

Dapatkan Perasaan Warm Glow dari Membeli: Pengaruh Cause Related Marketing terhadap Repurchase Intention pada Aplikasi Pesan Antar Makanan yang Dimediasi oleh Customer Satisfaction = Get a Warm Glow Feeling from Buying : The Effect of Cause Related Marketing on Repurchase Intention in Food Delivery App with Customer Satisfaction as a Mediator

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Abstrak

Meningkatnya perilaku konsumen dalam memesan makanan secara online di masa pandemi COVID-19, membuat aplikasi pesan antar makanan ingin meningkatkan intensi konsumen untuk membeli kembali pada aplikasinya melalui pemberian bentuk promosi. Penelitian ini bertujuan untuk melihat peran customer satisfaction sebagai mediator pada pengaruh strategi pemasaran cause related marketing (one for one donation vs traditional donation) terhadap intensi membeli kembali konsumen. Penelitian ini merupakan penelitian eksperimen between subject design dengan post-test only yang dilakukan secara online kepada 322 partisipan generasi Z (15-25 tahun). Partisipan dibagi secara acak kedalam dua kelompok. Masing-masing kelompok akan mendapatkan salah satu bentuk manipulasi kampanye cause related marketing tipe one for one donation atau traditional donation. Cause related marketing yang digunakan dalam penelitian ini merupakan hasil manipulasi dari aplikasi pesan antar makanan GrabFood. Hasil analisis mediasi menunjukkan bahwa customer satisfaction memediasi pengaruh antara cause related marketing terhadap intensi membeli kembali. Pada kelompok dengan one for one donation cenderung lebih mempengaruhi customer satisfaction yang lebih tinggi dibandingkan kelompok traditional donation

.....The increasing behavior of consumers in ordering food via online during the COVID-19 pandemic has made online food delivery apps want to increase consumers' intention to repurchase the apps through promotional forms. This study aims to examine the role of customer satisfaction as a mediator on the effect of cause related marketing (one for one donation vs traditional donation) on consumer's repurchase intentions. This research is an experimental between subject design with post-test only conducted via online to 322 participant generation Z (15-25 years old). Participants were randomly divided into two groups. Each group will get one form of cause related marketing campaign manipulation type one for one donation or traditional donation. In this study, used manipulation of cause related marketing program in GrabFood. The results of the mediation analysis show that customer satisfaction mediates the effect of cause related marketing on repurchase intentions. In the one for one donation group, tends to influence customer satisfaction higher than the traditional donation group.