, compatibility, complexity, testability, and observability. The following are some examples of inventions that entrepreneurs can make: (Harini et al., 2022)   (Pebriani   &   Busyra   , 2023)

1. Launch a new product or make improvements to an existing product.
2. Launching new production techniques.
3. Expanding export markets, especially in new regions.
4. Producing or sourcing semi-finished raw materials or new raw materials.
5. Building a new industrial structure.

Promotion

According to Keller, marketing communication (promotional) is a technique or resource that can be used to inform and convince the target market about the products offered, either directly or through the medium The purpose of promotion is to keep demand from being rigid. Both manufacturers and consumers can benefit greatly from promotions. Other research mentions other promotional indicators, namely special offers, advertisements, endorsements, customer trials, direct messages, posters, free gifts, sweepstakes, and collaborations. (Scarlet   & Ha   , 2023)   (Sismar et al., 2024)

The main purpose of the promotion is to inform the public directly about the existence of the educational institution being promoted, remind them of its name, and attract their interest in applying. The four objectives of the promotion are as follows:

1. Modifying behavior, i.e. In order to always give the best impression when trying to sell goods to customers, people change their behavior.Customers will choose to buy products and become clients in this way.   (Scarlet   &   Ha   , 2023)
2. Informing the public that the company has launched a product, explaining its existence and application, explaining its operations, improving the company's reputation, and providing the public with updates on product name changes or prices.
3. Changing consumer attitudes and influencing the public to show interest and buy the product.
4. Keeping the reputation of the product and the company in the minds of customers, reminding them to buy the same product again if the product they are using has expired, and reminding them where to buy it. (Sundari, 2022)

Sales

Swastha (2004) defines sales as "face-to-face meetings between individuals aimed at building, improving, arranging, or maintaining exchange relationships that benefit the other party". Marbun defines sales as the total number of goods or commodities sold by a business over a certain period of time. Sales is a type of business activity that has been planned by creating strategic systems and methods aimed at business operations that meet the wishes and expectations of customers in order to generate or earn profits. The indicators of increasing sales are those expressed by Kotler are: (Segati, 2018)   (Sumartini   &   Tias   , 2019)

1. Sales volume. Higher sales volume indicates how many products or services have been successfully sold in a given period of time. The business's revenue potential increases along with sales volume. This indicator is the main benchmark for the success of marketing strategies and market absorption of products. This increase in volume usually occurs due to an increase in demand, expansion of distribution, improvement in product

quality, or the effectiveness of promotions carried out by the company.

2. Profit Making. Operating profit is the profit obtained by the company after deducting all operational costs. An increase in operating profit indicates that the company is not only able to sell more, but is also able to manage costs efficiently. This indicator is important for assessing a company's overall financial performance, as it reflects its effectiveness in managing sales, production costs, and pricing strategies. Increasing profits is often the main indicator for business owners in making long-term strategic decisions.

3. Company growth. The growth of a company can be characterized by an increase in market share or the number of customers. Market share shows the percentage of a company's control of total sales in a particular industry or market. If the market share increases, it means that the company has succeeded in snatching consumers from competitors or successfully growing new markets. The growing number of customers reflects the company's success in attracting market interest and expanding its consumer base. This improvement can be obtained through effective promotional strategies, product innovation, service improvements, or successful penetration of new markets. If a sales has more and more customers and uses the company's products or services, then the long-term growth potential will be greater. (Fadhli et al., 2021)

METHOD

In this study, the author adopted a quantitative approach (Sugiyono, 2023).The object of this study is Muslim MSMEs in North Sumatra. The population of this study is all MSMEs in North Sumatra with a total of 1,712,091 MSMEs. Sampling uses purposive sampling techniques because it is suitable for use in quantitative research, or studies that do not make generalizations. The following sampling conditions or criteria are used as a guide for this study:

1. MSMEs that are Muslim
2. It is an MSME with a business age of > 3 years
3. Located in North Sumatra province
4. MSMEs engaged in the food and beverage sector.

