

ABSTRAK

Cause-related marketing adalah salah satu strategi pemasaran dan biasa disebut sebagai *win-win-win scenario*. Hal ini disebabkan *cause-related marketing* memberikan kemenangan pada bisnis, kemenangan pada *social cause*, dan manfaat pun meluas pada konsumen dan pemangku kepentingan lainnya. Walaupun demikian, *cause-related marketing* memiliki resiko yaitu efek bumerang. Untuk mengurangi resiko ini, penelitian ini meneliti pengaruh *cause-related marketing* terhadap niat pembelian: studi pada iklan Starbucks “*Drink Coffee. Support Same-Sex Marriage*”. Pada iklan tersebut, Starbucks menggunakan *social cause* berupa dukungan kepada LGBTQ (*Lesbian, Gay, Bisexual, Transgender, dan Questioning*). Penelitian ini menggunakan *Theory of Reasoned Action* untuk memprediksi niat pembelian berdasarkan sikap terhadap perilaku dan norma subjektif. Selain itu, teori ini diperluas dengan variabel-variabel tambahan yaitu religiositas, persepsi terhadap *cause-related marketing*, evaluasi terhadap iklan, ketertarikan terhadap *social cause*, keterlibatan dalam *social cause*, dan pendapatan. Penelitian ini mendapatkan 170 responden yang merupakan target pasar Starbucks di Indonesia. Pengolahan data menggunakan analisis Partial Least Square dan hasil pengolahan data menunjukkan bahwa religiositas berpengaruh negatif terhadap sikap terhadap perilaku sedangkan norma subjektif, persepsi terhadap *cause-related marketing*, evaluasi terhadap iklan, ketertarikan terhadap *social cause*, dan pendapatan berpengaruh positif terhadap niat pembelian. Selain itu, sikap terhadap perilaku dan keterlibatan dalam *social cause* tidak signifikan memengaruhi niat pembelian.

Kata kunci: *cause-related marketing, Theory of Reasoned Action, Starbucks, dukungan kepada LGBTQ.*

ABSTRACT

Cause-related marketing is a marketing strategy called a win-win-win scenario. It makes a win for business, a win for a cause or charity, and indeed the benefits also extend to consumer and other stakeholders. However, cause-related marketing have a big risk which is a boomerang effect. In order to reduce the risk, this research examines the impact of cause-related marketing on the purchase intention. This research is a study on Starbucks advertising “Drink Coffee. Support Same-Sex Marriage” which shows Starbucks supports for LGBTQ (Lesbian, Gay, Bisexual, Transgender, and Questioning). According to Theory of Reasoned Action, the purchase intention is affected by attitude towards behavior and subjective norms. In this research, the Theory of Reasoned Action is extended by religiosity, perception of cause-related marketing, evaluation towards advertising, interest to social cause, involvement in social cause, and income. The data was collected from 170 Starbucks consumers in Indonesia and was analyzed by Partial Least Square analysis. The results show that religiosity negatively affects attitude towards behavior. In addition, perception of cause-related marketing, evaluation towards advertising, interest to social cause, and income positively affects purchase intention. On the contrary, attitude towards behavior and involvement in social cause are not significantly affects purchase intention.

Keywords: cause-related marketing, Theory of Reasoned Action, Starbucks, support LGBTQ.