



Building marketing strategies by capitalizing on consumer trust issues, product boycotts and brand awareness

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ABSTRACT

The conflict between Israel and Palestine has impact on the issue of trust, product boycotts and public awareness to leave pro-Israel products hit the world community, especially the people of Indonesia. Research method the approach used quantitative approach, with population is domestic companies and MSMEs located in Tegal. The sample of 34 respondents with non-probability sampling techniques and accidental sampling methods. The collected primer data will be analyzed statistically using SPSS 25, then analyzed by multiple linear regression and hypothesis testing, namely the t test, F test, and the coefficient of determination.

Result the reseach is the Consumer Trust Issue has positive value of 0.979, the t test results with t_{count} value of $9.817 > 1.696$, significant value of $0.000 < 0.05$, which means **H1 is accepted**; Boycott Pro-Israel Product has positive value of 0.515, the t test results with t_{count} value of $2.451 > 1.696$ significant value of $0.020 < 0.05$, which means **H2 is accepted**; The Brand Awareness has positive value of 0.613; the t test results with t_{count} value of $2.473 > 1.696$ with significant value of $0.019 > 0.05$ which means **H3 is accepted**. The results of the F test obtained an F_{count} value of $54.670 > 2.69$ with a significance value of $0.000 < 0.005$, meaning that **H4 is accepted**.

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1. INTRODUCTION

Global problems are very closely related to the business world, this has an impact on the survival of the company. The conflict between the Palestinian state and Israel is closely related to humanity, which is very sensitively felt by the community. The crisis of public trust in Israel has resulted in the public collectively abandoning products that support Israel (Sulistiani et al., 2023). The dynamics that occur is that many people are switching from pro-israel products and opening public awareness not to buy their products. Companies supporting Israel are very popular in various countries with their product quality and product innovation. The adverse impact received by companies supporting Israel is in the form of public sanctions, namely the abandonment of their products (Utama et al., 2023). On the one hand, this is unfair to Israeli supporting companies but on the other hand this condition is very profitable for many domestic or local companies as a very profitable opportunity (Shah et al., 2024).

Domestic/local companies and MSMEs feel the positive impact of people abandoning Israel-supporting products and switching to the products of domestic companies and MSMEs. The increased product sales must be maintained by tying their loyalty to local products (Hanathasia & Lestari, 2024). Domestic companies must create the right marketing strategy to retain their consumers (Fregidou-Malama et al., 2023). According to Tull and Kahle defines marketing strategy as a fundamental tool planned to achieve company goals by developing a sustainable competitive advantage through the markets entered and the marketing programs used to serve the target markets concerned (Fandy Tjiptono, 2017).

Building consumer trust and loyalty most importantly through products (Cardoso et al., 2022). Political and economic issues will impact the overall problem (Campbell & Shore-Sheppard, 2020) Consumer trust issue is an opportunity for local companies to attract consumers and provide a sense of trust that local products have the same quality, innovation and service as products supporting Israel.

Boycott of pro-Israel products is a real opportunity for companies to provide the same range of products according to consumer needs (Rismawati et al., 2021). The feeling of consumer confusion when changing Israeli supporting products to local products can be overcome by mass distribution, making it easier for consumers to get replacement products (Annisa Fitri et al., 2024). many countries around the world conduct environmental surveys, about consumers of Israeli products (Requena & Moreno, 2019).

Brand awareness according to Aaker (2017) is the ability of prospective buyers to recognize or recall a certain product category brand (David A. Aaker, 2017). Brand Awareness of consumers switching to a product is not easy. Similarly, when ordinary consumers consciously buy pro-Israel products and then switch to other products, it requires a lot of consideration. Consumers will protect the use of their products, and not use Israeli products (Riesenfeld, 2024). This is an opportunity for domestic or local companies to provide awareness to consumers that their products are the same as pro-Israel products.

The implication of the research is to find out the extent of the company's ability to deal with changes in global conditions that suddenly affect the company, and to find out the company entering market opportunities and then utilizing the issues that are happening.

The purpose of this study is to analyze domestic companies and MSMEs in building marketing strategies by utilizing trust issues, product boycotts and consumer brand awareness. Many potential consumers are switching to the products of domestic companies, so it is important for companies to determine long-term marketing strategies to bind consumers to be loyal. Many potential customers are switching to the products of domestic companies, so it is important for companies to determine long-term marketing strategies to bind consumers to be loyal.

2. RESEARCH METHOD

The approach used in this research is a quantitative approach, so that the research method is based on positivism philosophy (Suliyanto, 2018). Quoted from Sugiyono (2019: 5) To describe and test the hypothesis set, by examining certain populations and samples, collecting data using research instruments, and analyzing quantitative statistics. For surveys and data collection techniques with observations.

