

## ABSTRACT

*The issue of boycotting products affiliated with Israel has grown into a global movement, including in Indonesia. This phenomenon has encouraged consumers to be more aware of the social and ethical aspects of their purchasing decisions, and to turn to local products that are considered to be more in favor of humanitarian values. One local brand that benefits from this trend is D'Besto, which not only offers affordable prices and ease of access, but also shows support for Palestine through donation and solidarity promotions. On the other hand, sales promotion strategies such as discounts and bundling also attract consumers.*

*This study aims to analyze the effect of boycott products and sales promotions on consumer purchasing decisions of D'Besto in Bandung. The method used is quantitative with a descriptive approach. Data were collected through questionnaires from 100 respondents selected by purposive sampling technique, then analyzed using multiple linear regression tests, t tests, F tests, and coefficients of determination through the help of SPSS.*

*The results showed that boycott products have a significant influence on purchasing decisions, while sales promotion is not partially significant. But simultaneously, both have an effect on purchasing decisions. These findings reinforce the importance of social value in marketing strategies. This research is expected to serve as a reference for local businesses to develop their social values.*

*Keywords: Product Boycott, Sales Promotion, Purchase Decision.*