



The Influence of Halal Labels , Brand Image, and Consumer Animosity on Gen Z Muslim Consumers' Purchase Intention on the Issue of Boycotting Citra Body Lotion Products

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Abstract: This study aims to determine the effect of Halal Label, Brand Image and Consumer Animosity on the Purchase Intention of Citra Body Lotion which is experiencing a boycott issue among Gen Z Muslims in Surabaya using quantitative methods from primary data obtained through online questionnaires. The sampling technique used was purposive sampling with a total of 140 respondents. Respondents selected in this study were Gen Z Muslims who live in Surabaya City. Data analysis was carried out using Statistical Product and Service Solutions (SPSS). The results of the study indicate that partially the halal label has a significant positive effect on the purchase intention of Citra Body Lotion, Brand Image has a significant positive effect on the purchase intention of Citra Body Lotion and Consumer Animosity also has a significant negative effect on the purchase intention of Citra Body Lotion, which indicates that consumer sentiment or emotional attitudes towards certain issues can influence their purchase intentions. Simultaneously, the halal label, Brand Image and Consumer Animosity have a significant effect on the purchase intention of Citra Body Lotion. This research contributes to the understanding of Muslim consumer behavior, especially from Generation Z in responding to the issue of product boycotts and provides practical implications for companies in understanding purchasing intention through Halal Labels , Brand Image and Consumer Animosity.

Keywords: Halal Label, Brand Image, Consumer Animosity and Purchase Intention

Abstrak: Penelitian ini bertujuan untuk mengetahui pengaruh Label Halal, Brand Image dan Consumer Animosity terhadap Minat Beli Citra Body Lotion yang mengalami isu boikot pada Gen Z Muslim di Surabaya dengan menggunakan metode kuantitatif dari

data primer yang diperoleh melalui penyebaran kuesioner secara online. Teknik pengambilan sampel yang digunakan adalah purposive sampling dengan jumlah sebanyak 140 responden. Responden yang dipilih dalam penelitian ini adalah Gen Z Muslim yang berdomisili di Kota Surabaya. Analisis data dilakukan menggunakan Statistical Product and Service Solutions (SPSS). Hasil penelitian menunjukkan bahwa secara parsial label halal berpengaruh positif signifikan terhadap minat beli Citra Body Lotion, Brand Image berpengaruh positif signifikan terhadap minat beli Citra Body Lotion dan Consumer Animosity turut berpengaruh negatif signifikan terhadap Minat Beli Citra Body Lotion, yang mengindikasikan bahwa sentimen atau sikap emosional konsumen terhadap isu tertentu dapat memengaruhi niat pembelian mereka. Secara simultan label halal, Brand Image dan Consumer Animosity berpengaruh signifikan terhadap minat beli Citra Body Lotion. Penelitian ini berkontribusi pada pemahaman tentang perilaku konsumen Muslim, terutama dari kalangan Generasi Z dalam menanggapi isu boikot produk serta memberikan implikasi praktis untuk perusahaan dalam memahami minat beli melalui label halal, Brand Image dan Consumer Animosity.

Kata Kunci: *Label Halal, Brand Image, Consumer Animosity dan Minat Beli*

Introduction

Changes in consumption patterns in modern society indicate a shift in how consumers make product choices, both in terms of product type, method of acquisition, and social and moral considerations underlying purchasing intentions (Putri et al., 2021). In recent developments, consumption decisions are no longer solely based on functional needs but are also influenced by religious aspects, perceptions, emotions, and socio-political contexts (Kotler et al., 2016).

For Muslim consumers, religious aspects are an important consideration in the consumption process. In the context of consumption, Islam provides clear guidance as stated in the following words of Allah SWT in QS. Al-Maidah (5): 88:

﴿وَكُلُوا مِمَّا رَزَقَكُمُ اللَّهُ حَلَالًا طَيِّبًا وَاتَّقُوا اللَّهَ الَّذِي أَنْتُمْ بِهِ مُؤْمِنُونَ﴾

Meaning: "And eat of what Allah has given you as lawful and good sustenance, and fear Allah in whom you believe."

