

CHAPTER I

INTRODUCTION

A. Background of Study

The conflict between the state of Palestine and Israel that has occurred since many years ago still has not found a solution. Israel's existence, by showing the form of its struggling issue, has become an interesting thing to discuss by the world, at least in the top ten most interesting discussions.¹ The conflict that occurred included a territorial dispute because the Jews considered the land of Palestine to be the promised land and would make the city of Jerusalem their capital.² Meanwhile, the Palestinians asserted that they had occupied the land since the era of Umar Bin Khattab. In 1948-1949, the Zionist organization destroyed about 400 Palestinian villages and expelled their inhabitants, forcing many Palestinians to live in the Gaza Strip. This led to ongoing conflicts and wars between Palestinians and Israelis.³

This protracted war has aroused worldwide attention and condemnation.⁴ In this case, the United Nations attempted to mediate the conflict between Palestine and Israel, seeking diplomacy.⁵ But in reality, the UN is not strong enough to confront Israel because until now the two have not reached a solution even

¹ Fathima Aulia Vasya Susanto, "Analysis of Israeli-Palestinian Conflict Issues" at [09.28] <<https://www.researchgate.net>> viewed on 15 January 2024.

² Emilia Palupi Nurjannah and M Fakhruddin, "The Balfour Declaration: The Beginning of the Israeli-Palestinian Conflict" *PERIOD: Journal of History and History Education*, Vol. 1, No. 1 (2019), p. 17.

³ Armando Christofel Wirajaya, *et al.*, "Settlement of Palestine and Israel Dispute According to International Law (Case Study of the Occupation of Palestinian Territories in Israel)" *Lex Et Societatis* VIII, no. 4 (2020), p. 45.

⁴ Ibrahim Fajri and Abdu Rahmat Rosyadi, "Attitude of Indonesia Muslims Towards Product Boycott Pro Israel Analysis Of Fatwas Indonesian Ulema Council (MUI) Number 83 of 2023 Concerning Legal Status of Supporting the Palestinian Struggle," *Canon: Journal of Law* Vol. 26, No. 1 (2024), p. 48.

⁵ Wirajaya, Nainggolan, and Aguw, "Settlement of the Palestine-Israel Dispute According to International Law (Case Study of the Occupation of Palestinian Territory in Israel)." P. 45.

though it is clear that Israel has violated Human Rights and forcibly taken away the rights of the Palestinian people.⁶

Israel has committed serious human rights violations including the launch of Genocide on Palestinian soil that resulted in the destruction of existing infrastructure, killing of civilians and armed people in Palestine using excessive force to attack Palestine by launching shooting actions against civilians causing casualties, blockades, sieges, mistreatment of Palestinian prisoners, destruction of infrastructure and property, and forcing evacuation of residents from their homes.⁷

The matter of the Israeli-Palestinian war has provoked massive media coverage around the world,⁸ Israel has been criticized for its actions, especially in countries with Muslims majorities. The criticism gave birth to solidarity actions in various countries such as Indonesia, London, South Korea, Brazil, Malaysia, and other countries as a humanitarian demonstration of the Israeli-Palestinian war.⁹

The common expression of solidarity with Palestine is the boycott of Israeli products and affiliated companies because of Israel's actions against Palestinians.¹⁰ This boycott movement is not only by Palestinian supporters but also by countries that have traditionally supported Israel.¹¹ This is because they consider that human dignity is more important than religion. Despite their

⁶ Lasyohana Situmorang, "Israeli Aggression Against Palestine Has an Impact on the Dignity of Human Rights (HAM)," *Journal of Law and Citizenship*, Vol. 2, No. 4 (2024), p. 4.

⁷ Aliefya Shalfadillah Romadhony, *et al.*, "Human Rights in International Law in the Palestine-Israel War," *Culture, Social Sciences and Humanities Journalism*, Vol. 2, No. 1 (2024), p. 103.

⁸ Fawes Samudra, *et al.*, "Reviving The Essence of Jihad in the Contemporary Era: Advocating Struggle and Solidarity for Palestine Through Boycott of Pro Israel Product," *MILRev : Metro Islamic Law Review*, Vol. 3, No. 1, (2024), p. 23.

⁹ Raihan Sultani Matondang, *et al.*, "The Impact of the Boycott on the Fall on Stock Price of PT . Unilever," *Al-Mashrafiyah: Journal of Islamic Economics, Finance, and Banking*, Vol. 8, No. 1, (2024), p. 42.

