

Analisis Pengaruh COVID-19 Cause-Related Campaign terhadap Intensi Pembelian Konsumen Milenial Muslim di Indonesia : Studi Kasus ThenBlank = Analyzing the Effect of COVID-19 Cause-Related Campaign on the Purchase Intention of Millennial Muslim Consumers in Indonesia: a ThenBlank Case Study

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Abstrak

Pandemi COVID-19 sudah berlangsung selama dua tahun. Melihat dampak yang dirasakan oleh masyarakat, banyak perusahaan berkontribusi memberikan bantuan selama pandemi ini melalui berbagai bentuk tanggung jawab sosial, salah satunya yaitu melalui aktivitas Cause-Related Marketing, terkhusus COVID-19 cause-related campaign. Oleh karena itu, penelitian ini dilakukan dengan tujuan untuk menganalisis bagaimana attitude towards COVID-19 cause-related campaign yang dipengaruhi oleh identification with the cause, donation size, emotional arousal, subjective norm memediasi dan mempengaruhi purchase intention dari masyarakat milenial muslim Indonesia. Selain itu, melihat besarnya jumlah penduduk muslim di Indonesia, studi ini juga menganalisis efek moderasi dari religiusitas Islam dalam hubungan antara attitude towards COVID-19 cause-related campaign dengan intensi pembelian konsumen dan brand attitude. Metode analisis yang digunakan dalam penelitian ini adalah Structural Equation Modeling (SEM) untuk mengetahui hubungan antar variabel laten, efek mediasi, dan moderasi dengan menggunakan aplikasi LISREL 8.8. Berdasarkan data dari 341 responden milenial muslim, diketahui bahwa attitude towards COVID-19 cause-related campaign memiliki efek signifikan pada intensi pembelian konsumen. Selain itu, hasil penelitian membuktikan adanya efek mediasi dari attitude towards COVID-19 cause-related campaign pada hubungan antara identification with the cause, emotional arousal, dan subjective norm dengan intensi pembelian konsumen. Kemudian, hasil penelitian juga mengkonfirmasi adanya efek moderasi dari variabel religiusitas Islam pada hubungan antara attitude towards COVID-19 cause-related campaign dengan brand attitude.

.....The COVID-19 pandemic has been around for two years at this point. Seeing the impact felt by the community, many companies had contributed to provide assistance during this pandemic through various means of social responsibility, one of which is through Cause-Related Marketing activities, in particular the COVID-19 cause-related campaign. Therefore, this study was conducted with the aim of analyzing how attitude towards COVID-19 cause-related campaigns which are influenced by identification with the cause, donation size, emotional arousal, subjective norm mediate and influence the purchase intention of Indonesian Muslim millennials. In addition, given the large Muslim population in Indonesia, this study also analyzes the moderating effect of Islamic religiosity in the relationship between attitude towards COVID-19 cause-related campaigns with consumer purchase intention and brand attitude. The analysis method used in this study is the Structural Equation Modelling (SEM) to determine the relationship between latent variables, mediation effects, and moderation using the LISREL 8.8 software. Based on the data from 341 Muslim millennial respondents, it is known that attitude towards COVID-19 cause-related campaigns has a significant effect on consumer purchase intentions. In addition, the results prove the mediating effect of attitude towards COVID-19 cause-related campaign on the relationship between identification with the

cause, emotional arousal, and subjective norm with consumer purchase intention. Furthermore, the results also confirms the moderating effect of the Islamic religiosity variable on the relationship between attitude towards COVID-19 cause-related campaign and brand attitude.