

Peran Cause Related Marketing terhadap Online Repurchase Intention pada E-Commerce yang Dimediasi oleh Customer Attitude = The Role of Cause Related Marketing towards Online Repurchase Intention in E-Commerce Mediated by Customer Attitude

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Abstrak

Penelitian ini bertujuan untuk melihat apakah customer attitude berperan sebagai mediator dalam pengaruh cause related marketing terhadap repurchase intention pada e-commerce. Penelitian ini merupakan penelitian eksperimental dengan 235 partisipan yang memiliki rentang usia 16 s.d. 25 tahun. Hasil penelitian eksperimental ini menunjukkan bahwa pengaruh cause related marketing terhadap repurchase intention dimediasi secara signifikan oleh customer attitude. Penelitian dapat menjadi rujukan bagi perusahaan e-commerce untuk meningkatkan implementasi strategi cause related marketing guna mencapai tujuan yang diharapkan dalam pemasaran.

.....This study aims to see whether customer attitude acted as a mediator in the effect of cause related marketing on repurchase intention in e-commerce. This study is an experimental study with 235 participants who had an age range of 16 to 25 years. The results of this experimental study indicated that the effect of cause related marketing on repurchase intention is significantly mediated by customer attitude. This research can be used as a reference for e-commerce companies to improve the implementation of cause related marketing strategies in order to achieve the expected goals in marketing.