

Analisis Kampanye Cause Related Marketing Berbagi Pada Ojek Online: Dampak Pilihan Kegiatan Sosial dan Kesejahteraan pada Niatan Membeli = Analysis of Giving Back to Online Ride-Sharing Driver Cause Related Marketing Campaign: The Effect of Cause Selection and Wellbeing towards Purchase Intention

Arief Bagus Setyohadi, author

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Abstrak

Pandemi Covid-19 hingga perubahan perilaku konsumen yang menyertainya menuntut berbagai pihak untuk terus berinovasi dan menyesuaikan diri. Sumber pendapatan dan kesejahteraan berbagai pihak pun ikut terdampak. Fenomena ini memunculkan kesadaran pelaku usaha untuk mengincar perhatian konsumen dengan berkontribusi sosial dalam menjalankan praktik bisnisnya. Terlihat beberapa pelaku usaha di sektor kuliner Indonesia khususnya yang tergabung dalam layanan online food delivery dalam platform ride-sharing sempat marak menjalankan praktik kampanye Cause Related Marketing dengan mengasosiasikan pembelian produk mereka pada kegiatan sosial seperti berbagi makanan/minuman pada pengemudi ojek online. Penelitian ini bertujuan untuk menganalisa efektivitas pilihan kegiatan sosial tersebut melalui faktor-faktor seperti tingkat Consumer-Cause Identifications, Attitude Toward the Cause, tingkat kepercayaan konsumen atas kemampuan kegiatan sosial menciptakan kesejahteraan bagi penerima manfaatnya (Beneficiaries Subjective Wellbeing) dan bagaimana hal-hal tersebut berperan dalam mempengaruhi Purchase Intention mereka. Penelitian ini dilakukan dengan sampel 442 responden pengguna layanan online food delivery Go-Food & Grab-Food di Indonesia dan diolah menggunakan Structural Equation Modelling (SEM). Hasil penelitian menunjukkan bahwa Consumer Cause Identifications serta Beneficiaries Subjective Wellbeing berpengaruh positif secara signifikan terhadap Purchase Intention. Penelitian ini dapat membantu pelaku usaha dengan mengetahui aspek-aspek yang perlu diperhatikan untuk memilih kegiatan sosial yang tepat dalam menjalankan Cause Related Marketing.

..... The Covid-19 Pandemic and changes in consumer behaviors that follows demand many business players to innovate and adapt to changes. Pandemics also affected income and wellbeing of many people. These phenomena seen by business players as an opportunity to gain consumer's attention by contributes to social causes in its business practices. In Indonesia, it appeared that some business players in Food and Beverages sector especially those that listed in online delivery services of ride-sharing platform, practiced Cause Related Marketing campaign by associating their product's purchase with contribution to social causes such as giving food/drinks to online ride-sharing drivers. This Research aim to analyze the effectiveness of this cause selection by analyze it with related factors such as Consumer-Cause Identifications, Attitude Toward the Cause, Consumer trust that the causes being selected could improve subjective wellbeing for its beneficiaries, and how those things play role in effecting their Purchase Intention. This research gathers 442 sample of the online food delivery services users of Go-Food & Grab-Food in Indonesia and analyze the data using Structural Equation Modelling (SEM). The results shows that Consumer-Cause Identifications and the consumer's trust that the causes being selected could improve subjective wellbeing for its beneficiaries create positive significant effect toward Purchase Intention. This research could help business players to realize the factors needed to be considered in selecting social causes

to be supported for cause related marketing campaign.