

The Influence of Boycott and Brand Image on KFC Purchase Decisions: The Moderating Role of Religiosity among Muslim Consumers in North Sumatera

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Abstract

This study examines the influence of boycott and brand image on the purchase decision of KFC products, with religiosity as a moderation variable in the Muslim community in North Sumatra. The survey was conducted on 100 Muslim respondents according to the research criteria. The analysis used Moderated Regression Analysis (MRA) with SPSS version 27. The results showed that: First, boycotts had a negative and significant impact on purchasing decisions, which means that the stronger the motivation of consumers to boycott, the lower their tendency to buy KFC products. Second, brand image also has a significant effect. Third, these two variables together contribute significantly to purchasing decisions. Fourth, religiosity has been shown to moderate the relationship between boycott and brand image on purchasing decisions. The influence of the boycott is stronger on religious consumers. This is evident from the regression equation $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4Z + \beta_5X_1Z + \beta_5X_2Z + \beta_5X_3Z + e$. Overall, a determination coefficient (R^2) of 0.674 indicates that 67.4% of the variation in purchase decisions can be explained by a combination of boycotts, halal labels, and brand image, while the remaining 32.6% is influenced by other factors.

Kata Kunci:

Boiko; Citra
Merek;
Religiusitas;
Konsumen
Muslim;
Keputusan
Pembelian.

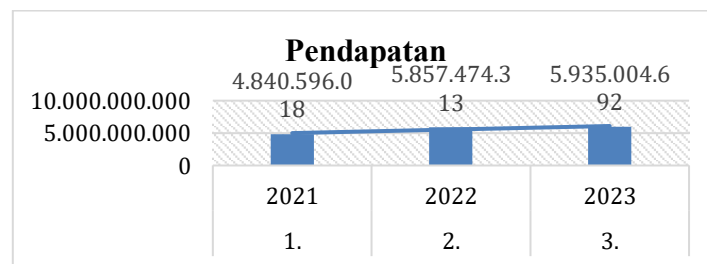
Abstrak

Penelitian ini mengkaji pengaruh boikot dan citra merek terhadap keputusan pembelian produk KFC, dengan religiusitas sebagai variabel moderasi pada masyarakat Muslim di Sumatera Utara. Survei dilakukan terhadap 100 responden Muslim sesuai kriteria penelitian. Analisis menggunakan Moderated Regression Analysis (MRA) dengan SPSS versi 27. Hasil penelitian menunjukkan bahwa: Pertama, boikot berpengaruh negatif dan signifikan terhadap keputusan pembelian, yang menunjukkan bahwa semakin kuat dorongan konsumen untuk melakukan boikot, semakin rendah kecenderungan mereka untuk membeli produk KFC. Kedua, citra merek juga berpengaruh signifikan. Ketiga, secara simultan, kedua variabel tersebut secara bersama-sama berkontribusi secara signifikan terhadap keputusan pembelian, yang berarti bahwa keputusan konsumen dalam membeli produk KFC dipengaruhi oleh kombinasi keduanya. Keempat, religiusitas terbukti memoderasi hubungan antara boikot dan citra merek terhadap keputusan pembelian. Pada konsumen dengan tingkat religiusitas tinggi, pengaruh boikot menjadi lebih kuat dalam menurunkan keputusan pembelian, sementara pengaruh citra merek menjadi lebih besar dalam mendorong pembelian. Hal tersebut terbukti dari persamaan regresi $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4Z + \beta_5X_1Z + \beta_5X_2Z + \beta_5X_3Z + e$. Secara keseluruhan, koefisien determinasi (R^2) sebesar 0,674 mengindikasikan bahwa 67,4% variasi dalam keputusan pembelian dapat dijelaskan oleh kombinasi boikot, label halal, dan citra merek, sedangkan 32,6% sisanya dipengaruhi faktor lainnya.

