

Pengaruh Cause Related Marketing (CRM) terhadap loyalitas merek The Body Shop

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Abstrak

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.

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.