The determination of the number of samples in this study uses the Slovin formula, namely: $n = N (1+Ne2)$. The researchers set a margin of error of 10% ($e = 0.1$) to obtain a more representative sample count of the total population. Based on the slovin formula, the number of samples was 99,992. So, to make it easier to take samples, the researcher took 100 MSMEs to be used as respondents in this study

Data collection is carried out by distributing the google form link to the respondent containing questions. The authors used multiple linear regression analysis with the help of SPSS software. The stages of data analysis are validity tests, reliability tests, classical assumption tests and hypothesis tests. The classification assumption test is further divided into 3 tests, namely the normality test, the multicollineacity test and the heteroscedasticity test. Then the hypothesis test is divided into 3, namely the partial test, the simultaneous test, and the determination coefficient test.

RESULTS AND DISCUSSION
Validity Test

The purpose of validity is to measure how well a research tool such as a questionnaire can measure things that should be evaluated. The following are the results of the validity test carried out.

Table 2. Validity Test Results

Variable	Question Items	Correlation Coefficients	R Table	Information
Boycott (X1)	BK 1	0,1966	.684[**]	Valid
	BK 2	0,1966	.813[**]	Valid
	BK 3	0,1966	.838[**]	Valid
	BK 4	0,1966	.849[**]	Valid
	BK 5	0,1966	.903[**]	Valid
Product Innovation (X2)	IP 1	0,1966	.837[**]	Valid
	IP 2	0,1966	.931[**]	Valid
	IP 3	0,1966	.876[**]	Valid

	IP 4	0,1966	.914**	Valid
	IP 5	0,1966	.892**	Valid
Promotions (X3)	PR 1	0,1966	.392**	Valid
	PR 2	0,1966	.547**	Valid
	PR 3	0,1966	.574**	Valid
	PR 4	0,1966	.431**	Valid
	PR 5	0,1966	.774**	Valid
	PR 6	0,1966	.727**	Valid
	PR 7	0,1966	.751**	Valid
	PR 8	0,1966	.715**	Valid
Sales Increase (Y)	PP 1	0,1966	.875**	Valid
	PP 2	0,1966	.944**	Valid
	PP 3	0,1966	.963**	Valid
	PP 4	0,1966	.938**	Valid

All valid question items, based on the results of the validity test in the table above, it can be seen that the variables of boycott, product innovation, promotion, and sales increase obtained a calculated r value greater than the r value of the table at a significance level of 0.05.

Reliability Test

Reliability testing is a procedure to ensure that a research tool consistently produces stable and reliable data over time. When a reliable tool is used in comparable situations on multiple occasions, it will produce the same results. The following are the results of the reliability tests that have been carried out.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Information
Boycott (X1)	0.874	5	Reliable
Product Innovation (X2)	0.933	5	Reliable
Promotions (X3)	0.773	8	Reliable
Sales Increase (Y)	0.947	4	Reliable

Based on the reliability test table above, it was found that all variables in this study received a Cronbach's Alpha value that exceeded 0.7. As a result, all research variables are considered credible in accordance with current regulations.

Normality Test

The normality test is one of the crucial phases of statistical analysis, especially when using parametric techniques in quantitative research, is the normality test.
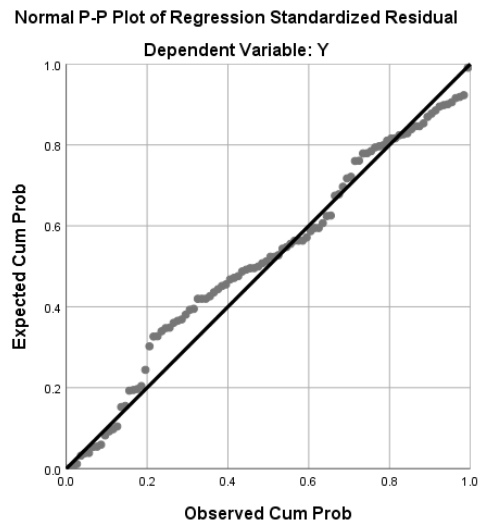
Figure 1. Normality Test Results
Source: SPSS, 2025

The regression model is thought to have a normal distribution because the plot data (dots) that represent the actual data follow a diagonal line, according to the normality test findings of the three regression models suggested using the Normal P-P plot test.

Multicollinearity Test

The multicollinearity test is to find strong linear relationships between independent variables is one of the main goals of multiple regression analysis. The following are the results of the multicollinearity test that has been carried out.

