

Purchase Decisions on Israel-Affiliated Skincare Products Among Muslim Generation Z in Ponorogo: The Role of Brand Image, Social Media Exposure and Religiosity

Krissanti Intan Juwita^{1*}, Endah Setyowati², Na'ima Muhimmatul Fitria^{3*}

^{1,2,3} UIN Kiai Ageng Muhammad Besari Ponorogo, Indonesia

Article Info	Abstract
Article history: Received March 10, 2026 Revised April 13, 2026 Accepted June 27, 2026 Available online August 15, 2026 *Corresponding author email: 404240078.naimamuhimmatul@gmail.com Keywords: Brand Image, Purchase Decision, Religiosity, Skincare, Social Media Exposure	Introduction/Main Objectives: This study examines the effects of brand image and social media exposure on purchase decisions for Israel-affiliated skincare products among Muslim Generation Z in Ponorogo Regency, with religiosity as a moderating variable. Research Methods: A quantitative causal approach was used with 100 respondents selected through purposive sampling. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). Finding/Results: Brand image and social media exposure had positive and significant effects on purchase decisions, while religiosity did not moderate either relationship. This indicates that purchasing behavior is influenced more by brand perceptions and digital information than by religious considerations. Conclusion: Brand image and social media exposure remain key determinants of purchase decisions, highlighting the need for local skincare brands to strengthen branding and digital marketing strategies.
Page: 204-218	AICIE with CC BY license. Copyright © 2026, the author(s)

INTRODUCTION

The skincare industry in Indonesia has experienced rapid growth in recent years. The national skincare market value is projected to reach IDR 34.6 trillion in 2025 with an average annual growth rate of 4.73%, indicating that skincare products have become part of modern lifestyles, especially among young generations (Oktavani & Raharjo, 2024). However, several skincare brands in Indonesia are associated with multinational companies on boycott lists for alleged ties to Israel, including Unilever, L'Oréal, and Beiersdorf (Akbar et al., 2025). This issue has encouraged boycott movements that have gained attention, particularly among Generation Z, through social media. Survey results showing Generation Z's contribution to supporting the boycott movement are presented in Figure 1.

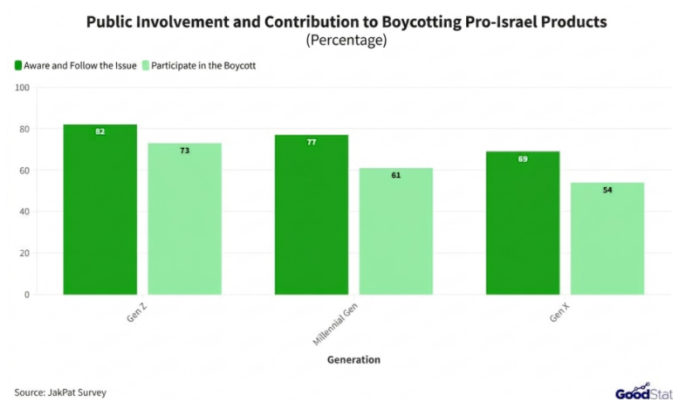


Figure 1. Public Contribution to the Boycott Movement

Source: GoodStats based on Jakpat Survey

Generation Z is a digitally oriented consumer group with high levels of social media use, enabling them to engage with various social, humanitarian, and religious issues (Nurlaila et al., 2024; Safitri, 2025). However, awareness of boycott issues does not always change purchasing behavior. Some consumers continue purchasing Israel-affiliated skincare products by considering product quality, suitability, safety, accessibility, and brand trust. A preliminary survey among Muslim Generation Z consumers in Ponorogo also showed that they continued to purchase these products based on product suitability, perceived quality, price, accessibility, and trust in established brands (L. Anjawari, personal communication, February 8, 2026). The survey results are presented in Figure 2.

