

## ABSTRAK

Meningkatnya praktik *cause-related marketing* (CRM) oleh berbagai jenama mendorong konsumen untuk tidak hanya merespon kampanye sosial sebagai strategi pemasaran, tetapi juga menilai motif yang mendasari tindakan perusahaan. Di tengah maraknya praktik *washing*, konsumen semakin skeptis dalam membedakan apakah CRM dijalankan atas dasar ketulusan sosial atau kepentingan strategis. Penelitian ini bertujuan untuk menganalisis pengaruh persepsi konsumen terhadap motif *cause-related marketing* jenama KULA, baik motif intrinsik maupun ekstrinsik terhadap minat beli, serta mengeksplorasi peran informasi terkait norma CSR, riwayat CSR, dan keyakinan CSR KULA dalam membentuk atribusi motif tersebut. Penelitian ini menggunakan pendekatan kuantitatif melalui survei dengan teknik *purposive sampling*. Data dikumpulkan dari 100 responden yang merupakan konsumen KULA, perempuan berusia 17 tahun ke atas, dan mengetahui kampanye CRM KULA. Analisis data dilakukan menggunakan *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) dengan aplikasi SmartPLS. Hasil penelitian menunjukkan bahwa persepsi motif intrinsik berpengaruh positif dan signifikan terhadap minat beli, sedangkan persepsi motif ekstrinsik tidak berpengaruh signifikan. Temuan yang menarik adalah bahwa hanya riwayat CSR dan keyakinan CSR yang memperkuat atribusi motif intrinsik, sedangkan norma CSR hanya memengaruhi atribusi motif ekstrinsik. Dari delapan hipotesis yang diuji, hanya empat yang didukung. Temuan ini menegaskan pentingnya kontinuitas kampanye sosial dan kejelasan komitmen perusahaan untuk menumbuhkan persepsi positif sehingga mampu meningkatkan efektivitas CRM. Hasil penelitian ini diharapkan menjadi rujukan praktis bagi tim komunikasi jenama lokal dan kontribusi teoritis pada studi atribusi dalam konteks CRM.

**Kata Kunci:** *Cause-related Marketing*, Persepsi Konsumen, Motif Intrinsik, Motif Ekstrinsik, Minat Beli, Teori Atribusi

## ***ABSTRACT***

*The increasing adoption of cause-related marketing (CRM) by various brands has led consumers not only to respond to social campaigns as marketing strategies, but also to critically evaluate the motives underlying corporate actions. Amid the widespread practice of corporate washing, consumers have become increasingly skeptical in distinguishing whether CRM initiatives are driven by genuine social concern or strategic business interests. This study aims to analyze the influence of consumer perceptions of the KULA brand's cause-related marketing motives, both intrinsic and extrinsic on purchase intention, as well as to explore the role of CSR-related information, namely CSR norms, CSR history, and CSR beliefs, in shaping motive attribution. This study employs a quantitative approach using a survey method with purposive sampling. Data were collected from 100 respondents who are KULA consumers, female, aged 17 years and above, and aware of KULA's CRM campaigns. Data analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the SmartPLS application. The results indicate that perceived intrinsic motives have a positive and significant effect on purchase intention, whereas perceived extrinsic motives do not have a significant effect. Notably, only CSR history and CSR beliefs were found to strengthen intrinsic motive attribution, while CSR norms solely influenced extrinsic motive attribution. Of the eight hypotheses tested, only four were supported. These findings underscore the importance of continuity in social campaigns and clarity of corporate commitment in fostering positive consumer perceptions and enhancing the effectiveness of CRM. This study is expected to provide practical guidance for local brand communication teams and contribute theoretically to attribution research in the context of cause-related marketing.*

**Keywords:** *Cause-related Marketing, Consumer Perception, Intrinsic Motives, Extrinsic Motives, Purchase Intention Attribution Theory.*