INTRODUCTION

In the era of globalization, the fast food industry has become an integral part of the lifestyle of modern society. The fast food industry, like KFC, is crucial in Indonesia, a Muslim-majority country, where consumption behavior is influenced by religious, social, and political issues. The conflict between Israel and Hamas has led to a call for boycotts of Israel-related items, with 64.7% of respondents supporting boycotts as a form of support for Palestinians (Wibowo et al., 2024).

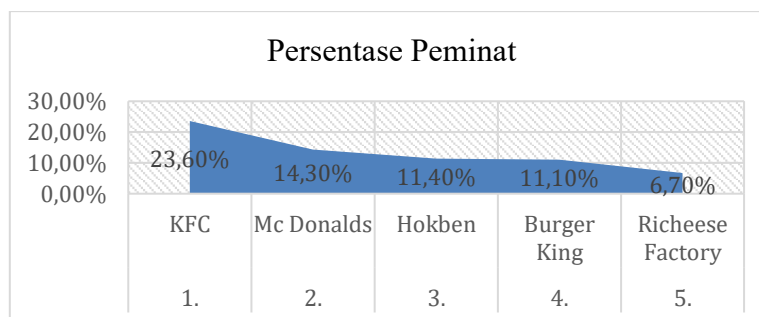
The current Israeli-Palestinian conflict certainly has a great impact on various sectors, especially the economic sector. With the recurrence of this conflict, the world economy will again face new uncertainty after the uncertainty caused by the Covid-19 pandemic (Khairani et al., 2024). In addition, Fatwa No. 83 on the Law of Support for the Palestinian Cause was issued by the Indonesian Ulema Council (MUI), which states that although it is necessary to support Palestinian independence, it is illegal to directly or indirectly assist Israeli aggression (Khotimatul Husna et al., 2023). This boycott movement, although supported by some people as an expression of solidarity with Palestine, is also considered controversial by some others because of its potential impact on social and economic aspects (Yu et al., 2020).



Graphs. 1 KFC Revenue Data for 2021-2023

Source: Financial Report KFC Indonesia

Despite the issue of boycotting products that are suspected of being related to Israel, KFC Indonesia's revenue continues to show an increase from year to year. Based on KFC Indonesia's financial statements, the company's revenue in 2021 was recorded at IDR 4,840,596,018, then increased to IDR 5,857,474,313 in 2022, and again increased in 2023 with a total revenue of IDR 5,935,004,692 (KFC Indonesia, 2024). KFC's popularity in Indonesia is attributed to its strong brand perception and consistent consumer experience. A GoodStats survey revealed that 18.02% of respondents chose KFC as their favorite fast food restaurant during their 2024 fast, highlighting its strong brand image and loyalty.



Graph 2. Interest Percentage Data

Source: Top Brand Award (www.topbrand-award.com)

From the data above, it can be seen that the percentage of interest in KFC products in 2024 is at the top with a percentage of interest in 23.60%, followed by Mc Donalds with 14.30%, then below that there is Hokben with 11.40%, then closely overshadowed by Burger King with a percentage of interest of 11.10%, and Richeese Factory is in 5th place with a percentage of 6.70% (Top Brand, 2024).

This shows that KFC is still one of the popular fast food restaurant brands in Indonesia, although there are several factors that can influence consumer decisions, such as the issue of boycotts, the legality of the product religiously (halal), social impact, and brand image. On the other hand, the level of religiosity of Muslim consumers is also believed to play a role in filtering the influence of boycotts, in line with research (Pratiwi et al., 2021). In another study conducted (Riyanti et al., 2023), consumers with high religiosity tend to be more responsive to religious issues and moral values. However, research (Hamida et al., 2024) also shows that religiosity factors do not always directly determine purchasing decisions. Departing from that, this study is different from the previous research, where this research was initiated by the religiosity variable as a moderation variable by other variables and focused on KFC products as the object of the study study.

By presenting an empirical analysis from the perspective of Muslim consumers in North Sumatra, this research is expected to make an academic contribution to the consumer behavior literature, as well as become a strategic reference for industry players in managing sensitive social issues. In a broader context, the results of this study enrich understanding of Muslim consumer behavior in the face of the ethical dilemma between religious values and consumption preferences.