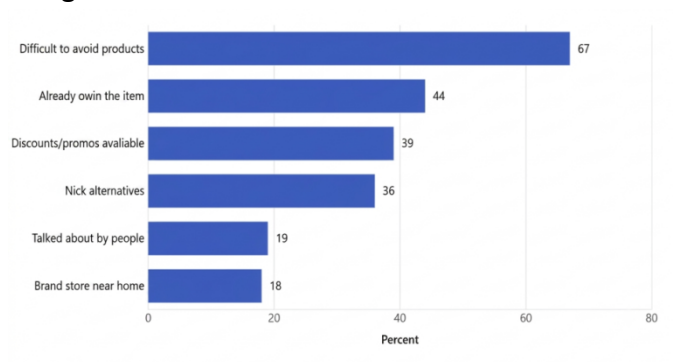


Figure 2. Survey on Challenges of Product Boycott

Source: Katadata Insight Center

Purchase decisions are influenced by various factors, including cultural, social, personal, and psychological factors (Kotler & Keller, 2009). Brand image represents a psychological factor that reflects consumer perceptions and beliefs toward a brand, influencing trust and purchase preferences (Imanda et al., 2025). Meanwhile, social media exposure represents a social factor that provides information, recommendations, and reviews that may shape consumer attitudes and purchasing behavior. Therefore, both factors are important in explaining consumer decisions toward skincare products facing boycott issues. Previous studies have reported inconsistent findings regarding the influence of brand image and social media exposure on purchase decisions. Abdullah and Nurhayati found that brand image positively influences purchase decisions during boycott campaigns (Abdulloh, 2025), whereas Wicaksono found that it does not significantly influence purchase decisions (Wicaksono, 2025).

Similar differences were observed in social media exposure studies: Herdiansyah et al. (2024) reported a significant effect, whereas Hasanah et al. (2024) found no significant effect. These differences indicate a research gap that requires further investigation. For Muslim consumers, religiosity may influence purchasing decisions because it relates to individual values, attitudes, and behavior. Ponorogo Regency was selected as the research location because approximately 99.2% of its population is Muslim, making it relevant for examining Muslim consumer behavior toward Israel-affiliated products (Darmawan, 2024). Therefore, this study aims to analyze the effect of brand image and social media exposure on purchase decisions for Israel-affiliated skincare products among Muslim Generation Z in Ponorogo Regency and to examine the role of religiosity as a moderating variable.

METHOD

This study used a quantitative approach with an explanatory research design to analyze and explain causal relationships among variables (Budi Setyawan, 2025). The data collection method used a survey method, in which data were collected directly from respondents through questionnaires. The data sources used were primary and secondary. Primary data were obtained directly from the research respondents, namely Muslim Generation Z in Ponorogo who had purchased and used Israel-affiliated skincare products. Meanwhile, secondary data were obtained from books, scientific journals, previous studies, articles, official websites, and other relevant sources. The population in this study involved 100 Muslim Generation Z respondents in Ponorogo Regency who had purchased and used Israel-affiliated skincare products. Respondents were selected using purposive sampling based on predetermined research criteria.

The data processing and analysis technique used in this study was the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method. SEM is used to test and estimate

causal relationships by combining path analysis and factor analysis. Meanwhile, PLS is used to analyze the relationship between dependent and independent variables in the presence of relatively small sample sizes, missing data, and multicollinearity (Hamid & Anwar, 2019). This study aims to identify the variables that influence purchase decisions for Israel-affiliated skincare products among Muslim Generation Z in Ponorogo. The hypotheses proposed in this study are as follows:

- Ha₁ : Brand image has an effect on purchase decisions for Israel-affiliated skincare products among Muslim Generation Z in Ponorogo.
- Ha₂ : Social media exposure has an effect on purchase decisions for Israel-affiliated skincare products among Muslim Generation Z in Ponorogo.
- Ha₃ : Religiosity moderates the effect of brand image on purchase decisions for Israel-affiliated skincare products among Muslim Generation Z in Ponorogo.
- Ha₄ : Religiosity moderates the effect of social media exposure on purchase decisions for Israel-affiliated skincare products among Muslim Generation Z in Ponorogo.

RESULT AND DISCUSSION

The results of this study are presented based on the analysis of respondents' characteristics, the evaluation of the measurement (outer) and structural (inner) models, and hypothesis testing using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method.