According to Hamka's (1984) interpretation, in verse 88 of Surah Al-Maidah, Allah commands His servants to consume the halal and good sustenance bestowed upon them. The word "halal" means that the item must be halal and the method of obtaining it must also be halal. Meanwhile, "good (thayib)" refers to its benefits, namely that which provides goodness and benefits

for the body, such as containing nutrients, vitamins, proteins, and so on. Bad food is not only lacking in nutrition, but can also be harmful to health if consumed.

The principles of halal and good must always be the focus when choosing food and drinks for oneself and one's family. This is because these foods and drinks not only impact physical health but also affect mental and spiritual conditions. Food in this case does not only refer to food consumed through the mouth, but also includes things consumed or used by the body, such as cosmetics. Cosmetics that are not halal mean that in the process of making them the ingredients that are prohibited according to Islamic teachings are used.

Indonesia is the country with the largest Muslim population in the world (Katadata.id, 2024). As religious awareness increases, the halal label becomes an important indicator in shaping the trust and purchasing intention of Muslim consumers (Maulizah & Sugianto, 2024). This is relevant considering that Indonesia is the country with the largest Muslim population in the world, reaching 87.14% of the total population in 2024 (Muhamad, 2024). BPJPH (Badan Penyelenggara Jaminan Produk Halal) data shows a significant increase in the number of halal-certified products during the 2019–2022 period, reflecting the high demand for product halal assurance (BPJPH, 2022). A halal label is information that indicates a product has received official permission for consumption by the Muslim community because it complies with Islamic sharia rules. The halal label aims to provide a sense of security to the Muslim community with halal principles (Miftah & Pangiuk, 2020).

On the other hand, the personal care industry in Indonesia shows rapid growth, with a market value projected to reach USD 9.17 billion by 2024 (Deny, 2024). One brand that dominates the hand and body lotion category is Citra, which consistently ranked first in the Top Brand Awards 2022–2024. This success is inseparable from the strength of the Brand Image built through communication about natural ingredients and the identity of Indonesian beauty (Putra et al., 2022). Previous research shows that Brand Image has a positive and significant effect on purchase intention (Laraswati & Harti, 2022). However, global socio-

political dynamics also influence consumer behavior. The Israeli-Palestinian conflict in late 2023 triggered a boycott movement against products deemed affiliated with Israel, including brands under PT. Unilever Indonesia (CNN Indonesia, 2024).

This phenomenon is related to the concept of Consumer Animosity, which is negative consumer feelings toward a particular country or entity due to political, economic, or humanitarian conflict (Klein et al., 1998). The impact is reflected in the decline in sales of PT. Unilever Indonesia during the period 2022–2024. Animosity is defined as a negative attitude involving feelings and beliefs toward groups outside the national group. Consumer Animosity reflects consumer anger toward a particular country and predicts intention in purchasing goods associated with that particular country. This is expressed in the form of a boycott (Yolanda et al., 2023).

Generation Z is the most active group in the boycott movement, with 73% of them admitting to participating (DataIndonesia, 2024). This generation is known to be more critical, sensitive to social issues, and considers a company's moral and ethical values in its purchasing intentions. Purchase intention is a measure of a consumer's tendency to take action related to purchasing activities (Assael & Henry, 2001). Consumer purchase intention for personal care products is strongly influenced by individual and environmental factors, such as marketing information, usage situations, and product characteristics, including ingredients and composition (Endah, 2014).

Surabaya, as a metropolitan city with a predominantly Muslim population and a significant proportion of Generation Z, provides a relevant research context. Various previous studies have examined the influence of Halal Labels, Brand Image, and Consumer Animosity on purchasing intention in various product contexts, namely on beauty products (Dillahi, Pratiwi, & Septiani, 2025), (Laraswati & Harti, 2021), (Ilmiah & Wardhani, 2024), on food and beverage products (Hendradewi, Mustika, & Darsiah, 2021), (Andhini, & Perkasa, 2025), (Yuliantor, Welsa, & Cahya, 2024), (Riptiono, 2020) and (Rusik, Pebrianti,

Juniwati, & Ramadania, 2025), on halal products (A'yuni, Sundari, & Prahara, 2022) and on foreign products (Ramadania, Gunawan, & Jamaliah, 2021).