¹⁰ Fajri and Rosyadi, "Attitude of Indonesia Muslims Towards Product Boycott Pro Israel Analysis Of Fatwas Indonesian Ulema Council (MUI) Number 83 of 2023 Concerning Legal Status of Supporting the Palestinian Struggle." P. 48.

¹¹*Ibid.*

different beliefs, non-Muslims show human solidarity with Palestine.¹² Indonesia supports the Palestinian struggle, one of which is through a boycott based on MUI Fatwa No. 83 of 2023 which prohibits support for Israeli aggression and requires support for the Palestinian independence struggle.¹³

For Muslims, a boycott is an act of obedience to Allah and a commitment to religious principles. Strong Islamic solidarity motivates many to view boycotting Israeli-affiliated products as a religious obligation.¹⁴ Religiosity can shape attitudes and awareness based on a person's beliefs, influencing behavior according to the level of adherence to one's religion.¹⁵ In religion, there are various rules and obligations that act as a binding bond between human beings and God, fellow humans, and the surrounding environment.¹⁶

Teachings in religion play an important role in providing social, economic, moral, and cultural influences the consumption behavior of Muslim consumers.¹⁷ With so many brands available, Muslim consumers need religious knowledge to choose products wisely. Religious knowledge is essential for religiosity, as the absence of religious knowledge can weaken one's faith.¹⁸ The strong sense of religiosity in Muslims in Indonesia makes people support the fatwa issued by MUI. But what happens to most Muslims today is a feeling of dilemma, regarding the product of a brand that already has a very strong image of its superiority and quality in the market. Many consumers, especially women, either

¹² Matondang, *et al.*, "The Impact of the Boycott on the Fall on Stock Price of PT. Unilever." p. 43.

¹³ Azharun N, *MUI's Latest Fatwa Number 83 of 2023: Supporting Israeli Aggression to Palestine is Haram*, at [09.35], <<https://mui.or.id>> viewed on 17 January 2024.

¹⁴ Samudra, *et al.*, "Reviving The Essence of Jihad in the Contemporary Era: Advocating Struggle and Solidarity for Palestine Through Boycott of Pro-Israel Product." p. 30.

¹⁵ Julfan Sahputra and Rijal Allamah Harahap, "The Influence of Religiosity on Customer Loyalty," *JEKSya Journal of Sharia Economics and Finance* Vol. 1, No. 1 (2022), p. 3.

¹⁶ Bambang Suryadi and Bahrul Hayat, *RELIGIOSITY Concept, Measurement, and Implementation in Indonesia*, (Central Jakarta: Bibliosmia Karya Indonesia, 2021), p. 7.

¹⁷ Samudra, *et al.*, "Reviving The Essence of Jihad in the Contemporary Era: Advocating Struggle and Solidarity for Palestine Through Boycott of Pro Israel Product." p. 24.

¹⁸ Dwi Wijayanti, "Analysis of the Influence of Religiosity, Customer Relationship Management (CRM) and Service Quality on Customer Loyalty in the Perspective of Islamic Economics (Study on PT. Daanish Mika Salsa (DMS) Tours & Travel and PT . Al-Fatoni Barokah Wisata Band" (*Skripsi: Raden Intan State Islamic University*, 2022) p. 16.

Muslim or non-Muslims have a strong bond with many products that are affiliated with Israel.

Several products circulating in Indonesia are rumored to be affiliated with Israel so there is a lot of discussion on social media about several products or brands that should be boycotted because they support Israel. Some of these products or brands are products from the L'Oreal Group, such as Maybelline New York, NYX, Kiehl's, Giorgio Armani Beauty, CeraVe, etc. There are also other products such as Siemens, Axa, Puma, Ahava, Sodastream, Caterpillar, McDonald's, Starbucks, Pepsi, Coca-cola, Nestle, Unilever, Dior, Channel, Tory Burch, Jimmy Choo, Versace, Kraft, etc.¹⁹ Unilever is one of the companies boycotted because it is affiliated with Israel. Of the many products issued by Unilever, some products have become part of human life as daily necessities. It is even known as a brand with good quality among consumers, as the results presented in the Top Brand Index report below:

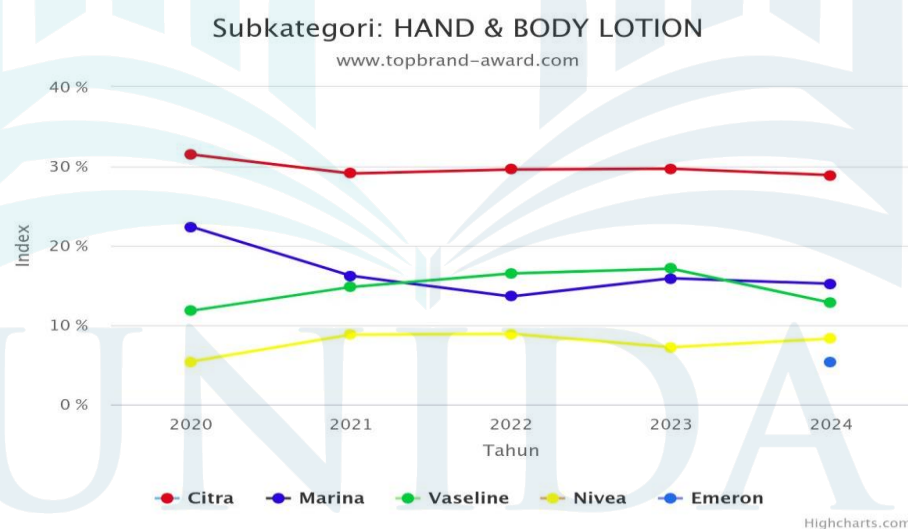


Figure 1. Top Brand Index 2024

If we look at Figure 1, of the five subcategory products of Hand and Body Lotion that occupy the top five Top Brand Awards, three of them are products that are boycotted in Indonesia, namely Citra, Vaseline, and Nivea. Even Citra

¹⁹ Novita Intan and Lida Puspaningtyas, *Ini Daftar Produk Pro Israel, Ekonom: Boikot Dan Donasi Harus Terarah*, at [20.13], <<https://ekonomi.republika.co.id>>, viewed on 16 January 2025.

products have remained in the Top Brand number 1 for five consecutive years.²⁰ This is enough to explain that boycotted products are still widely circulated and are still the best quality brands in Indonesia.

Although Vaseline products experienced a decline in 2024, Vaseline has become a product that is well-known for its good quality among Indonesian consumers and its vision is different from other care products, namely to provide health to the skin wherever consumers are.²¹ Vaseline does not forget its vision and mission by organizing various health projects as an effort to attract consumers' emotional attachment to Vaseline.²² Not only because of the project being held, strong emotions between consumers and certain brands can also be caused by consumers' experience of using the brand.²³

Brand emotion is the concept of building a brand by involving the user's emotions, with an emphasis on the human relationship between the company and consumers.²⁴ Today's companies must strive to create their identities to build relationships with consumers by creating emotional attachment, so that consumers feel inspired to buy the brand, and how the brand will accompany the consumer's life and last²⁵.

Consumers who have become emotionally attached to a brand will be more willing to spend their money to decide to buy the same brand again in the future.²⁶ Emotions arise from the experience of five senses by consumers, and

²⁰ Top Brand Award, *Komparasi Brand Index*, at [20.20], <<https://www.topbrand-award.com>>, viewed on 16 January 2025.

²¹ Vaseline Indonesia, *Vaseline*, at [08.05], <<https://www.vaseline.com>>, viewed on 10 January 2025.

²² Lia Liliyanti, *Vaseline X PERDOSKI Berikan Edukasi Dalam 'The Vaseline Healing Project 2023*, at [10.15], <<https://marketing.co.id>>, viewed on 2 March 2024.

²³ Farah Nabilla Azhar and Lia Nirawati, "The Influence of Experiential Marketing and Emotional Branding on Customer Loyalty through Starbucks Consumer Satisfaction in Surabaya," *J-MAS: Journal of Management and Science*, Vol. 7, No. 2 (2022), p. 528.

²⁴ Dina Diana Permata, *et al.*, "Emotional Branding, Corporate Image and Its Effect on the Loyalty of JKN-KIS Participants: A Mediating Role of Satisfaction," *International Journal of Research in Business and Social Science*, Vol. 11, No. 4, (2022), p. 2.

²⁵ Lya Ainun Zahara and Ayub Ilfandy Imran, "The Effect of Emotional Branding and Emotional Connection Compass on Customer Loyalty," *E-Proceeding of Management*, Vol. 7, No. 2, (2020), p. 7342.

