

## ABSTRAK

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Program Studi : Ilmu Administrasi Niaga  
Judul : PENGARUH *CAUSE RELATED MARKETING* (CRM)  
TERHADAP LOYALITAS MEREK THE BODY SHOP

Skripsi ini membahas mengenai pengaruh *Cause Related Marketing* (CRM) terhadap loyalitas merek The Body Shop. Pengaruh *Cause Related Marketing* (CRM) diukur melalui empat buah dimensi yakni *congruency*, *duration*, *amount of resources invested*, dan *senior management involvement*. Oleh karena itu, penelitian ini adalah penelitian kuantitatif di mana data primer dikumpulkan melalui kuesioner. Berdasarkan hasil penelitian, peneliti menyarankan agar kampanye *Cause Related Marketing* (CRM) yang dilaksanakan berfokus untuk memberikan informasi kepada konsumen dan mempertahankan keunggulan melalui dimensi *congruency*.

Kata kunci :  
*Cause Related Marketing* (CRM), loyalitas merek

## ABSTRACT

Name : Dyah Puji Kusumawati  
Study Program : Business Administration Science  
Title : THE EFFECT OF CAUSE RELATED MARKETING  
(CRM) TO BRAND LOYALTY OF THE BODY SHOP

The focus of this study is about the effect of *Cause Related Marketing* (CRM) to brand loyalty of The Body Shop. The effect of *Cause Related Marketing* (CRM) to brand loyalty was measured through four dimensions which are congruency, duration, amount of resources invested, and senior management involvement. This is a quantitative research which is data primer was collected by questioner method. Based the result of this research, researcher suggests that *Cause Related Marketing* (CRM) campaign must be focus to give the information to consumers and keep the strong point through congruency.

Key words :  
*Cause Related Marketing* (CRM), brand loyalty