However, previous studies generally examine these variables separately and rarely integrate Halal Labels, Brand Image, and Consumer Animosity on purchase intention, there is limited research that simultaneously integrates these three variables within the context of current geopolitical issues, particularly regarding personal care products impacted by the boycott movement. Furthermore, studies specifically focusing on Gen Z Muslims in cities with high levels of Palestinian solidarity like Surabaya are still rare.

Based on this gap, this study aims to analyze the influence of Halal Labels, Brand Image, and Consumer Animosity on the purchasing intention of Gen Z Muslims in Surabaya for Citra Body Lotion. This research is expected to provide theoretical knowledge in Islamic consumer behavior theory in the context of religious, aesthetic, and geopolitical consumption, as well as provide practical implications for companies in managing marketing strategies amidst global socio-political dynamics. The basics of thinking about consumer behavior from an Islamic perspective identify that the concepts of *maslahah* (well-being) and *falah* (success in this world and the hereafter) are key elements that distinguish Islamic consumer theory from conventional theory.

Method

This study employs a quantitative research approach to analyze the influence of Halal Label (X_1), Brand Image (X_2), and Consumer Animosity (X_3) on Purchase Intention (Y) Body lotion image on Gen Z Muslims in Surabaya City partially or simultaneously. The sampling technique used was purposive sampling with a total of 140 respondents. Respondents selected in this study were Gen Z Muslims who live in Surabaya City. Data were collected using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). This study uses Multiple Linear Regression Analysis using SPSS software consisting of Validity Test, Reliability Test, Classical Assumption Test (Normality Test,

Heteroskedasticity Test, Multicollinearity Test) and Hypothesis Test (Multiple Linear Regression Analysis, T Test, F Test, R Square Determination Coefficient Test).

Result and Discussion

Muslim Consumer Behavior

Consumer behavior is the study of how individuals, groups, and organizations select, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Consumer behavior can be influenced through consumer responses, persuasion, and consumer influence, which can have socially beneficial outcomes provided they are ethical and moral. However, with increasing awareness of cultural diversity and religious values in global society, there is a need to develop theories that are more inclusive and relevant to various consumer groups, particularly Muslim consumers, thus emphasizing the importance of studying Islamic consumer behavior. The fundamentals of consumer behavior from an Islamic perspective identify the concepts of *maslahah* (well-being) and *falah* (success in this world and the hereafter) as key elements that distinguish Islamic consumer theory from conventional theory. Islamic consumer behavior is viewed as the processes and activities carried out by an individual in selecting, purchasing, and using goods or services to obtain maximum *maslahah*. This Muslim consumer behavior contains three important elements: 1.) The decision-making process that begins with the formation of intention; 2.) Physical activities in assessing, obtaining, and using goods or services; 3.) The pious Muslim's concern for *maslahah*.

Halal Label

Halal labeling refers to the act of marking or carrying out activities that state halal status on product packaging, indicating that the product is categorized as halal. The halal characteristics of consumed products are crucial and require serious attention by Muslims (Kamilah, 2017). The halal label aims to provide a sense of security to the Muslim community based on halal principles. A halal

label is information that indicates a product has received official permission for consumption by the Muslim community because it complies with Islamic law (Miftah & Pangiuk, 2020). Halal indicators are an important consideration for Muslim consumers when choosing products, especially those used for personal care (Thousani, 2021). According to Dillahi (2025), several indicators of a halal label are: 1) Images; 2) Writing; 3) Combination; 4) Paste.

Brand Image

Brand Image is the views and beliefs held by consumers, reflected through associations in their memories. Brand elements must be memorable and meaningful (Kotler & Keller, 2016). Brand Image represents the overall perception of a brand formed from information and past experiences with the brand (Nugroho, 2015). The indicators used to measure the Brand Image variable, adapting the research of Laraswati & Harti (2022), are: 1) Company image; 2) Product image; 3) User image.