Respondents' Characteristics

Based on the questionnaire distribution results, the majority of respondents were aged 19–23 years (85%), followed by those aged 14–18 years (8%) and 24–29 years (7%). By gender, the respondents were predominantly female, with 91 (91%), while males accounted for 9 (9%). This finding indicates that females widely use skincare products as part of their personal care routines. Based on employment status, most respondents were university students (76%), followed by working respondents (14%), students (9%), and homemakers (1%). The dominance of university students indicates that Generation Z is an active skincare consumer group influenced by beauty trends and digital information.

Based on the skincare brands used, respondents used various brands according to their skincare needs. The most frequently used brands were Vaseline (15%), Garnier (13%), Nivea (12%), and Pond's (11%), with the remainder from other brands. The dominance of these brands indicates that Israel-affiliated skincare products maintain a strong position among Muslim Generation Z consumers in Ponorogo due to their established brand image, accessibility, and product suitability, despite boycott campaigns. Regarding awareness of product affiliation with Israel, 41 respondents (41%) stated that they knew the products they used were affiliated with Israel. In comparison, 41 respondents (41%) were only aware of the

issue and did not understand further details. Meanwhile, 18 respondents (18%) were unaware that the products were associated with Israel-affiliated companies.

These findings indicate that information regarding product affiliation has reached most respondents, but awareness does not always lead to changes in purchasing behavior. Consumers still consider factors such as product suitability, perceived quality, brand trust, and previous usage experience, showing that functional considerations remain important in skincare purchasing decisions.

SEM-PLS Analysis

Data analysis was conducted using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with SmartPLS software. The testing included evaluation of the measurement (outer) and structural (inner) models, as well as hypothesis testing. The research model analyzed is presented in Figure 3.

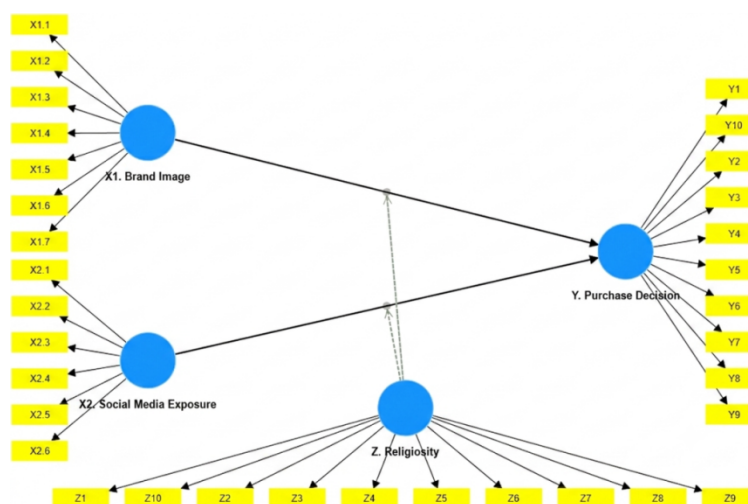


Figure 1. SEM-PLS Research Model

Source: SmartPLS v4.0.9.9 Output

Measurement Model Evaluation (Outer Model)

The measurement model evaluation was conducted to assess the research instrument's ability to measure latent constructs. This evaluation aims to ensure that each indicator meets the criteria for validity and reliability before conducting the structural model analysis.

Convergent Validity

Convergent validity was evaluated through the outer loading value (loading factor). An indicator is considered valid if its outer loading exceeds 0.70, indicating that it represents the measured construct. Based on the testing results presented in Table 1, several items had outer

loading values below 0.70, indicating that these indicators were considered invalid. Therefore, these indicators were removed from the construct.

