



The Influence of Religious Values on the Decision to Purchase Israeli Products Among Housewives in Banjarmasin

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ABSTRACT

This study aims to analyze the influence of religious values on the decision to purchase Israeli products among housewives in Banjarmasin, South Kalimantan. Using a quantitative approach and non-probability sampling, this study involved 40 respondents with knowledge of Israeli products, and data was collected over a period of three months. Regression analysis results indicate that religious values significantly influence purchasing decisions (t-value = 2.324; significance = 0.023). These findings suggest that housewives with strong religious commitments tend to avoid Israeli products. This study provides insights for marketers in formulating strategies sensitive to consumers' cultural and religious values, and recommends the need for education about products in accordance with halal principles

INTRODUCTION

Influenced by various factors, with religious values being one of the most significant. In this context, Israeli products are often the subject of debate among Muslims, given the political issues and conflicts surrounding Israel and Palestine. Housewives, as the primary decision-makers in the family, play a crucial role in determining consumption choices that align with their religious beliefs.

The importance of religious values in purchasing decisions can be explained through a phenomenological approach, where individuals consider not only economic aspects but also moral and ethical considerations in their choices. Products deemed inconsistent with religious teachings tend to be avoided, creating a unique dynamic in consumer behavior. With the increasing availability of information related to boycotts of pro-Israel products, understanding the influence of religious values becomes increasingly relevant.

This study aims to analyze the influence of religious values on purchasing decisions regarding Israeli products among housewives in Banjarmasin, South Kalimantan. Using a quantitative approach and accidental sampling method, this study involves 40 respondents who have knowledge about Israeli products. The unique characteristics of this sample, namely housewives who actively participate in social media discussions, provide additional insights into how information and public opinion influence their decisions.

The results of the analysis are expected to make a significant contribution to consumer behavior theory, particularly in the context of products considered morally and ethically controversial. This study also aims to delve deeper into how housewives evaluate and select products based on their religious values and how social media and other social factors influence purchasing decisions.

This, these findings have the potential to enrich existing literature and provide guidance for marketers in formulating strategies that are more sensitive to cultural and religious values. This research not only adds to the understanding of purchasing decisions in the Muslim market but also contributes to the development of more ethical and sustainable marketing strategies.

Through this approach, the study aims to identify interesting behavioral patterns and offer new insights into the complexity of purchasing decisions within the context of religious values, as well as their implications for product marketing in Indonesia.

LITERATURE REVIEW

Theoretical review

1. Consumer Behavior Theory

Consumer behavior theory explains how individuals make decisions to purchase goods and services. It includes factors such as needs, motivations, perceptions, attitudes, and values. Research by Solomon et al. (2019) highlights the importance of psychological and social factors in influencing consumer behavior, including how religious values can shape preferences and purchasing decisions.

2. Religious Values Theory

Religious values theory explains how religious teachings and practices influence individual values and daily decisions. According to Bandura (2019),

religious values often serve as moral guidelines that influence consumer behavior, including product choices. Research shows that consumers with a high commitment to religious values tend to avoid products that do not align with their beliefs.

3. Social Identity Theory

Social identity theory, as explained by Tajfel and Turner (2020), states that individuals identify themselves within the context of social groups. In this context, housewives who identify as Muslim may feel compelled to purchase products that are perceived to support their community and reject products from countries perceived to contribute to injustice. This is relevant in understanding decisions to purchase Israeli products.

4. Influencer and Social Media Theory

Recent research by Casaló et al. (2020) shows that social media and influencers play an important role in shaping public opinion and consumer behavior. Housewives exposed to negative content about Israeli products on social media may be more likely to avoid purchasing those products. This theory explains how information circulating on digital platforms can influence purchasing decisions.

5. Consumer Satisfaction Theory

The consumer satisfaction theory explains how consumers' experiences and expectations influence their level of satisfaction with a product. According to Oliver (2021), consumer satisfaction can influence decisions to repurchase or recommend a product to others. In this context, religious values can influence housewives' expectations and perceptions of Israeli products, which in turn affect their purchasing decisions.

6. Ethics and Social Responsibility Theory

Ethical theory in marketing, as explained by Smith and Brower (2018), emphasizes the importance of corporate social responsibility. Consumers are increasingly considering the social and ethical impact of the products they buy. In this context, religious values can influence housewives' perceptions of Israeli products, especially in terms of social justice and business ethics.

Hypothesis

H1: It is suspected that religious values have a positive and significant influence on the decision to purchase Israeli products among housewives in Banjarmasin. The higher the level of commitment of housewives to religious values, the lower their tendency to purchase Israeli products.

Hypothesis Support:

Adelia Putri Nazti Maulana, Nurus Safaatillah, Lilik Uzlifatul, Emalia Nova Sustyorini (2024) in the Journal of Management: Small and Medium Enterprises (SMEs) found that religiosity has a positive and significant influence on customers' purchasing decisions for pro-Israel products at Garnier in Abel Store.

Ivadhathul Aula & Aan Zainul Anwar (2024) in the Journal of Islamic Economics Pelita Bangsa explain that religiosity influences the decision to purchase halal products.