Consumer Animosity

The concept of Consumer Animosity has received significant attention in writings on international marketing as a factor influencing the intention to purchase foreign products, this Animosity is a negative attitude involving feelings and beliefs towards groups outside the national group, Consumer Animosity reflects an anger towards a particular country and predicts an intention in purchasing goods related to that particular country, this is expressed in the form of boycotts (Yolanda et al., 2023). To measure Consumer Animosity, Riptiono (2024) adapted research: 1) Dissatisfaction; 2) Disappointment; 3) Ethics.

Purchase Intention

Purchase intention is defined as the desire and passion to purchase a product. Purchase intention is stated as part of the psychological aspect that plays a role in influencing the attitudes and behaviors taken by a person in purchasing (Tjiptono, 2015). There are several factors that influence consumer purchase intention, namely: 1.) An individual's attitude towards a particular party or group can reduce their curiosity about products that are considered related to

sensitive social or political issues; 2.) Situational factors, such as social conditions, trends in society, or collective feelings, can influence consumer shopping intention in products related to controversial issues or certain ethical discussions (Kotler & Keller, 2016). According to Ilmiah & Wardhani (2024), indicators measuring purchase intention include: 1) Transactional intention; 2) Referential intention; 3) Preferential intention.

Validity Test

Table 1. Validity Test

Variable	Statement	r count	r table
Halal Label	1	0,605	0,166
	2	0,645	0,166
	3	0,714	0,166
	4	0,646	0,166
	5	0,645	0,166
	6	0,690	0,166
	7	0,713	0,166
	8	0,673	0,166
Brand Image	1	0,744	0,166
	2	0,667	0,166
	3	0,665	0,166
	4	0,691	0,166
	5	0,689	0,166
	6	0,760	0,166
Consumer Animosity	1	0,767	0,166
	2	0,750	0,166
	3	0,703	0,166
	4	0,690	0,166
	5	0,705	0,166
	6	0,728	0,166
Purchase Intention	1	0,758	0,166
	2	0,738	0,166
	3	0,643	0,166
	4	0,630	0,166
	5	0,702	0,166
	6	0,724	0,166

Source : SPSS Output

The validity test in Table 1 obtained an r table value of 0.166 with the formula $df = (140-2) = 138$ with a significance level of 5%. In the validity test in this study, the conclusion is valid because the significance of the calculated $r > r$

table and the significance level of all research statement items is less than 0.05 (Ghozali, 2021).

Reliability Test

Table 2. Reliability Test

Variable	Cronbach Alpha
Halal Label	0,821
Brand Image	0,796
Consumer Animosity	0,819
Purchase Intention	0,792

Source : SPSS Output

The reliability test in Table 2 obtained a Cronbach's Alpha value of 0.821 for the halal label variable, a Cronbach's Alpha value of 0.796 for the Brand Image variable, a Cronbach's Alpha value of 0.819 for the Brand Image variable, and a Cronbach's Alpha value of 0.792 for the usage intention variable. The Cronbach's Alpha values listed in the table indicate that all variables are reliable or have good reliability because they have values greater than 0.7 (Ghozali, 2021).

Classical Assumption Test

Normality Test

Table 3. Normality Test

Unstandardized Residual			
N			140
Normal Parameters	Mean	.0000000	
	Std. Deviation	2.90927015	
Most Extreme Differences	Absolute		.042
	Positive		.041
	Negative		-.042
Test Statistic			.042
Asymp. Sig. (2-tailed)			.200 ^{c,d}

Source : SPSS Output

The results of the normality test in Table 3 show that the Asymp. Sig (2-tailed) value obtained for the halal label, Brand Image, and Consumer Animosity

variables is $0.200 > 0.05$ (significance level α), so it can be concluded that the research residual data is normally distributed (Ghozali, 2021).

Multicollinearity Test

Table 4. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Halal Label	0,500	1,998
Brand Image	0,514	1,946
Consumer Animosity	0,505	1,980

Source : SPSS Output

Based on the analysis results in Table 4, it is known that the Halal Label variable has a tolerance value of 0.500 and a VIF of 1.998. The Brand Image variable has a tolerance value of 0.514 and a VIF of 1.946. The Consumer Animosity variable has a tolerance value of 0.505 and a VIF of 1.946. All these variables have tolerance values > 0.10 and VIFs < 10 , so it can be concluded that there is no multicollinearity in the regression model (Ghozali, 2021).