Table 1. Outer Loading Results

Variable	Item	<i>Outer Loading</i>	Remarks
Brand Image	X1.1	0,359	Invalid
	X1.2	0,739	Valid
	X1.3	0,753	Valid
	X1.4	0,71	Valid
	X1.5	0,781	Valid
	X1.6	0,837	Valid
	X1.7	0,87	Valid
Social Media Exposure	X2.1	0,371	Invalid
	X2.2	0,731	Valid
	X2.3	0,774	Valid
	X2.4	0,833	Valid
	X2.5	0,874	Valid
	X2.6	0,809	Valid
Purchase Decision	Y1	0,786	Valid
	Y2	0,744	Valid
	Y3	0,777	Valid
	Y4	0,78	Valid
	Y5	0,809	Valid
	Y6	0,74	Valid
	Y7	0,778	Valid
	Y8	0,802	Valid
	Y9	0,672	Invalid
	Y10	0,803	Valid
Religiosity	Z1	0,757	Valid
	Z2	0,753	Valid
	Z3	0,765	Valid
	Z4	0,824	Valid
	Z5	0,728	Valid
	Z6	0,865	Valid
	Z7	0,764	Valid
	Z8	0,82	Valid
	Z9	0,751	Valid

Variable	Item	Outer Loading	Remarks
	Z10	0,836	Valid

Source: SmartPLS v4.0.9.9 Output

After eliminating the invalid indicators, the model was retested. Based on Table 2, all indicators obtained outer loading values greater than 0.70. Therefore, all indicators were declared valid and fulfilled the criteria for convergent validity.

Table 2. Second Outer Loading Results

Variabel	Item	Outer Loading	Remarks
Brand Image	X1.2	0,739	Valid
	X1.3	0,753	Valid
	X1.4	0,71	Valid
	X1.5	0,781	Valid
	X1.6	0,837	Valid
	X1.7	0,87	Valid
Social Media Exposure	X2.2	0,731	Valid
	X2.3	0,774	Valid
	X2.4	0,833	Valid
	X2.5	0,874	Valid
	X2.6	0,809	Valid
Purchase Decision	Y1	0,786	Valid
	Y2	0,744	Valid
	Y3	0,777	Valid
	Y4	0,78	Valid
	Y5	0,809	Valid
	Y6	0,74	Valid
	Y7	0,778	Valid
	Y8	0,802	Valid
	Y10	0,803	Valid
Religiosity	Z1	0,757	Valid
	Z2	0,753	Valid
	Z3	0,765	Valid
	Z4	0,824	Valid
	Z5	0,728	Valid
	Z6	0,865	Valid
	Z7	0,764	Valid

Variabel	Item	Outer Loading	Remarks
	Z8	0,82	Valid
	Z9	0,751	Valid
	Z10	0,836	Valid

Source: SmartPLS v4.0.9.9 Output

In addition to outer loadings, convergent validity was evaluated using the Average Variance Extracted (AVE). A construct is considered to meet convergent validity criteria if the AVE value is greater than 0.50. Based on Table 3, all research variables obtained AVE values above 0.50, indicating that all constructs met the convergent validity criteria.

Table 3. Average Variance Extracted (AVE) Results

	Average Variance Extracted (AVE)
X1. Brand Image	0,614
X2. Social Media Exposure	0,650
Y. Purchase Decision	0,613
Z. Religiosity	0,624

Source: SmartPLS v4.0.9.9 Output

Discriminant Validity

Discriminant validity is used to ensure that each construct has different characteristics from other constructs. The testing was conducted using the Fornell-Larcker Criterion by comparing the square root of the Average Variance Extracted (AVE) for each construct with the correlations between constructs (Kuncahyo & Fajar, 2025). Based on Table 4, the square root values of AVE for each construct are higher than the correlation values between constructs.

Table 4. Fornell-Larcker Criterion Results

	X1 Brand Image	X2 Social Media Exposure	Y Purchase Decision	Z Religiosity
X1 Brand Image	0,784			
X2 Social Media Exposure	0,550	0,806		
Y Purchase Decision	0,697	0,686	0,783	
Z Religiosity	0,054	0,104	-0,109	0,790

Source: SmartPLS v4.0.9.9 Output

Reliability Test

The reliability test was conducted to determine whether a construct is reliable. A construct is considered reliable if the Composite Reliability and Cronbach's Alpha values are greater than 0.70 (Ghozali, 2021). Based on Table 5, all variables have Composite Reliability and Cronbach's Alpha values greater than 0.70. This indicates that all variables have a good level of reliability and can be considered reliable.