Grand Theory

Consumer Behaviour Theory

Consumer Behaviour Theory, introduced by (Engel et al., 1995), explains how individuals make purchasing decisions. It emphasizes that these decisions result from a mix of internal and external factors, as well as how information is processed. Engel, Blackwell, and Miniard highlight that decisions are shaped not just by practical needs but also psychological, social, cultural, and environmental influences. The theory outlines several stages: identifying needs, searching for information, evaluating options, making a purchase, and reflecting post-purchase. This study relates to the Muslim community in North Sumatra, showing how factors like boycotts, halal labels, and brand image affect their buying choices. Boycotts serve as social pressures that can significantly sway consumer attitudes (Friedman, 1999). Additionally, internal factors like religiosity can either strengthen or weaken the influence of these external factors, with more religious consumers often prioritizing halal considerations over brand image or shopping habits (Delener, 1994).

Middle Theory

Consumer Boycott Theory: Consumer Boycott Theory by (Friedman, 1999) explains how people stop buying from a company to protest its actions or policies. These boycotts happen for moral, political, or social reasons when people believe the company's choices are wrong. Friedman noted that consumers believe their boycotts can really affect the company by lowering sales and harming its reputation.

Brand Image Theory: Brand Image Theory, presented by (Keller, 1993), highlights how important positive brand perceptions are for consumer buying choices. Keller states that a brand's image builds from associations related to it, like product quality, the company's

reputation, and customer experiences. A strong brand image fosters trust, loyalty, and preference among consumers.

Religiosity Theory: Religiosity Theory, introduced by (Delener, 1994), suggests that a person's religiosity greatly affects their buying choices. Religiosity refers to how much a person is involved in their religious beliefs and practices. Delener points out that people with high religiosity are more likely to think about ethics and religious values when making purchases.

Applied Theory

Purchase Decision Theory: Purchase Decision Theory by (Kotler & Keller, 2016) outlines five steps in consumer decision-making: need identification, information search, alternative evaluation, purchase decisions, and post-purchase behavior. It considers external and internal factors like pricing, promotion, brand image, attitudes, motives, and perceptions. In this study, KFC products' purchasing decisions are influenced by halal labels, brand image, and boycott calls.

Theory of Moderation Religiosity: According to (Delener, 1994) Theory of Moderation Religiosity suggests that religiosity influences consumer attitudes and purchasing decisions, with individuals with high religiosity considering ethics and religious values. It suggests religiosity acts as a moderation variable.

METHOD

The study, conducted in North Sumatra Province, employed a quantitative method with a causal design, analyzing data from the Muslim community through questionnaires and observations, supplemented by secondary sources, with a sample of 100 respondents selected using purposive sampling (Sugiyono, 2017). The study used Reduced Regression (MRA) to analyze multiple linear regression equations, combining relationships between two or more controlled variables. Moderation analysis estimated the outcome and change in variable Y. Data was processed using SPSS software, with boycott and brand image as independent factors, purchase decision as dependent, and religiosity as moderation variable : (1) Purchase decision: The process by which a customer chooses, evaluates, and ultimately decides to purchase something or service to meet their needs or desires (Kotler & Keller, 2005). (2) Religiosity: Religion refers to an individual's belief, understanding, and practice of their religion, and how it influences their attitudes and actions in daily life (Glock, C. Y., & Stark, 1965). (3) Boycott: A boycott is a deliberate refusal by a person or group to purchase or consume goods or services from a particular company or country, as a form of protest or moral pressure (Anisah, 2015). (4) Brand Image: Customer perception of a brand is influenced by their experience, association, and perception of the quality of a particular product or service (Ronitua et al., 2017).

RESULTS AND DISCUSSION

The results of the research are presented in detail by presenting some clear data, the writing is the same as in the introduction.