The study focus on domestic companies and MSMEs located in Tegal, especially in the Tegal area. The sample determined in this study was a saturated sample of 34 respondents with non-probability sampling techniques and accidental sampling methods for taking the number of respondents (Sugiyono, 2019). Primary data collection methods by distributing questionnaires. The collected data will be analyzed statistically using SPSS 25, then analyzed by multiple linear regression and hypothesis testing, namely the t test, F test, and the coefficient of determination.

The research entitled “Consumer Trust Issue, Boycott Pro-Israel Product and Brand Awareness of Urgency Marketing Strategy for Domestic Products”, based on the phenomena that occur and the supporting theory, the framework of thought compiled in this study:

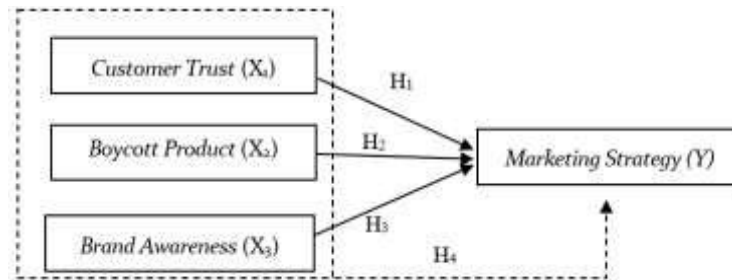



Figure 1
Research Framework

Description :

 = T Test
 = F Test

The hypothesis according to Sulyanto (2011; 100) is a weak statement that still needs to be tested. The hypothesis is a proportion formulated to be tested (Sulyanto, 2011). The hypothesis in this study is as follows:

- H1 : Customer Trust has a positive effect on Domestic Product Marketig Strategy
- H2 : Boycott Product has a positive effect on Domestic Product Marketing Strategy
- H3 : Brand Awareness has a positive effect on Domestic Product Marketing Strategy
- H4 : Customer Trust, Boycott Product, and Brand Awareness together have a positive effect of Domestic Product Marketing Strategy.

3. RESULTS AND DISCUSSIONS

Result

From the primary data collected, the statistics were analyzed and tested the hypothesis of each variable using SPSS 25 to obtain test results in the form of Multiple Linear regression analysis and hypothesis testing in the form of T test, F test and Coefficient of Determination.

1) Multiple Regression Analysis

Table 1. Analysis of Multiple Linear Regression

Model		B	Std. Error	Beta
1	(Constant)	,595	4,213	
	Trust_Issue	,979	,099	,865
	Boycott_Product	,515	,210	,532
	Brand_Awareness	,613	,248	,555

Source: SPSS 25 Processed Data

Based on table 1, the results of multiple linear regression analysis tests can determine the regression equation of X1, X2, and X3 on Y with the equation :

$$Y' = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

The constant value (a) can be read in the Constant column B line, which is 0.595. The coefficient value of Cunsomer Trust Issue (b1) is 0.181. The coefficient value of Boycott Pro-Israel Product (b2) is 0.315. And the coefficient value of Brand Awareness (b3) is 0.430. Based on this value, the multiple linear regression

equation of Consumer Trust Issue (X1), Boycott Pro-Israel Product (X2), and Brand Awareness (X3) together on Marketing Strategy (Y) is : Marketing Strategy = 0.595 + 0.979 Trust Issue + 0.515 Boycott Product + 0.613 Brand Awareness. From the multiple linear regression equation (X1, X2, X3, to Y), the explanation of the equation is that

- A constant of 0.595 means that if Consumer Trust Issue (X1), Boycott Pro-Israel Product (X2) and Brand Awareness (X3) are zero, then Marketing Strategy (Y) has a value of 0.595.
- The regression coefficient of the Consumer Trust Issue (X1) variable is positive at 0.979; meaning that if the Consumer Trust Issue increases by 1, then Marketing Strategy will increase by 0.979. Likewise, if the Consumer Trust Issue is negative, the Marketing Strategy will decrease.
- The regression coefficient of the Boycott Pro-Israel Product variable (X2) is positive by 0.515; meaning that if Boycott Pro-Israel Product increases by 1, then Marketing Strategy will increase by 0.515. Likewise, if Boycott Pro-Israel Product is negative, Marketing Strategy will decrease.
- The regression coefficient of the Brand Awareness variable (X3) is positive at 0.613; meaning that if Brand Awareness increases by 1, then Marketing Strategy will increase by 0.613. Likewise, if Brand Awareness is negative, Marketing Strategy will decrease.

