

Pengaruh cause related marketing terhadap minat beli (Studi pada plester luka nexcare comfort bright edisi khusus PMI) = The impact of cause related marketing on buying interest (Study on nexcare comfort bright PMI special edition band aid

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Abstrak

Skripsi ini bertujuan untuk mengetahui adanya pengaruh cause related marketing terhadap minat beli konsumen dan dimensi cause related marketing yang paling berpengaruh terhadap minat beli. Penelitian menggunakan metode kuantitatif dengan teknik pengambilan sampel purposive. Pada penelitian ini dilibatkan 100 responden orang dewasa yang berdomisili di DKI Jakarta, mengetahui plester luka Nexcare dan program "Nexcare Give" namun belum pernah membeli produk plester luka Nexcare Comfort Bright edisi khusus PMI. Hasil penelitian membuktikan terdapat pengaruh cause related marketing terhadap minat beli. Dimensi management involvement terbukti memberikan pengaruh terbesar terhadap minat beli.

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This research aims to investigate the influence of cause-related marketing on consumer buying interest and to define the most influential dimension of cause related marketing on buying interest. The research was conducted using quantitative methods with purposive sampling technique. In this research involved 100 adult respondents who live in Jakarta, knowing Nexcare band-aid and "Nexcare Give" program but never buy Nexcare Comfort Bright PMI special edition wound plaster. The research proves that cause-related marketing has influence on buying interest. Dimension of management involvement proven to provide the greatest influence on buying interest.