Table 5. Cronbach's Alpha and Composite Reliability Results

	<i>Cronbach's alpha</i>	<i>Composite reliability (rho_c)</i>
X1. Brand Image	0,875	0,905
X2. Social Media Exposure	0,867	0,902
Y. Purchase Decision	0,921	0,934
Z. Religiosity	0,936	0,943

Source: SmartPLS v4.0.9.9 Output

Structural Model Evaluation (Inner Model)

The structural model evaluation was conducted to examine the relationships among the latent variables in the research model. This evaluation was performed by analyzing the coefficient of determination (R-Square) and the Goodness of Fit (GoF) value.

R-Square

The R-Square value measures the ability of exogenous variables to explain endogenous variables. A higher R-Square value indicates a greater ability of the model to explain the variables being studied. An R-Square value of 0.75 is categorized as strong, 0.50 is categorized as moderate, and 0.25 is categorized as weak (Juniarty & Wijayanti, 2025). Based on Table 6, the R-Square value for the purchase decision variable is 0.665, which is considered moderate. This value indicates that brand image and social media exposure explain 66.5% of purchase decisions, while factors outside the research model influence the remaining 33.5%.

Table 6. R-Square Results

	<i>R-square</i>	<i>R-square adjusted</i>
Y. Purchase Decision	0,665	0,648

Source: SmartPLS v4.0.9.9 Output

Goodness of Fit (GoF)

Goodness of Fit (GoF) is used to evaluate how well a model fits empirical data. In this study, the assessment was conducted using the Standardized Root Mean Square Residual (SRMR) value. A model is considered to have a good fit if the SRMR is below 0.10 (Darmanto & Bukirom, 2025). Based on Table 7, the SRMR value in the estimated model is 0.081, which is below the threshold value of 0.10. Therefore, the research model has met the Goodness of Fit criteria and indicates a good fit between the model and the empirical data.

Table 7. Goodness of Fit Results

	<i>Saturated model</i>	<i>Estimated model</i>
SRMR	0,082	0,081

Source: SmartPLS v4.0.9.9 Output

Hypothesis Testing

Hypothesis testing was conducted to assess the significance of the relationships among variables in the research model. Hypothesis testing was performed by examining the path coefficients, t-statistics, and p-values. A hypothesis is accepted if the p-value is less than 0.05 and the t-statistic value is greater than 1.96. (Hair, JR dkk., 2022)

Table 8. Path Coefficients Results

	<i>Original sample</i>	<i>T statistics</i>	<i>P values</i>
X1. Brand Image -> Y. Purchase Decision	0,401	5,719	0,000
X2. Social Media Exposure -> Y. Purchase Decision	0,411	4,791	0,000
Z. Religiosity x X1. Brand Image -> Y. Purchase Decision	0,010	0,116	0,908
Z. Religiosity x X2. Social Media Exposure -> Y. Purchase Decision	0,145	1,497	0,134

Source: SmartPLS v4.0.9.9 Output

The Effect of Brand Image on Purchase Decisions for Israel-Affiliated Skincare Products among Muslim Generation Z in Ponorogo

Based on Table 8, the hypothesis testing results show that the p-value is 0.000 (<0.05), the t-statistic value is 5.719 (>1.96), and the original sample value is 0.401. These results indicate that brand image has a positive and significant effect on purchase decisions for Israel-affiliated skincare products among Muslim Generation Z in Ponorogo. Therefore, Ha1 is accepted. This finding indicates that positive consumer perceptions of a brand increase the likelihood of purchasing the product. This result supports Kotler and Keller's consumer behavior theory, which explains that psychological factors, including brand image, influence purchase decisions. Brand reputation, perceived quality, and usage experience contribute to building consumer trust in selecting products (Kotler & Keller, 2009).