2) Hypothesis Test

a. T-test

The t test is used to determine whether the independent variable has a significant effect on the dependent variable. In this study, the t test or partial test was used to determine whether the independent variable separately had an effect on the dependent variable (Y). If the p-value. <0.05 then H0 is rejected, then Ha is accepted. Apart from using a significant value, the interpretation of the t test can be done by comparing the tcount value with the ttable. If tcount < ttable then H0 is accepted, if tcount > ttable then H0 is rejected. The number of respondents is 34 (n = 34), the number of independent variables is 3 (k = 3). The degree of freedom (df) is obtained from n-k or 34-3, namely 31.

Based on the t distribution table, the value for (0.05; 31) is 1.696. The results of the t test (partial test) can be seen in table 2 below:

Table 2. T-Statistic

Variable	Coefficient	Std. Error	t	P-values
Trust_Issue	,979	,099	9,817	,000
Boycott_Product	,515	,210	2,451	,021
Brand_Awareness	,613	,248	2,473	,018

Source: SPSS 25 Processed Data

From table 2 the results of the t test (partial test) can be concluded as follows

- The Consumer Trust Issue variable on Marketing Strategy obtained a tcount value of 9.817, meaning that tcount > ttable or 9.817 > 1.696 with a p-value of 0.000 < 0.05, which means **H1 is accepted**. So it can be concluded that hypothesis 1 is accepted, namely the Consumer Trust Issue has a significant effect on Marketing Strategy.
- The Boycott Pro-Israel Product variable on Purchasing Decisions obtained a tcount value of 2.451, meaning that tcount > ttable or 2.451 > 1.696 with a p-value of 0.020 < 0.05, which means **H2 is accepted**. So it can be concluded that hypothesis 2 is accepted, namely Boycott Pro-Israel Product has a significant effect on Marketing Strategy.
- The Brand Awareness variable on Marketing Strategy obtained a tcount value of 2.473, which means tcount < ttable or 2.473 < 1.696 with a p-value of 0.019 > 0.05, which means **H3 is accepted**. So it can be



concluded that hypothesis 3 is accepted, namely Brand Awareness has a significant effect on Marketing Strategy.

b. F Test (Anova Test)

The F test is used to determine whether the independent variables together have a significant effect on the dependent variable. The F test is used to determine whether the variables Consumer Trust Issue (X1), Boycott Pro-Israel Product (X2) and Brand Awareness (X3) simultaneously on Urgency Marketing Strategy Domestic Products. The F test is done by comparing the F-count value with Ftable. The number of respondents in this study were 34 (n - 34) and the number of independent variables was 3 (k = 3). The degree of freedom (df) is obtained from n-k-1 or 34-3-1 = 30. Based on the F distribution table, the Ftable value for (0.05; 30) is 2.69. The F test criteria, namely $F_{count} > F_{table}$, means that the hypothesis is proven, then H_0 is rejected and **H4 is accepted** when carried out simultaneously. The results of the F test can be seen in table 4.15 below

Table 3. F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	P-values
1	Regression	403,177	3	134,391	54,670	,000 ^b
	Residual	73,882	30	2,463		
	Total	477,059	33			
a. Dependent Variable: Marketing Strategy						
b. Predictors: (Constant), Brand Awareness, Trust Issue, Boycott Product						

Source: SPSS 25 Processed Data

Based on table 3, of the F test, the Fcount value is 54.670, which means that the $F_{count} > F_{table}$ value or $54.670 > 2.69$ with a p-value of $0.000 < 0.005$, meaning that H4 is **accepted** or **proven**. So it can be concluded that hypothesis 4, there is a significant influence of Consumer Trust Issue, Boycott Pro-Israel Product and Brand Awareness on Urgency Marketing Strategy for Domestic Products.

c. Coefficient of Determination

The coefficient of determination (R^2) is essentially used to measure how far the model's ability to explain the dependent variables (Ghozali, 2018: 97). In testing the first hypothesis, the coefficient of determination is seen from the value (Adjusted R^2) to determine how far the independent variables, namely Product Knowledge, Brand Equity and Price Perception, and their effect on Purchasing Decisions with the formula used, namely $KD = R^2 \times 100\%$. The results of the coefficient of determination test can be R Square is 0.655. The equation for the degree of coefficient of determination formed is $KD = R^2 \times 100\% = 0.830 \times 100\% = 83\%$. So it can be concluded that the contribution of Consumer Trust Issue, Boycott Pro-Israel Product and Brand Awareness to the Urgency Marketing Strategy of Domestic Products is 83% and the remaining 17% is influenced by other factors not examined in this study.