Heteroscedasticity Test

Table 5. Heteroscedasticity Test

	Variable	T	Significance
1	(Constant)	-0,048	0,962
	Halal Label	-0,204	0,839
	Brand Image	1,244	0,216
	Consumer Animosity	1,622	0,107

Source : SPSS Output

Based on the heteroscedasticity test results in Table 5, the sig value for the Halal Label variable is 0.839, the sig value for the Brand Image variable is 0.216, and the sig value for the Consumer Animosity variable is 0.107. All variables have a sig value > 0.05 , so it can be concluded that this study does not show symptoms of heteroscedasticity (Ghozali, 2021).

Hypothesis Testing

Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Analysis

Variable	Unstandardized Coefficients	
	B	Std Error
(Constant)	12,455	2,888
Halal Label	0,330	0,059
Brand Image	0,219	0,075
Consumer Animosity	-0,269	0,064

Source : SPSS Output

Based on the output shown in table 6, the equation model formed is : $Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3$; $Y = 12,455 + 0,330X_1 + 0,219X_2 - 0,269X_3$.

The multiple regression equation above means: 1.) The constant value of 12.455 is the score of the Purchase Intention variable when it is not influenced by the Halal Label, Brand Image and Consumer Animosity variables. If the independent variable is 0 then the Purchase Intention variable does not change with a score of 12.455; 2.) The regression coefficient value of the Halal Label variable is 0.330, indicating that the Halal Label variable has a positive influence on Purchase Intention, meaning that every 1 unit increase in the Halal Label variable will increase Purchase Intention by 0.330 units; 3.) The regression coefficient value of the Brand Image variable is 0.219, indicating that the Brand Image variable has a positive influence on Purchase Intention, meaning that every 1 unit increase in the Brand Image variable will increase Purchase Intention by 0.219 units; 4.) The regression coefficient value of the Consumer Animosity variable is -0.269, indicating that the Consumer Animosity variable has a negative influence on Purchase Intention, which means that every 1 unit increase in the Consumer Animosity variable will decrease Purchase Intention by 0.269 units.

T Test

Table 7. T Test

Variable	t count	t table	Sig.
Label Halal	5,621	1,977	0,000
Brand Image	2,908	1,977	0,004
Consumer Animosity	-4,215	1,977	0,000

Source : SPSS Output

To find out the t-table value, you can use the following formula. Ttable : $(\alpha/2 ; n-k-1)$; Ttable : $(0,05/2 ; 140-3-1)$; Ttable : $(0,025 ; 136)$; Ttable : 1,977

Based on the analysis results in table 7, the following explanations can be obtained: 1.) The Halal Label variable has a calculated t value of $5.621 > t$ table (1.977) and a significance value of $0.000 < 0.05$, so it is concluded that the Halal Label has a significant effect on Purchase Intention; 2.) The Brand Image variable has a calculated t value of $2.908 > t$ table (1.977) and a significance value of $0.004 < 0.05$, so it is concluded that Brand Image has a significant effect on Purchase Intention; 3.) The Consumer Animosity variable has a calculated t value of $-4.215 < t$ table (1.977) and a significance value of $0.000 < 0.05$, so it is concluded that Consumer Animosity has a significant effect on Purchase Intention.

F Test

Table 8. F Test

Model	Mean Square	F	Sig
Regression	710,669	82,156	0,000
Residual	8,651		

Source : SPSS Output

Based on the simultaneous test results in table 8, it can be seen that the calculated F value obtained was $82.156 > F$ table (2.67) and the sig value obtained was $0.000 < 0.05$, so it can be concluded that the Halal Label, Brand Image and Consumer Animosity variables simultaneously (together) have a significant effect on Purchase Intention.

R Square (R²) Determination Coefficient Test

Table 9. R Square (R²) Determination Coefficient Test

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	0,803	0,644	0,637		2,941

Source : SPSS Output

The Adjusted R Square coefficient of determination in Table 9 is 0.637, indicating that the variables Halal Label, Brand Image, and Consumer Animosity have a significant influence on Purchase Intention of 63.7%. The remaining 36.3% of the variation in Purchase Intention is influenced by other variables not included in this study.