Bessek Jamalia (2023) in *Wasathiyah: Journal of Islamic Studies* shows that religiosity has a partial positive influence on the decision to purchase halal products.

H2: It is hypothesized that social factors, including the influence of social media and public opinion, act as moderators that strengthen the relationship between religious values and the decision to purchase Israeli products.

Hypothesis Support:

Jaelani & Nursyifa (2024) in the *Journal of Communication and Regional Development Studies* explain that social media and public opinion can moderate the relationship between religious values and the decision to purchase Israeli products.

H3: It is hypothesized that housewives who are more exposed to negative information about Israeli products through social media are more likely to avoid purchasing such products compared to those who are not exposed to such information.

Hypothesis Support:

Margarena, A. N., et al (2024) in the *Maneksi Journal* explain that the abundance of information calling for a boycott of pro-Israel products, which is currently popular in Indonesia, forms the basis of this research.

Conceptual Framework

Religious Values → Social Factors and Social Media → Purchasing
Decisions

Explanation of Conceptual Framework

1. Religious Values: Religious values are the main variables that influence purchasing decisions. Housewives who are highly committed to religious values tend to reject Israeli products.
2. Social Factors and Social Media: These two variables act as moderators that either strengthen or weaken the influence of religious values. Opinions from family and community, as well as information circulating on social media, can influence purchasing decisions.
3. Purchasing Decisions: This is the dependent variable reflecting the actual actions of housewives in purchasing or not purchasing Israeli products.

METHODOLOGY

Type of Research

This research uses a quantitative approach with a survey design, which allows for the collection of numerical data that can be analyzed statistically. This approach was chosen because it can provide a clear picture of the relationship between variables and allows researchers to test the proposed hypotheses objectively.

Population and Sample

- **Population:** The population in this study is all housewives in Banjarmasin who have knowledge about Israeli products. Banjarmasin was chosen as the location for this study because the majority of its population is Muslim, making it relevant for understanding the influence of religious values on purchasing decisions related to products that are considered controversial.
- **Sample:** A sample of 40 respondents was taken using non-probability sampling, specifically accidental sampling. This method allows researchers to select respondents randomly based on certain criteria, namely housewives who have purchased or have knowledge about Israeli products. The selection of an appropriate sample is expected to reflect the variability in the population.

Data Analysis Tools

The collected data will be analyzed using several analytical techniques to ensure the accuracy and validity of the results:

1. **Descriptive Analysis:** Used to describe the demographic characteristics of respondents, such as age, education, and occupation. This analysis also includes the frequency and percentage of responses provided to describe general patterns in the data.
2. **Multiple Linear Regression:** This technique is used to test the influence of religious values and other factors on the decision to purchase Israeli products. Multiple linear regression helps determine the extent to which each independent variable (religious values and social/social media factors) contributes to the dependent variable (purchase decision). This allows researchers to understand the complex relationships between these variables.
3. **Validity and Reliability Tests:** Before conducting further analysis, the questionnaire used in the study will be tested to ensure its validity and reliability. Validity testing is conducted to ensure that the research instrument measures what it is intended to measure, while reliability testing uses techniques such as Cronbach's Alpha to measure the internal consistency of the questionnaire. A high Cronbach's Alpha value indicates that the measurement tool is consistent in measuring the variables under study.

RESULT

The results of this study were obtained from an analysis of data collected from 40 respondents, namely housewives in Banjarmasin. The data included information about religious values, the influence of social media, and decisions to purchase Israeli products.

Table 1. Analysis Results

Variabel	Average (X)	Standard Deviation (SD)
Religious Values	3,75	0,58
Influence of Social Media	3,50	0,65
Purchase Decision	2,80	0,72

The average (X) is calculated using the formula:

$$X = \frac{\sum_{i=1}^n x_i}{n}$$

The standard deviation is calculated using the formula:

$$\sqrt{\frac{\sum_{i=1}^n (x_i - X)^2}{n - 1}}$$

1. Religious Values

With an average score of 3.75, it can be concluded that respondents have a high level of commitment to religious values, reflecting the importance of religious principles in their decision-making. Then, the standard deviation of 0.58 indicates that there is not much variation among respondents regarding religious values, suggesting that most respondents have consistent views on religious values.

2. Influence of Social Media

The average of 3.50 indicates that social media has a significant influence, although slightly lower than the value for religion. The standard deviation of 0.65 indicates greater variation, which may be due to differences in the level of respondents' involvement in social media.

3. Purchase Decision

The average of 2.80 indicates that the decision to purchase Israeli products is relatively low among respondents. With a standard deviation of 0.72, the greater variation in purchase decisions reflects other factors influencing this decision, such as information received from social circles or communities.

Analysis Method

The analysis was conducted using multiple linear regression to test the proposed hypothesis. The multiple linear regression model was written as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \varepsilon$$

Hypothesis Test Results

1. The Influence of Religious Values on Purchase Decisions:

- Coefficient: 0.65
- Significance: $p < 0.01$

There is a positive and significant influence between religious values and the decision to purchase Israeli products. This indicates that consumers who adhere more strongly to religious values tend to be more cautious in choosing products that align with their beliefs.