Validity Test

Table 1:
Validity Test Output Y

Questionnaire Item	R Count	R Table	Information
(1)	0.795	0.196	All Valid Items

(2)	0.801	0.196
(3)	0.773	0.196
(4)	0.441	0.196
(5)	0.466	0.196
(6)	0.724	0.196
(7)	0.340	0.196
(8)	0.738	0.196
(9)	0.713	0.196
(10)	0.767	0.196

Source: Primary data, processed 2025

It can be concluded from the table that all statements in the purchase decision questionnaire (Y) are declared valid in their entirety.

Table 2:
Validity Test Output Z

Questionnaire Item	R Count	R Table	Information
(1)	0.696	0.196	All Valid Items
(2)	0.766	0.196	
(3)	0.838	0.196	
(4)	0.777	0.196	
(5)	0.722	0.196	
(6)	0.757	0.196	
(7)	0.787	0.196	
(8)	0.822	0.196	
(9)	0.800	0.196	
(10)	0.555	0.196	

Source: Primary data, processed 2025

It can be concluded from the table that all statements in the religiosity questionnaire (Z) are declared valid in their entirety.

Tabel 3:
Validity Test Output X1

Questionnaire Item	R Count	R Table	Information
(1)	0.689	0.196	Semua Item Valid
(2)	0.818	0.196	
(3)	0.672	0.196	
(4)	0.831	0.196	
(5)	0.781	0.196	
(6)	0.761	0.196	
(7)	0.831	0.196	
(8)	0.611	0.196	
(9)	0.810	0.196	
(10)	0.738	0.196	

Source: Primary data, processed 2025

It can be concluded from the table that all statements in the Boycott questionnaire (X1) are declared valid in their entirety.

Tabel 4:
Validity Test Output X2

Questionnaire Item	R Count	R Table	Information
(1)	0.765	0.196	All Valid Items
(2)	0.857	0.196	
(3)	0.837	0.196	
(4)	0.917	0.196	
(5)	0.865	0.196	
(6)	0.856	0.196	
(7)	0.826	0.196	
(8)	0.829	0.196	
(9)	0.833	0.196	
(10)	0.751	0.196	

Source: Primary data, processed 2025

It can be concluded from the table that all statements in the brand image questionnaire (X2) are declared valid in their entirety.

Reliability Test

Table 5:
Reliability Test Output

Variabel	Cronbach's Alpha	Koefisien Alpha	Keterangan
Keputusan Pembelian (Y)	0,856	0,60	Reliabel
Religiusitas (Z)	0,902	0,60	
Boikot (X1)	0,913	0,60	
Citra Merek (X2)	0,951	0,60	

Source: Primary data, processed 2025

The study's reliability test revealed that all variables, including boycott factors, halal labeling, brand image, religion, and purchasing decisions, had a Cronbach's Alpha value > 0.60 .

Normality Test

Table 6:
Output Kolmogorov – Smirnov (K-S) Model I
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	5,80959784
Most Extreme Differences	Absolute	,047
	Positive	,047
	Negative	-,034
Test Statistic		,047
Asymp. Sig. (2-tailed)		,200 ^d

Monte Carlo Sig. (2-tailed)	Sig.				,870
	99% Confidence Interval		Lower Bound		,861
			Upper Bound		,879

Source: Primary data, processed 2025

The regression model's normality test results, based on the Kolmogorov-Smirnov Test, indicate a 2-tailed Asym.Sig of 0.200, indicating that the model's assumptions have been met.