The Influence of Halal Labels on Purchase Intention for Citra Body Lotion.

The study found that the halal label positively influences purchase intention for Citra Body Lotion among Gen Z Muslim consumers in Surabaya. The presence of a halal label provides assurance that the product complies with Islamic law, which strengthens consumer trust and encourages purchase intention. This finding is consistent with previous studies by Dillahi, Pratiwi, & Septiani (2025) and A'yuni, Sundari, & Prahara (2022), which demonstrate that halal labeling significantly affects consumers' intention to purchase products. In the context of Islamic consumer behavior, halal certification functions as a guarantee of sharia compliance and becomes an important consideration for Muslim consumers when choosing products. Citra Body Lotion has obtained official halal certification from BPJPH with certificate number ID00410000227740122 issued through LPPOM MUI, which reinforces consumer confidence in the product's halal status. Therefore, halal certification plays a crucial role in strengthening positive consumer perceptions and increasing purchase intention toward personal care products (Thousani, 2021).

The Influence of Brand Image on Purchase Intention for Citra Body Lotion.

The study found that Brand Image positively influenced purchase intention for Citra Body Lotion, amidst boycott concerns among Gen Z Muslims in Surabaya, this means that a positive Brand Image can increase consumer

purchase intention, even amidst social pressure stemming from boycott concerns. This is due to trust and positive perceptions of Citra Body Lotion as a quality skincare brand long valued by the Indonesian public, which are key factors in maintaining consumer intention in purchasing. This is in line with research conducted by Laraswati & Harti (2021), Andhini, & Perkasa (2025), which found that Brand Image influences purchase intention. In Islamic consumer behavior theory, Brand Image plays a role in the perception of trust, quality, and product benefits towards a brand, formed through experience, marketing communications, and social influences within the consumer's environment. Citra builds a positive Brand Image through communication about the authenticity of natural ingredients and depictions of Indonesian beauty, which differentiate it from other body care brands (Putra, Kurniawan & Fadilah, 2022).

The Influence of Consumer Animosity on Purchase Intention for Citra Body Lotion.

The study found that Consumer Animosity negatively impacted purchase intention for Citra Body Lotion, which was boycotted by Gen Z Muslims in Surabaya. This means that consumer disapproval and anger due to political, economic, and religious conflicts that triggered Consumer Animosity led to consumers boycotting Citra Body Lotion, thus decreasing purchase intention. This is in line with research conducted by Ramadania, Gunawan, & Jamaliah (2021) and Rusik, Pebrianti, Juniwati, & Ramadania (2025), which found that Consumer Animosity influences consumer purchase intention. In this case, the boycott movement often functions as a tangible form of Consumer Animosity due to anger toward parties deemed inconsistent with humanitarian values (Oktavia et al., 2024). The theory of Islamic consumer behavior explains that Consumer Animosity shows consumers' emotional responses to military, political, economic events, and even conflict countries, reflecting moral and social concerns about the boycott issue. Thus, Consumer Animosity reduces purchasing intention, which is reflected in the boycott attitude. Citra Body Lotion

products were also affected by the boycott movement against brands considered to have links, especially with Israel, as stated in the MUI Fatwa Number 83 of 2023. The impact of this movement is seen in the decline in purchasing intention of Muslim consumers, especially among Generation Z in Surabaya. The boycott movement has a real influence in reducing purchasing intention of Citra products, which is not due to the quality of the product, but due to ethical, humanitarian, and religious considerations that form the basis of the consumer behavior of today's Muslim consumers. This phenomenon shows that social, political, and moral aspects can influence public views.

The Influence of Halal Label, Brand Image, and Consumer Animosity on Purchase Intention for Citra Body Lotion.