²⁶ Sholehuddin, "Implementation of Emotional Branding Strategy at Cafe Warunk Upnormal Malamg City" (*Skripsi: Maulana Malik Ibrahim State Islamic University Malang*, 2018), p. 5.

if the experience obtained is positive, consumers will choose to wear it again in the future²⁷ Reuse will create an emotional relationship between consumers and the brand so that loyalty is formed.²⁸

Vaseline continues to make efforts to keep its brand emotional with consumers through campaigns such as Vaseline Healing Project (VHP). This project helps people in various parts of the country to overcome skin problems. Vaseline also has a good reputation as a safe, effective, and reliable product so that the brand's emotions are formed. Vaseline collaborated with the Indonesian Association of Dermatologists and Venereologists (PERDOSKI) Jakarta branch to hold "The Vaseline Healing Project 2023" to provide free consultation and skin health services for 500 people, especially women from various backgrounds.²⁹

Brand experience is a subjective response from consumers, including sensations, feelings, cognition, and behavioral responses that arise as a result of brand-related stimuli, such as brand design and identity, packaging, communications, and the environment. This experience is the accumulation of various stimuli associated with a brand and fully reflects and is influenced by the overall consumer interaction with that brand, known as the brand of choice.³⁰ It is significant for companies to do customer experience management to get pleasant emotions regarding the brand. These positive emotions can be triggered by customer satisfaction, trust, and consumer commitment to create a high sense of loyalty.³¹

²⁷ Rizka Ananda Ruimiris Panjaitan and Sonja Andarini, "The Influence of Brand Experience and Perceived Usefulness on Brand Loyalty in Spotify Premium Services in Surabaya," *COSTING: Journal of Economic, Business, and Accounting*, Vol. 7, No. 4, (2024), p. 7474.

²⁸ Maulidia Sariroh, *et al.*, "The Influence of Brand Image and Emotional Attachment on Consumer Loyalty in Persik Kediri Store Products," in *National Seminar 2022 "Digital Transformation in an Effort to Improve the Post-Pandemic Economy"* (Surabaya, 2022), p. 121.

²⁹ Lia Liliyanti, "Vaseline x PERDOSKI Provides Education in 'The Vaseline Healing Project 2023,'" at [10.15], < <https://marketing.co.id>>, viewed on 2 March 2024.

³⁰ Irvan Rio Mahendra, "The Effect of Self Brand Connection and Brand Experience on Brand Loyalty in Converse Shoe Products in Yogyakarta (Case Study of Students of the Faculty of Economics, Islamic University of Indonesia)" Thesis: *Islamic University of Indonesia*, 2020), p. 2.

³¹ Koko Srimulyo and Aina Mardiyah, "The Effect of Emotional Branding on Customer Loyalty in the Library of Universitas Airlangga Surabaya," *JPUA: Journal of Airlangga University Library*, Vol. 10, No. 2, (2020), p. 67.

Customer loyalty itself is a stand, or a strong determination from consumers to repurchase a product that they like consistently in the future.³² Although the price and features of the product may have changed, a high emotional bond with consumers will result in high consumer loyalty, because the emotional bond will make consumers avoid negative information or even tolerate it and then continue to buy products from the brand.³³

Vaseline is famous for its products that moisturize the skin, although there are currently other products of Vaseline with different benefits. Some beauty articles recommend Vaseline as a product that can moisturize and treat dry, cracked, and irritated skin.³⁴ Based on their experience, consumers like Vaseline products because of their versatile functions, both for use as a moisturizer, lip care, and on sensitive skin. On platforms like Try and Review, Vaseline has a rating of 4.3/5 out of 270 reviews by users of Vaseline products. The most reviews are from users who have Vaseline Petroleum Jelly Original with a rating of 4.2/5. Meanwhile, the best reviews fall on the Vaseline Healthy White Lotion product. Reviews made by users of Vaseline products reflect their experience over the lifetime of using Vaseline products.³⁵

Vaseline is one of the products produced by PT. Unilever is oriented towards skin health for everyone. It has a strong commitment to understanding and supporting skin health for all skin types from different walks of life.³⁶ Based on a report issued by the Top Brand Award, Vaseline for the Hand and Body Lotion category has managed to rank second as Indonesia's top brand in 2023, but it will start to decline in 2024³⁷.

³² Sariroh, Pujianto, and Maruta, "The Influence of Brand Image and Emotional Attachment on Consumer Loyalty in Persik Kediri Store Products.", p. 123.

³³ Mumtaz Muhammad Zulfa, "The Effect of Experience and Emotional Attachment on Brand Loyalty in Islamic Application Users on Smartphones" (*Thesis: Islamic University of Indonesia*, 2022), p. 7.

³⁴ Tria Mulyani, *15 Best Body Lotion Brands 2024 to Care for and Moisturize Skin Product Nation*, at [15.07], <<https://productnation.co/id>> viewed on December 6, 2024.

³⁵ Try & Review, *Vaseline*, at [16.37], <<https://www.tryandreview.com>>, viewed on 6 December 2024.

³⁶ Vaseline Indonesia, *Vaseline*, at [16.49], <<https://www.vaseline.com>>, viewed on 6 December 2024.