**Table 4. Multicollinearity Test Results**

Regression Model I	Collonearity statistic	
	Tolerance	VIVID
Boycott	0.993	1.008
Product Innovation	0.989	1.011
Promotion	0.986	1.015

Source: SPSS, 2025

Based on the results of the multicollinearity test of the three models, regression models I and II were found to have a tolerance value of > 0.1 and a VIF value of < 10. As a result, there are no signs of multicollinearity in any model.

Heteroscedasticity Test

The heteroscedasticity test is the testing of errors on each predictor value in the regression model or residual variance inequality is a crucial step in the regression analysis process. The following are the results of the heteroscedasticity test carried out.
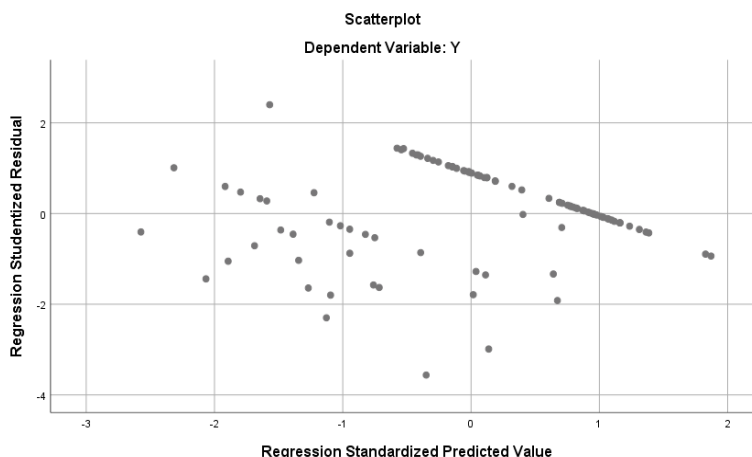
Figure 2. Model I Heteroscedasticity Test
Source: Otput SPSS, 2025

Based on the results of the heteroscedasticity test, it is clear that the dots on the scatterplot graph for each equation are scattered above and below the number 0 on the Y axis and do not have a clear distribution pattern. Therefore, it can be said that the regression model does not show heteroscedasticity disorders.

Partial Test

The partial test, also known as the t-test, is the significance of the impact of each independent variable on the dependent variable, either singly or in combination, can be tested using one of the regression analysis techniques. The following are the results of the partial tests that have been carried out.

Table 5. Partial Test Results

Type		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	10.009	2.268		4.414	.000
	X1	.538	.061	.655	8.831	.000
	X2	-.096	.043	-.167	-2.246	.027
	X3	-.038	.042	-.068	-.917	.361
a. Dependent Variable: Y						

Source: SPSS, 2025

The results of the interpretation of the data presented above are as follows:

1. With a probability level of $0.000 > 0.05$, the impact of the boycott (X1) on the increase in sales (Y) resulted in a t-statistical value of 8.831 and a t-table value of 1.661 (t-statistics > t-table). Thus, it can be said that the variables of boycott and increase in sales have a partially meaningful relationship.
2. At a probability level of $0.027 < 0.05$, the impact of product innovation (X2) on sales increase (Y) resulted in a t-statistical value of -2.246 and a t-table value of 1.661 (t-statistics > t-table). Thus, it can be said that the variables of product innovation and sales increase have a partially meaningful relationship.
3. A t-statistical value of -0.917 and a t-table value of 1.661 (t-statistics < t-table) were found for the influence of promotion (X3) on sales increase (Y), with a probability level of $0.361 > 0.05$. Thus, it can be said that there is no substantial correlation between the promotion variable and the increase in sales.

Simultaneous Tests

Simultaneous testing, also known as the F test, is a regression analysis method to determine whether each independent variable has a significant influence on the dependent variable simultaneously. The following are the results of the simultaneous tests that have been carried out.

Table 6. Simultaneous Test Results

Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	313.516	3	104.505	28.975	.000b
	Residual	346.244	96	3.607		
	Total	659.760	99			

Simultaneous testing on the regression model showed how the boycott, product innovation, and promotion variables simultaneously (collectively) affected sales growth (Y). With a significance probability of $0.000 < 0.05$, the F-value of the calculation is 28.975 and the F-value of the table is 2.699 (the F-value of the calculation > the F table). The analysis findings show that boycott factors, product innovation, and promotion simultaneously affect sales growth.