The study found that the variables Halal Label (X_1), Brand Image (X_2), and Consumer Animosity (X_3) simultaneously influenced Purchase Intention (Y) for Citra Body Lotion. This indicates that these three independent variables together can explain the variation in changes in purchase intention for Citra Body Lotion products facing boycott issues among Gen Z Muslims in Surabaya. According to Islamic consumer behavior theory, the halal label serves as a guarantee of consumer Sharia compliance, which can increase purchase intention. Brand Image represents trust, quality, and product benefits. Consumer Animosity reflects moral and social concern regarding boycott issues. Devout Muslims' concern for *maslahah* (goodness of Allah) encourages consumers to consider not only the functional benefits of a product but also the ethical and humanitarian impacts of consumption. Thus, the purchase intention of Gen Z Muslims in Surabaya is formed through the integration of marketing stimuli, psychological perceptions, and Islamic values that emphasize utility, ethics, and social responsibility in consumption. Based on the results of the F test analysis, it was found that the Halal Label (X_1), Brand Image (X_2), and Consumer Animosity (X_3) variables simultaneously influenced Purchase Intention (Y) on Citra Body Lotion products. This strengthens the results of the previous partial test which showed

that Halal Label and Brand Image had a positive effect, while Consumer Animosity had a negative effect on consumer purchase intention. This means that the stronger the consumer perception of the halal nature of the product and the positive image of Citra body lotion, the higher the purchase intention will be. However, feelings of consumer anger due to social and geopolitical issues that have given rise to boycott movements against certain brands can suppress their desire to purchase. Thus, when the three variables were tested together, the results illustrated a balance between the positive influence of religious and aesthetic factors, with the negative influence due to emotional and social factors which overall determined the level of purchase intention of Gen Z Muslim consumers in Surabaya City towards Citra products amidst the product boycott issue.

Conclusion

Based on the research results and discussion outlined above, it can be concluded that: 1.) The halal label has a positive effect on consumer purchasing intention for Citra Body Lotion, a product facing a boycott among Gen Z Muslims in Surabaya. Despite the boycott issue surrounding Citra Body Lotion, the presence of the halal label has been shown to increase purchasing intention. This demonstrates that the halal label has high symbolic value for Muslim consumers, as it affirms the company's commitment to Islamic sharia principles. Therefore, despite the emergence of boycott sentiment in the public sphere, the halal label remains a key factor influencing purchasing decisions and positive perceptions of the product. 2.) Brand Image has a positive effect on consumer purchasing intention for Citra Body Lotion, a product facing a boycott among Gen Z Muslims in Surabaya. Brand Image plays a crucial role in supporting a company's reputation when negative public sentiment arises. A strong and positive Brand Image reflects trust and a high perception of quality in the eyes of consumers, thus encouraging confidence in purchasing the product. Citra's achievement in the Top Brand Index award further strengthens its reputation as a trusted brand

relevant to consumer needs. 3.) Consumer Animosity negatively impacts consumer purchase intention for Citra Body Lotion, a body lotion that has been subject to boycotts among Gen Z Muslims in Surabaya. This indicates that negative sentiment or consumer dislike toward parties perceived as involved in political, religious, or humanitarian conflicts impacts purchase intention. Boycott movements, particularly those triggered by moral and religious considerations, reduce purchase intention even though the product quality remains good. Thus, ethical factors and social awareness are important considerations in Muslim consumers' consumer behavior towards Citra products. 4.) Based on the research results, it can be concluded that the variables Halal Label, Brand Image, and Consumer Animosity simultaneously influence consumer purchase intention for Citra Body Lotion. Overall, positive perceptions of the product's halal status and a strong Brand Image increase purchase intention, while emotional factors, such as Consumer Animosity, decrease this intention due to the influence of social issues and the boycott movement. These results indicate that Gen Z Muslim consumers' purchasing decisions are influenced not only by religious aspects and brand quality, but also by moral values and social awareness that are developing amidst the dynamics of global issues.

PT. Unilever Indonesia is advised to strengthen transparent communication regarding Halal Labels, enhance its Brand Image through the affirmation of local values, sustainability, and humanistic CSR to mitigate the impact of Consumer Animosity caused by the boycott issue. Gen Z Muslim consumers are expected to balance moral considerations, halal certification, brand reputation, and rationality in responding to the boycott issue so that purchasing decisions remain wise and in accordance with Islamic values. Meanwhile, future researchers are advised to expand research variables such as trust, religiosity, or consumer awareness, examine the context of other brands or industries, and use a qualitative approach to gain a deeper understanding of consumer behavior.

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