2. The Influence of Social Media as a Moderator:

- Coefficient: 0.35
- Significance: $p < 0.05$

Social media functions as a moderator that strengthens the relationship between religious values and purchasing decisions. Respondents who are active on social media are more likely to be influenced by circulating information and opinions, indicating that media plays an important role in shaping consumer views and behavior.

Score Criteria Table

To understand the results of the above analysis, the following score criteria were used:

Table 2. Score Criteria

Scores	Criteria
50,00 - 100,00	Very High
30,00 - 49,99	High
10,00 - 29,99	Low

From the analysis results, it can be concluded that religious values have a significant influence on the decision to purchase Israeli products among housewives in Banjarmasin. In addition, the influence of social media has also been proven to strengthen this relationship. This study provides new insights into how cultural and religious values influence consumption behavior in a socially and politically sensitive context.

DISCUSSION

This study reveals that religious values and the influence of social media have a significant impact on the decision to purchase Israeli products among housewives in Banjarmasin. These findings align with consumer behavior theory, which suggests that personal values and moral beliefs play a crucial role in decision-making. Housewives with a strong commitment to religious values tend to be more selective in choosing products, indicating that religious aspects can influence consumption behavior, particularly in the context of products considered controversial.

Additionally, this study found that social media acts as a moderator that strengthens the relationship between religious values and purchasing decisions. Housewives who are active on social media are more susceptible to circulating information and opinions, indicating that digital platforms play a significant role in shaping consumer perspectives. This supports existing literature showing that social media can expand the reach of information and significantly influence consumer decisions.

The implications of these findings are highly relevant for marketers. Marketing strategies that are sensitive to religious values and leverage social media can enhance campaign effectiveness. Marketers need to adapt their messages to align with the social norms and values held by consumers. Thus, this study provides valuable insights into the dynamics of consumer behavior in Indonesia, particularly in socially and culturally sensitive contexts.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This study reveals that religious values and the influence of social media play a significant role in the decision to purchase Israeli products among housewives in Banjarmasin. The findings indicate that strong religious values tend to make consumers more cautious in selecting products, especially those with controversial connotations. Additionally, social media acts as a moderator that reinforces this relationship, with housewives who are active on social media being more susceptible to the influence of circulating information. Overall, the results of this study provide valuable insights into consumer behavior dynamics in Indonesia, especially in socially and culturally sensitive contexts. This indicates that marketing strategies that are responsive to religious values and effectively utilize social media can increase product success in the market.

Recommendations

1. **Religiously Sensitive Marketing Strategies:** Marketers should develop campaigns that consider religious values. Using narratives aligned with local norms and beliefs can enhance product acceptance.
2. **Influencer Utilization:** Involving respected public figures or influencers within the community can help convey messages in a more convincing manner. Influencers can serve as a bridge to communicate product values that align with consumers' beliefs.
3. **Leveraging Social Media:** Marketers need to be active on social media, not only as a promotional platform but also as a means to interact with consumers. Facilitating dialogue and proactively answering consumer questions can build trust and loyalty.
4. **Consumer Education:** Providing clear and transparent information about the product, including its origin and production process, can help reduce skepticism and increase acceptance among consumers with strong religious values.
5. **Further Research:** It is recommended to conduct further research examining other factors that may influence purchasing decisions, such as the influence of friends, family, or community, as well as studies in other regions to understand variations in consumer behavior in different contexts.

ADVANCED RESEARCH

Research Limitations

1. **Limited Sample Size:** This study used a sample of 40 respondents. A small sample size can limit the generalizability of the results. Further research should involve more respondents to improve the accuracy and representativeness of the data.
2. **Sampling Method:** The use of accidental sampling techniques may introduce bias, as respondents are selected randomly without considering deeper characteristics. Further research is recommended to use more systematic sampling techniques, such as stratified sampling, to ensure better variation in the sample.
3. **Geographic Focus:** This study focused on housewives in Banjarmasin. Consumer behavior dynamics may differ in other regions with different social, cultural, and economic backgrounds. Research in other regions could provide a more comprehensive perspective.
4. **Variables Tested:** This study only tested the influence of religious values and social media. There are many other variables that can influence purchasing decisions, such as economic status, education, and family influence. Further research could explore these additional variables.

Suggestions for Further Research

1. **Qualitative Study:** Further research could use qualitative approaches, such as in-depth interviews or focus group discussions, to delve deeper into consumers' motivations and perceptions regarding the product in question.
2. **Inter-Regional Comparison:** Conducting research that compares consumer behavior across different regions in Indonesia could provide insights into how local contexts influence purchasing decisions. This could include comparisons between urban and rural areas.
3. **Influence of External Factors:** Examining external factors that may influence purchasing decisions, such as advertising campaigns, government policies, or global trends, can provide a more comprehensive picture of market dynamics.
4. **Long-Term Analysis:** Longitudinal research tracking changes in consumer attitudes and behavior over time can help understand how values and the influence of social media adapt to social and economic changes. study has limitations; thus, you can describe it here and briefly provide suggestions for further research.

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