Multicollinearity Test

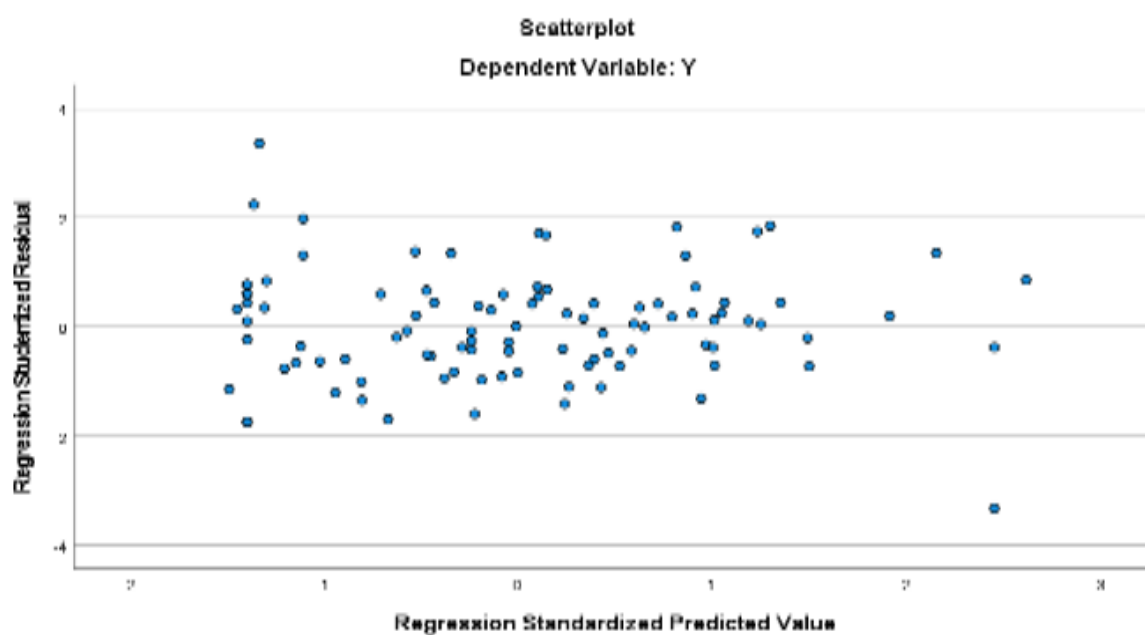
Table 7:
Multicollinearity Test Output

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-,188	7,511		-,025	,980		
	Boikot	-,698	,101	-,484	-6,922	,000	,693	1,442
	Citra Merek	,524	,052	,618	10,081	,000	,903	1,108

Source: Primary data, processed 2025

The results of the multicollinearity test in Table 11 show the tolerance value (X1: 0.693; X2: 0.903) > 0.1 and VIF (X1: 1.442; X2: 1,108) < 10, so no symptoms of multicollinearity were detected in all independent variables.

Heteroscedasticity Test



Picture. 1 Heteroscedasticity graph

Source: Primary data, processed 2025

The study's regression model demonstrates no signs of heteroscedasticity, as evidenced by the absence of a rippled pattern or a tendency to gather data above or below the number 0.

T-Test

Table 8:
Output T-Test

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	-,188	7,511		-,025
	Boikot	-,698	,101	-,484	-6,922
	Citra Merek	,524	,052	,618	10,081
2	(Constant)	9,609	6,877		1,397
	Boikot	-,533	,090	-,370	-5,893
	Citra Merek	,487	,047	,574	10,445
	Religiusitas	-,419	,096	-,283	-4,374
	Boikot*Religiusitas	-,027	,012	-,157	-2,261
	Citra Merek*Religiusitas	,043	,007	,446	6,610

Source: Primary data, processed 2025

The data shows that boycott and brand image significantly influence purchase decisions in the first model, while religiosity negatively influences them in the second model.

F-Test

Table 9:
Output F-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4933,653	3	1644,551	66,242	,000b
	Residual	2383,337	96	24,826		
	Total	7316,990	99			
2	Regression	5754,094	7	822,013	48,388	,000b
	Residual	1562,896	92	16,988		
	Total	7316,990	99			

Source: Primary data, processed 2025

The study found that boycott, brand image, and religiosity simultaneously significantly influence the purchase decision of KFC products in North Sumatera. The F-value for Model I was 66.242, and for Model II it was 48.388, indicating a significant interaction between these factors.