In this study, consumers' experiences with product benefits and suitability are important considerations in purchase decisions, so Israeli affiliation issues do not directly affect consumer purchasing behavior. This finding is consistent with Abdullah and Nurhayati's

research, which found that brand image positively influences purchasing decisions for Unilever products during boycott campaigns, showing that strong brand image can maintain consumer trust despite external pressure (Abdulloh, 2025). It is also supported by Nisa et al., who found that brand image significantly influences McDonald's purchasing decisions during boycott periods (Nisa et al., 2025). These findings indicate that Muslim Generation Z consumers in Ponorogo tend to prioritize product quality, suitability for their skin needs, and trust in well-known brands such as Vaseline, Garnier, and Nivea, rather than affiliation issues. Therefore, strengthening brand image can be an important strategy for companies to maintain consumer purchasing decisions.

The Effect of Social Media Exposure on Purchase Decisions for Israel-Affiliated Skincare Products among Muslim Generation Z in Ponorogo

Based on Table 8, the hypothesis testing results show that the p-value is 0.000 (<0.05), the t-statistic value is 4.791 (>1.96), and the original sample value is 0.411. These results indicate that social media exposure has a positive and significant effect on purchase decisions for Israel-affiliated skincare products among Muslim Generation Z in Ponorogo. Therefore, H_{a2} is accepted. This finding indicates that the intensity of information exposure through social media can increase consumers' tendency to make purchasing decisions. This result supports Kotler and Keller's consumer behavior theory, which explains that purchasing decisions are influenced by social factors, including reference groups (Kotler & Keller, 2009).

In this study, social media serves as a platform for various types of information, including user reviews, beauty influencer recommendations, promotions, and product experiences. Although social media also contains information on product affiliations and boycott campaigns, respondents tend to prioritize information on product needs and usage experiences. This finding is supported by Herdiansyah et al., who found that social media exposure influences consumer purchasing decisions for products facing boycott issues (Herdiansyah et al., 2024). Dewi et al. also explained that social media plays an important role in shaping Generation Z's perceptions and purchase preferences through interactions with digital content (Dewi et al., 2026). Therefore, social media is not only a promotional medium but also a tool for building consumer perceptions and trust, requiring skincare companies to develop digital communication strategies that highlight product quality, real consumer experiences, and credible information.

The Moderating Role of Religiosity in the Effect of Brand Image on Purchase Decisions for Israel-Affiliated Skincare Products among Muslim Generation Z in Ponorogo

Based on Table 8, the hypothesis testing results show that the p-value is 0.908 (>0.05) and the t-statistic value is 0.116 (<1.96). These results indicate that religiosity does not moderate the effect of brand image on purchase decisions for Israel-affiliated skincare products among Muslim Generation Z in Ponorogo. Therefore, H_{a3} is rejected. This finding indicates that religiosity neither strengthens nor weakens the relationship between brand image and

purchase decisions. This result can be explained by Glock and Stark's theory, which holds that religiosity comprises several dimensions that do not always directly influence individual behavior. High levels of religious knowledge and belief are not always reflected in consumption decisions (Glock & Stark, 1965).

This finding is consistent with Wicaksono and Nurjahjadi's research, which showed that religiosity does not act as a moderating variable between brand image and repurchase intention. Although religiosity may directly influence purchasing behavior, it does not necessarily alter the influence of brand image on purchase decisions (Wicaksono & Nurjahjadi, 2025). In the context of Israel-affiliated products, boycott issues are often perceived as humanitarian concerns rather than direct religious considerations related to halal and haram aspects. Therefore, companies should focus on strengthening their brand image through product quality, innovation, and the consumer experience, as these factors play a greater role in influencing purchase decisions.

The Moderating Role of Religiosity in the Effect of Social Media Exposure on Purchase Decisions for Israel-Affiliated Skincare Products among Muslim Generation Z in Ponorogo

Based on Table 8, the hypothesis testing results show that the p-value is 0.134 (>0.05) and the t-statistic value is 1.497 (<1.96). These results indicate that religiosity does not moderate the effect of social media exposure on purchase decisions for Israel-affiliated skincare products among Muslim Generation Z in Ponorogo. Therefore, H_{a4} is rejected. This finding indicates that religiosity neither strengthens nor weakens the influence of social media exposure on purchase decisions. This result is consistent with Glock and Stark's theory, which explains that religious values are not always reflected in every individual's behavior (Glock & Stark, 1965). In this study, purchase decisions are influenced more by information obtained through social media and product-related considerations than by religious values. This finding is supported by Nailurrahman's research, which showed that religiosity does not moderate the effect of social media exposure on purchase decisions in the context of product boycotts (Nailurrahman, 2025).