Coefficient Determination Test

The coefficient of determination test, known as the symbol R^2 (R-squared), is an R2 value measures the extent to which independent variables in the model can explain the variance of dependent variables, making them a crucial indicator in regression analysis. The results of the determination coefficient test can be seen from the following table.

Table 7. Determination Coefficient Test Results

					Change Statistics					
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.689a	.475	.459	1.89913	.475	28.975	3	96	.000	.937

Source: SPSS, 2025

From the test results, the adjusted R-squared value, or determination coefficient, of the Model I regression, was 0.459, according to the results of the determination coefficient test. This shows that the dependent variable, i.e. increase in sales, is explained by 45.9 percent variation of independent variables (promotion, product innovation, and boycott). Meanwhile, factors outside the model that were not examined in this study accounted for the remaining 54.1%.

Discussion

The results of the study show that the boycott has a significant effect on increasing MSME sales. The boycott has encouraged consumers to shift their purchases from Israeli-affiliated products to alternative products, especially local products. This shows that boycotts are not only a socio-political expression, but also have a real economic impact on people's consumption patterns. This change in consumer behavior provides a great opportunity for MSMEs to increase their sales volume. These findings reinforce the view that external factors such as boycotts are able to create a positive boost to MSME growth due to consumer awareness to support products that are considered more in line with their values and preferences. (Riyanti & Nisa , 2024; Zahirah et al., 2025)

In addition, the study also found that product innovation has a significant effect on increasing MSME sales. Innovation, whether in the form of adjustment to market trends, quality development, or attractive design, has been proven to increase consumer attractiveness and product competitiveness. Although the t-statistical value is negative, the relationship shown remains significant so innovation is still seen as a crucial factor in supporting business sustainability. These findings are consistent with research results that show that product innovation has an important influence on improving sales and company performance. Thus, MSMEs are required to continue to innovate continuously in order to maintain customer loyalty and expand market share. (Azhari & Ali, 2024; Nasir, 2019)

In contrast to the previous two variables, the results of the study prove that promotion does not have a significant effect on increasing MSME sales. A probability value greater than the level of significance indicates that the promotional strategy carried out has not been effective in encouraging consumers to buy products. This can be caused by several factors, such as promotional media that are not on target, unattractive content, and inconsistent promotional frequency. These findings are in line with research that states that promotions do not always have a significant impact on MSME sales, although in contrast to the results of studies that show promotions can increase sales. Thus, the success of promotion is highly dependent on strategic planning, selection of relevant media, and

suitability to consumer needs.   (Abbas et al., 2022)   (Teruna et al., 2023)

Simultaneously, this study proves that boycotts, product innovation, and joint promotions have a significant effect on increasing MSME sales.The value of the F calculation that far exceeds the F of the table indicates that the combination of the three variables is able to explain the variation in sales better than only partially viewed. This emphasizes the importance of synergy between external factors such as boycotts, internal factors in the form of product innovations, and marketing strategies such as promotion in shaping the sales performance of MSMEs. These results support the argument that a comprehensive marketing approach is more effective than focusing on just one aspect. Therefore, MSME actors need to integrate boycott response strategies, product development, and promotional improvements simultaneously to achieve optimal sales increases.   (Kotler & Keller, 2012)

CONCLUSION

This research departs from the statement that boycotts, product innovation, and promotion have the potential to influence MSME sales growth. The purpose of this study is to test partially or simultaneously the influence of these three variables on the sales performance of MSMEs in the food and beverage sector. The results of the study show that boycotts have a significant effect on the growth of MSME sales, as well as product innovations that have been proven to have a significant positive impact on increasing sales. On the other hand, promotions have no significant effect on driving sales. However, when tested simultaneously, the three variables of boycott, product innovation, and promos together were proven to have a significant influence on increasing MSME sales. Thus, this study confirms that boycott strategies and product innovation are the main factors that can drive MSME sales growth, while promotional effectiveness still needs to be improved.

This research has several limitations. First, the scope of the research is only focused on MSMEs in the food and beverage sector in North Sumatra so that the results cannot be generalized to other sectors and regions. Second, the research variables are limited to boycotts, product innovation, and promotion, so they do not include other external factors such as consumer purchasing power, business competition, and government support. Third, the relatively short research period makes the results unable to capture long-term trends in MSME sales.

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