

# Perbandingan Brand Level, Visibilitas dan Donation Proximity terhadap Evaluasi Konsumen pada Kampanye Cause-Related Marketing: Sebuah Studi Eksperimen = A Comparison Between Brand Level, Conspicuousness, Donation Proximity toward Consumer Evaluation on CRM Online Campaign: An Experimental Study.

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## Abstrak

Cause-related Marketing (CRM) semakin populer karena perkembangan media sosial dapat membantu menyebarkan informasi dan konten dari perusahaan ke banyak audience. CRM termasuk program CSR yang memberikan bantuan kepada pihak tertentu saat konsumen membeli produk CRM. Kesuksesan penerapan CRM memberi manfaat kepada perusahaan dalam bentuk attitude dan reputasi, kepada cause yang dibantu dan konsumen sendiri. Oleh karena itu penerapan CRM menjadi lebih kompetitif antar brand, sehingga penting bagi pemasar untuk memahami strategi dalam merancang program CRM yang efektif. Penelitian ini membahas tentang perbandingan penerapan strategi CRM yang dilakukan oleh luxury brand maupun non-luxury brand yaitu visibilitas kampanye dan donation proximity terhadap evaluasi konsumen berupa brand attitude, willingness to publish dan referral intention. Metode penelitian yang digunakan adalah eksperimen dengan desain faktorial 2x2x2 yaitu brand level (luxury vs. non-luxury) x visibilitas (conspicuous vs. non-conspicuous) x donation proximity (national vs. international) dengan juga menguji pengaruh perceived quality dan brand familiarity terhadap evaluasi konsumen. Hasil ANCOVA dan MANCOVA yang digunakan untuk menguji perbedaan evaluasi antar 8 kombinasi strategi menunjukkan bahwa terdapat perbedaan efek penerapan strategi visibilitas, donation proximity dan brand level terhadap evaluasi konsumen. Kombinasi strategi luxury brand, conspicuous campaign dan national donation menghasilkan brand attitude, willingness to publish dan referral intention paling tinggi.

.....Cause-related marketing (CRM) is increasingly popular because the development of social media enables the firm to spread marketing content to many audiences. CRM is a form of CSR program that assists a cause when customers purchase goods from CRM program. Successful implementation of CRM benefits the company, the helping cause and the consumers themselves. Therefore, CRM implementation becomes more competitive amongst brands; thus, marketers need to consider strategies when developing a CRM program. This research examines the contrast of how brands execute techniques in running CRM, including campaign visibility and the donation proximity to customer assessments. The research method used is an experiment with a factorial design of 2x2x2, namely brand level (luxury vs. non-luxury) x visibility (conspicuous vs. non-conspicuous) x donation proximity (national vs. international) by also testing the effect of perceived quality and brand familiarity. ANCOVA and MANCOVA used to test the differences in responses between 8 combinations of strategies show that there are differences in the effect of applying the strategies to consumer assessments. The combination of luxury brand strategy, conspicuous campaign, and national donation results in the highest value of brand attitude, willingness to publish, and referral intention.