Therefore, the effectiveness of digital marketing communication is influenced not only by information intensity but also by message quality, source credibility, and content presentation. Skincare companies need to develop informative, relevant, and trustworthy digital communication strategies to influence consumer purchase decisions.

CONCLUSION

This study shows that purchase decisions for Israel-affiliated skincare products among Muslim Generation Z in Ponorogo are influenced by brand image and social media exposure. A strong brand image can build consumer trust and positive perceptions, while social media exposure shapes consumer preferences through information, promotions, and recommendations. On the other hand, religiosity has not been shown to moderate the effects

of brand image and social media exposure on purchase decisions. This finding indicates that religious values do not strengthen or weaken the influence of these two variables on consumer purchasing decisions. This condition suggests that product affiliation with Israel and boycott movements are perceived more as humanitarian issues rather than direct religious considerations. Future research is suggested to examine religiosity as an independent variable or consider other variables, such as sharia literacy, digital literacy, and geopolitical awareness, to obtain a more comprehensive understanding of the factors influencing purchase decisions.

REFERENCES

- Abdulloh, A. (2025). *Pengaruh Citra Merek, Kualitas Produk, dan Kepercayaan Konsumen terhadap Keputusan Pembelian pada Masa Krisis Seruan Boikot Produk Unilever di Kota Bandar Lampung dalam Perspektif Bisnis Islam (Studi di Kota Bandar Lampung)*. *Jurnal Media Akademik (JMA)*, 3(2). <https://jurnal.mediaakademik.com/index.php/jma/article/view/1611>
- Akbar, I., Abduh, M. R., & Ilmi, F. (2025). Aksi boikot produk pro-Israel: Tepat atau salah sasaran? (Refleksi Fatwa MUI Nomor 83 Tahun 2023 tentang hukum dukungan terhadap perjuangan Palestina). *Indonesian Journal of Islamic Jurisprudence, Economic and Legal Theory*, 3(2), 1409–1435.
- Ariani, M., Hadiyanto, D., & Anam, H. (2023). *Metodologi Penelitian: Langkah Mudah Menulis Skripsi dan Tesis* (1st ed.). PT Raja Grafindo.
- Budi Setyawan, F. E. (2025). *Metodologi Penelitian: Konsep dan Model Analisis*. UMM Press.
- Damayanti, D., Wahyuningtyas, Y. F., Asteria, B., Nugroho, M. A. S., Assery, S., Nurwahyudi, M. R., & Fajar, R. N. (2023). *Keputusan Pembelian dalam Perilaku Konsumen* (1st ed.). STIE Widya Wiwaha.
- Darmanto, S., & Bukirom. (2025). *Metode Analisis Data PLS-SEM dengan SmartPLS 4 untuk Model Kompleks* (1st ed.). Cahya Ghani Recovery.
- Darmawan, A. D. (2024). 99,2% Penduduk di Kabupaten Ponorogo Beragama Islam | Pusat Data Ekonomi dan Bisnis Indonesia | Databoks. <https://databoks.katadata.co.id/demografi/statistik/78cac258dc10cef/99-2-penduduk-di-kabupaten-ponorogo-beragama-islam>
- Dewi, N. K. A. P., Amrita, N. D. A., Dewi, A. A. P., Permatasari, N. W. W. W., & Dobe, T. K. (2026). Pengaruh media sosial terhadap pembentukan persepsi dan keputusan pembelian konsumen Generasi Z. *Jurnal Ilmiah Satyagraha*, 9(1), 259–271.
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 26* (10th ed.). Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). SAGE Publications.

