

Pengaruh cause-related marketing, corporate image, consumers attitude dan brand attractiveness terhadap intensi pembelian konsumen pada perusahaan sosial = Impact of cause related marketing corporate image consumers attitude and brand attractiveness toward consumer purchase intention on social enterprise

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Abstrak

Tujuan dari penelitian ini adalah untuk menginvestigasi jenis hubungan antara cause-related marketing, corporate image, consumers' attitude dan brand attractiveness yang kemudian akan mempengaruhi intensi pembelian konsumen pada kasus perusahaan sosial yang dipilih oleh peneliti. Metode analisis structural equation modelling (SEM) akan digunakan untuk menguji hipotesis. Data akan dikumpulkan dari 150 responden di lingkup geografis Jabodetabek. Implikasi utama CRM pada temuan yang akan didapatkan dalam penelitian ini adalah diperuntukkan bagi manajer pemasaran.

Penemuan ini juga akan memberikan saran beberapa langkah-langkah yang dapat diambil untuk pertimbangan perusahaan dalam rangka meningkatkan corporate image, consumers attitude, dan brand attractiveness karena ketiga variabel tersebut diduga dapat mempengaruhi dampak CRM pada intensi pembelian konsumen. Selain itu, penelitian ini diharapkan dapat berkontribusi untuk menutup gap dari penelitian empiris di bidang ini, terutama karena adanya sikap pelanggan yang beragam di negara-negara berkembang seperti Indonesia. Penelitian semacam ini masih cukup jarang dan diharapkan akan menambah khazanah pengetahuan mengenai marketing dalam perusahaan berbasis sosial yang kini tengah menjadi trending topic diberbagai belahan dunia.

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This research has aimed to investigate relations among cause-related marketing, corporate image, consumers' attitude and brand attractiveness which then affected consumer intention purchasing on social enterprise that has been chosen by the researcher. Structural equation modelling method analysis was used to examine the hypotheses. The data were collected from 150 respondents living in Jakarta and nearby cities. The main implication of cause-related marketing gathered from these research has been aimed at respective marketing manager.

These researches were also resulted in suggestions and steps for consideration to a corporate for increasing the corporate image, consumer's attitude and brand attractiveness due to these three variables could be affecting consumer purchasing intention. Besides, these researches could give a good contribution to fill in gap from empirical researches, because of various of consumer's attitudes in developed countries like Indonesia. Rarely such researches have been conducted and this research is expected to add to the wealth of knowledge about the marketing in social enterprises which at the present day is becoming such a trending topic in many parts of the globe.