

Pengaruh Palestine Humanity Cause-Related Campaign terhadap niat beli skincare: Apakah emotional arousal berperan bagi Gen Z Muslim di Indonesia? = The Effect of the Palestine Humanity Cause-Related Campaign on skincare purchase intention: Does emotional arousal matter for Gen Z Muslims in Indonesia?

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Abstrak

Imbas konflik antara Palestina dan Israel pada 7 Oktober 2023 menyebabkan perseteruan yang berlanjut hingga hari ini dan menimbulkan dampak kerugian materi dan korban jiwa yang membangkitkan simpatisan negara lain, termasuk Indonesia. Imbauan boikot MUI disambut baik oleh para pelaku usaha dengan kampanye sosial atau cause-related marketing campaign yang mengangkat isu Palestine Humanity dalam penjualan produknya. Penelitian ini bertujuan untuk melihat dampak identifikasi penyebab, ukuran donasi, dorongan emosional, dan norma subjektif terhadap sikap konsumen atas kampanye CrM Palestine Humanity dan bagaimana sikap ini mempengaruhi niat pembelian. Menimbang jumlah muslim di Indonesia, penelitian ini menyertakan faktor religiusitas Islam yang diduga berpengaruh terhadap pembentukan sikap dan brand attitude. Penelitian ini menggunakan metode PLS-SEM untuk mengolah data dari 515 responden dan menghasilkan temuan bahwa faktor identifikasi penyebab, ukuran donasi, dan dorongan emosional memiliki pengaruh terhadap niat pembelian, secara langsung maupun tidak langsung melalui sikap konsumen terhadap Palestine Humanity CrM. Akan tetapi, pengaruh tingkat religiusitas Islam belum terbukti mampu memperkuat atau memperlemah hubungan sikap konsumen atas kampanye CrM Palestine Humanity terhadap niat pembelian dan brand attitude. Melalui temuan ini, manajemen bisnis skincare dapat mempertimbangkan faktor-faktor yang mempengaruhi niat pembelian produk skincare melalui strategi CrM untuk menghasilkan peningkatan penjualan serta sikap yang positif terhadap merek.

.....The impact of the conflict between Palestine and Israel on October 7, 2023, caused a feud that continues to this day and caused material losses and casualties that aroused sympathizers from other countries, including Indonesia. MUI's boycott appeal was welcomed by business actors with social campaigns or cause-related marketing campaigns that raised the issue of Palestine Humanity in selling their products. This study aims to examine the impact of identification with the cause, donation size, emotional arousal, and subjective norms on consumer attitudes toward the Palestine Humanity CrM campaign and how these attitudes influence purchase intentions. Considering the number of Muslims in Indonesia, this study includes the factor of Islamic religiosity which is thought to affect attitude formation and brand attitude. This study used the PLS-SEM method to process data from 515 respondents and found that the factors of identification with the cause, donation size, and emotional arousal have an influence on purchase intention, directly and indirectly through consumer attitudes towards Palestine Humanity CrM. However, the influence of the level of Islamic religiosity has not been proven to strengthen or weaken the relationship of consumer attitudes towards the Palestine Humanity CrM campaign on purchase intention and brand attitude. Through these findings, skincare business management can consider the factors that influence the purchase intention of skincare products through CrM strategies to generate increased sales and positive brand attitudes.