- Hamid, R. S., & Anwar, S. M. (2019). *Structural Equation Modeling (SEM) Berbasis Varian: Konsep Dasar dan Aplikasi dengan Program SmartPLS 3.2.8 dalam Riset Bisnis* (1st ed.). PT Inkubator Penulis Indonesia.
- Hasanah, A. N., Luqman, Y., & Sulistyani, H. D. (2024). Pengaruh terpaan media sosial Instagram terhadap keputusan pembelian produk boikot dan konflik Palestina–Israel. *Interaksi Online*, 12(4), 1005–1015.
- Herdiansyah, H., Safitri, S. S., Handayani, L. A., Wibowo, E. N. E., & Jatmiko, M. A. (2024). Pengaruh paparan media sosial, loyalitas dan konformitas terhadap keputusan pembeli produk McDonald's pasca boikot. *Gandiwa Jurnal Komunikasi*, 4(1), 58–71.
- Imanda, R. W. T., Ratnasari, L., & Ammaridho, E. A. (2025). Pengaruh faktor psikologis, citra merek, dan kepercayaan terhadap keputusan pembelian produk Tepung Bumbu Sajiku. *eBA Journal: Journal of Economic, Business and Accounting*, 12(2). <http://ejournal.undar.or.id/index.php/eBA/article/view/1073>
- Juniarty & Wijayanti, C. A. (2025). *PLS-SEM SmartPLS 3 dan 4 Panduan Praktis Bagi Pemula* (1st ed.). NEM-IKAPI.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran Jilid 1* (13th ed.). Penerbit Erlangga.
- Kuncahyo, B., & Fajar, A. (2025). *Pemodelan Persamaan Struktural untuk Penelitian Kedokteran*. Goresan Pena.
- Nailurrahman, M. (2025). *Pengaruh media sosial terhadap keputusan pembelian dengan religiusitas sebagai variabel moderasi (Studi pada produk KFC)*. Bachelor's thesis, Fakultas Ekonomi dan Bisnis UIN Syarif Hidayatullah Jakarta.
- Nisa, F. I., Marslaa, P. H., & Afrinandi, G. (2025). Pengaruh citra merek, kualitas produk, dan harga terhadap keputusan pembelian konsumen di restoran McDonald's (Studi kasus pada mahasiswa Kota Padang pada masa boikot). *Jurnal Pustaka Aktiva*, 5(1), 27–33.
- Nurlaila, C., Aini, Q., Setyawati, S., & Laksana, A. (2024). Dinamika perilaku Gen Z sebagai generasi internet. *Konsensus: Jurnal Ilmu Pertahanan, Hukum dan Ilmu Komunikasi*, 1(6), 95–102.
- Oktavani, T. S., & Raharjo, S. T. (2024). Analisis model bisnis untuk brand skincare dalam upaya menciptakan keunggulan bersaing dalam konteks ekonomi Islam (Studi pada brand Lamooi Beautycare). *Jurnal Ilmiah Ekonomi Islam*, 10(1), 1174–1184.
- Puji, R. (2021). Hubungan antara agama dan perilaku individu dalam bidang ekonomi. *Jurnal Ilmu Ekonomi dan Sosial (JIES)*, 10(1), 66–75. <https://doi.org/10.22441/jies.v10i1.12083>
- Safitri, F. (2025). Peran media sosial dalam membentuk kesadaran sosial Generasi Z. *Jurnal Ilmiah Multidisiplin Mahasiswa dan Akademisi*, 1(2), 11–24.
- Wicaksono, I., & Nurjahjadi, E. (2025). The role of religiosity as a moderator in the effect of brand image on repurchase intention among McDonald's consumers in Bandung City. *Journal of Management: Small and Medium Enterprises (SMEs)*, 18(2), 1349–1361.

- Wicaksono, T. F. (2025). Pengaruh citra merek, promosi, dan harga terhadap keputusan pembelian produk pasta gigi Pepsodent. *Jurnal Wira Ekonomi Mikroskil*, 15(2), 126–140.
- Glock, C. Y., & Stark, R. (1965). *Religion and Society in Tension*. Rand McNally & Company.