Determination Test (R2)

Table 10:
Output Determination Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson

1	,821a	,674	,664	4,983	2,168
2	,887a	,786	,770	4,122	2,168

Source: Primary data, processed 2025

The initial study model showed 67.4% independent factors influencing dependent variables, with 32.6% unaccounted for. The second model showed 78.6% independent factors influencing dependent and moderation variables, with 21.4% unaccounted for.

Moderate Regression Analysis (MRA) Test

Table 11:
Regression Model Test Output

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	-,188	7,511		-,025	,980
Boikot	-,698	,101	-,484	-6,922	<,000
Citra Merek	,524	,052	,618	10,081	<,000
2 (Constant)	9,609	6,877		1,397	,166
Boikot	-,533	,090	-,370	-5,893	,000
Citra Merek	,487	,047	,574	10,445	,000
Religiusitas	-,419	,096	-,283	-4,374	,000
Boikot*Religiusitas	-,027	,012	-,157	-2,261	,026
Citra Merek*Religiusitas	,043	,007	,446	6,610	,000

Source: Primary data, processed 2025

1. Model I

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

$$\text{Purchase Decision} = -0.188 - 0.698\text{Boycott} + 0.524\text{Brand Image} + e$$

2. Model II

$$\text{Purchase Decision} = 9,609 - 0.533\text{Boycott} + 1,080\text{Halal Label} + 0.487\text{Brand Image} - 0.419\text{Religiusitas} - 0.027\text{Boycott*Religiusitas} + 0.047\text{Halal Label*Religiusitas} + 0.043\text{Brand Image*Religiusitas} + e$$

Discussion of Research Results

The Influence of Boycotts on Purchase Decisions

The boycott against global brands like KFC is growing among Indonesian Muslims, particularly in North Sumatera, as a way to show moral support on global issues. Research indicates a significant negative effect of the boycott on purchase decisions, meaning more support for the boycott leads to reduced buying of KFC products. Even with the addition of religiosity as a factor, the negative impact on purchasing still remains strong but slightly less intense. These findings support previous research (Endres & Panagopoulos, 2017) Boycotts weaken purchasing decisions in Muslim North Sumatera, despite religiosity influence. Social awareness encourages changes in consumption behavior, including boycotts. Companies should consider social and religious values in brand strategies, especially in markets sensitive to ethical and religious issues.

The Influence of Brand Image on Purchase Decisions

Brand image significantly influences purchasing decisions, particularly in the fast food sector. For Muslim consumers in North Sumatera, brand image includes ethics, halal, and social responsibility. Positive brand image increases likelihood of buying. Even in moderate religiosity contexts, brand image remains a key determinant, indicating its importance in purchasing decisions. These findings support brand equity theory (Keller, 1993), brand equity theory suggests a strong brand image boosts purchase intent and action. KFC's positive reputation attracts Muslim consumers, suggesting companies strengthen their image through quality, service consistency, innovation, and alignment with Muslim values.

The Influence of Boycott and Brand Image on Purchase Decisions

The study found that boycotts, halal labeling, and brand image significantly influenced North Sumatera consumers' decision to purchase KFC products. The combination of these factors explained 67.4% of the variation in purchase decisions, while the remaining 32.6% was influenced by other factors. These findings support the theory that purchase decisions are influenced by psychological, social, and personal factors, with boycotts reflecting social and political pressures and brand image rooted in emotional perception and brand identity (Blackwell, et al., 1995).

The Role of Religiosity as a Moderation Variable

Religiosity significantly influences the relationship between boycott and brand image on KFC product purchase decisions among Muslim consumers in North Sumatera. Higher religiosity levels weaken boycott's influence, indicating a preference for moral values and solidarity. Brand image also influences purchasing decisions, with consumers more responsive to Islamic values. This highlights the importance of considering religious values in brand communication strategies and responses to social issues.

CONCLUSION

Research shows that boycotts and brand image significantly influence Muslim consumers in North Sumatera's decision to buy KFC products. Boyalists have a negative impact, while positive brand image increases intentions. Both factors contribute to purchasing decisions, with religiosity moderated by a stronger influence of boycotts in high-religious consumers, and a greater influence of brand image in driving purchases.

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