Discussions

1) The influence of Consumer Trust Issue on Marketing Strategy

The Consumer Trust Issue (X1) variable has a positive value of 0.979; and the t test results obtained a tcount value of 9.817, meaning that $t_{count} > t_{table}$ or $9.817 > 1.696$ with a significant value of $0.000 < 0.05$, which means **H1 is accepted**. So it can be concluded that hypothesis 1 is accepted, namely the Consumer Trust Issue has a significant effect on Marketing Strategy.

The issue of consumer trust is very important for domestic companies to pay attention to. Consumer trust in pro-Israel products has decreased dramatically, due to humanitarian factors. Israel's occupation of the Palestinian people has violated human rights (Suhud, 2017). As the phenomenon found in the field, in Tegal

Many consumers have abandoned many pro-Israel products. Consumers are very selective in buying products, consumers read first the product attributes regarding corporate identity. Declining consumer confidence in pro-Israel products is a good opportunity for domestic companies to design new strategies to attract consumers to switch from pro-Israel products to domestic products. This trust issue motivates the social sanction of not buying pro-Israel products. the role religion plays in corporate strategy (Puji & Jazil, 2024).

2) The Effect of Boycott Pro-Israel Product on Marketing Strategy

Boycott Pro-Israel Product (X2) variable has a positive value of 0.515; and the t test results obtained a tcount value of 2.451, meaning that $t_{count} > t_{table}$ or $2.451 > 1.696$ with a significant value of $0.020 < 0.05$, which means **H2 is accepted**. So it can be concluded that hypothesis 2 is accepted, namely Boycott Pro-Israel Product has a significant effect on Marketing Strategy.

Israel's crimes against Palestinian citizens have violated human rights. Not only hurting Palestinian Muslims but also hurting Muslims in the world including Indonesia (Edman et al., 2024). To stop Israel's actions, the world community simultaneously boycotts pro-Israel products. Impact of boycott on israel, impact on American products that support Israel (Meierrieks & Gries, 2020). The public hopes that with this boycott, Israel's income from its products will decrease so that it does not have the ability to buy war equipment. The call to boycott and abandon pro-israel products gives a good response to improve the marketing strategy of domestic products and MSMEs to replace their products (Susanti, 2024). The boycott of pro-Israel products is an opportunity for domestic products to increase their sales, with a good marketing strategy that will attract consumers and increase sales of their products.

3) The Effect of Brand Awareness on Marketing Strategy

The Brand Awareness variable (X3) has a positive value of 0.613; and the t test results obtained a tcount value of 2.473 means $t_{count} < t_{table}$ or $2.473 < 1.696$ with a significant value of $0.019 > 0.05$ which means **H3 is accepted**. So it can be concluded that hypothesis 3 is accepted, namely Brand Awareness has a significant effect on Marketing Strategy.

The findings of this study are that currently many Indonesians are consciously buying domestic products. The company's marketing strategy to sensitize Indonesian consumers is to improve product quality, reduce product prices, conduct mass advertisements and others for protecting consumers. In product marketing there must be a fair exchange where the product provides benefits and does not harm (Musa & Gopalakrishna, 2021). Consumers realize that the quality of domestic products is not inferior to Israeli products. Consumers have understood and easily recognize domestic products from Israeli products (Shah et al., 2024). Consumers consciously know and can distinguish the packaging of domestic products from Israeli products even though there are similarities in terms of color, packaging and images (Zulfikar, 2023). High consumer awareness to leave Israeli products so that they do not feel confused in buying products. Domestic companies can strengthen their marketing strategies by building their product bands (Zulfikar, 2023). Vigorous promotion will remind consumers of domestic products.

4) Effect of Consumer Trust Issue, Boycott Pro-Israel Product and Brand Awareness simultaneously on Marketing Strategy

The results of the F test obtained an Fcount value of 54.670, which means that the $F_{count} > F_{table}$ value or $54.670 > 2.69$ with a significance value of $0.000 < 0.005$, meaning that **H4 is accepted or proven**. So it can be concluded that hypothesis 4, there is a significant influence of Consumer Trust Issue, Boycott Pro-Israel Product and Brand Awareness on Urgency Marketing Strategy for Domestic Products.

The contribution of Consumer Trust Issue, Boycott Pro-Israel Product and Brand Awareness to the Urgency Marketing Strategy of Domestic Products is 83% and the remaining 17% is influenced by other factors not examined in this study such as reference groups, and religion.



1. CONCLUSION

The conclusion from the results of this study is that global issues, especially the conflict between Israel and Palestine, affect Consumer Trust towards pro-Israel products, then boycott their products and consciously leave their products and switch to domestic products. This condition is an opportunity for domestic companies to attract consumers of pro-Israel products to switch to their products. Domestic companies and MSMEs must determine the right strategy to enter this opportunity.

Suggestions for further research are to continue this research by adding reference group variables, and product quality.

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