

## Cause related marketing: Peran moral identity centrality, brand social responsibility image, brand emotional attachment, dan brand experience dalam mempengaruhi intensi membeli = Cause related marketing: The role of moral identity centrality, brand social responsibility image, brand emotional attachment, and brand experience in affecting purchase intention

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### Abstrak

Cause-related marketing (CRM) disebut sebagai strategi taktis dalam upaya menarik konsumen dan menghasilkan keuntungan yang prosesnya melibatkan berbagai faktor keputusan pembelian konsumen. Penelitian ini bertujuan untuk melihat apakah terdapat pengaruh dari variabel utama moral identity centrality, serta variabel lainnya yaitu brand social responsibility image, brand emotional attachment, dan brand experience dalam memengaruhi intensi membeli. Metode yang digunakan pada penelitian adalah scenario-based survey dengan skenario CRM yang melekat pada 2 brand kosmetik (Wardah dan The Body Shop) dengan scenario pairing yaitu misi (cause) lingkungan dan pendidikan. Dengan jumlah sampel 431 responden dan dengan metode regresi berganda, ditemukan bahwa moral identity centrality, brand emotional attachment, dan brand experience memiliki pengaruh secara langsung terhadap intensi membeli, namun interaksi moderasi dari ketiga variabel tersebut tidak signifikan dalam memengaruhi hubungan moral identity centrality terhadap intensi membeli. Moral identity centrality signifikan memengaruhi intensi membeli hanya untuk CRM brand The Body Shop, yang memang memiliki brand persona yang konsisten untuk ide-ide pelestarian alam dan pendidikan.

.....Cause-related marketing (CRM) is referred to as a tactical strategy in an effort to attract consumers and generate profits, the process of which involves various factors in consumer purchasing decisions. This study aims to see whether there is an influence from the main variable of moral identity centrality, as well as other variables, namely brand social responsibility image, brand emotional attachment, and brand experience in influencing purchase intention. The method used in this research is a scenario-based survey with a CRM scenario attached to 2 cosmetic brands (Wardah and The Body Shop) with a pairing scenario involving environmental and educational causes. With a sample size of 431 respondents and using the multiple regression method, it was found that moral identity centrality, brand emotional attachment, and brand experience have a direct influence on purchase intention, but the moderation interaction of these three variables is not significant in influencing the relationship between moral identity centrality and purchase intention. Moral identity centrality has a significant influence on purchase intentions only for the CRM of The Body Shop, which has a consistent brand persona for concern towards nature preservation and education.