³⁷ Frontier, *Top Brand Index*, at [19.30], <<https://www.topbrand-award.com>>, viewed on 6 December 2024.

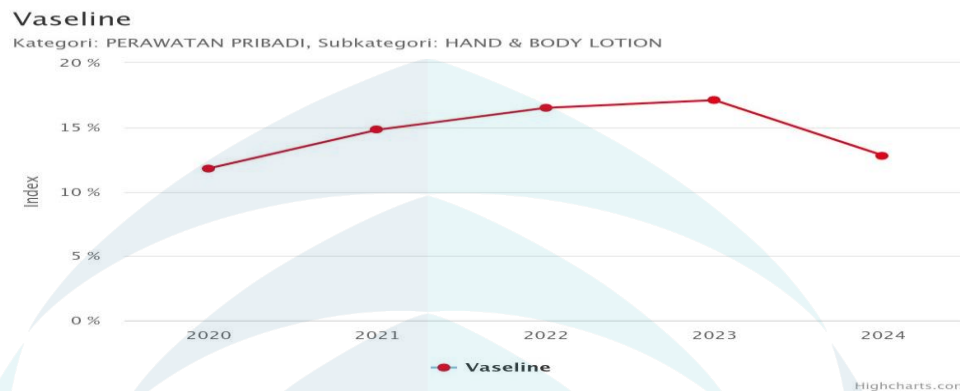


Figure 2. Top Brand Index Vaseline Product 2024

This decline can be caused by boycotts of products that have affiliations with Israel or Israeli products themselves. Although MUI Fatwa Number 83 of 2023 does not specifically mention products affiliated with Israel, the Indonesian people have recognized many products that support Israel, such as Unilever, Coca-Cola Company, Jhonson, and so on.³⁸

University of Darussalam Gontor is a university with a modern Islamic boarding school system, which has the advantage of being a center for the development of knowledge based on the Islamization of contemporary science. This is in accordance with the Vision created by University of Darussalam Gontor itself when it founded the University.³⁹ Many students of this university have already consumed this Vaseline product. Based on the results of a survey conducted by researchers, there are 250 students who have felt loyalty to the Vaseline boycott product. They are people who have made repeat purchases of the Vaseline boycott product more than 3 times. Therefore, the author wants to research "The Effect of Religiosity, Emotional Branding, and Brand Experience on Customer Loyalty (Study on Boycott Vaseline Products at University of Darussalam Gontor Class C)".

³⁸ Khotimatul Husna, *et al.*, "The Impact of Boycotting Pro-Israel Products Fatwa DSN MUI Number 83 of 2023 for Home Stalls in the City of Banjarmasin," *Indonesian Journal of Islamic Jurisprudence, Economic and Legal Theory (IJIJEL)*, Vol. 1, No. 4 (2023), p. 867.

³⁹ Hamid Fahmi Zarkasyi *et al.*, *Pekan Perkenalan Khutbatu-l-'Arsy Universitas Darussalam Gontor*, ed. Shofwan Muttaqin and Ihsan Fauzi, 2nd ed. (Ponorogo: UNIDA Gontor Press, 2021), p. 52.

B. Problem Formulation

Based on the background that has been described, the problems in this study can be formulated as follows:

1. Does Religiosity has an effect on Customer Loyalty to Boycott Vaseline Products?
2. Does Emotional Branding has an effect on Customer Loyalty to Boycott Vaseline Products?
3. Does Brand Experience has an effect on Customer Loyalty to Boycott Vaseline Products?
4. Does Religiosity, Emotional Branding, and Brand Experience has an effect on Customer Loyalty to Boycott Vaseline Products?

C. Purpose of Study

The objectives of this study are as follows:

1. To find out if Religiosity has an effect on Customer Loyalty to Boycott Vaseline Products
2. To find out if Emotional Branding has an effect on Customer Loyalty to Boycott Vaseline Products
3. To find out if Brand Experience has an effect on Customer Loyalty to Boycott Vaseline Products.
4. To find out if Religiosity, Emotional Branding, and Brand Experience has an effect on Customer Loyalty to Boycott Vaseline Products

D. Research Benefits

This research is expected to provide the following benefits:

1. Academic Benefits

This research is expected to expand the knowledge and insight of academics regarding religiosity, emotional branding, and brand experience in relation to customer loyalty among students of University of Darussalam Gontor Class C especially in the field of Marketing Management.

2. Practical Benefits

- a. For Researchers

This research can be used by researchers to expand their experience in the realm of marketing, especially in the application of theories that have been learned during the lecture period.

b. For Companies

This research is expected to be an objective basis in the decision-making process as well as a guideline for companies to support future development.

