

SIKAP KONSUMEN TERHADAP PROGRAM CAUSE-RELATED MARKETING (CRM) DITINJAU DARI ORIENTASI MOTIVATIONAL HEDONIS DAN ORIENTASI MOTIVASIONAL UTILITER YANG DIMODERASI OLEH RASA BERSALAH FINANSIAL DAN REGULATORY FIT

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ABSTRAK

Penelitian ini bertujuan untuk mempelajari bagaimana konsumen mengevaluasi program *cause-related marketing* (CRM) yang diintegrasikan dengan produk hedonis dan utiliter. Pertimbangan rasa bersalah finansial dan *regulatory fit* sebagai variabel moderator untuk mengetahui bagaimana model evaluasi konsumen terhadap program *cause-related marketing* (CRM). 295 mahasiswa di Universitas Nusantara Kediri ikut berpartisipasi dalam penelitian ini yang diperoleh melalui metode *accidental sampling*. Data yang terkumpul merupakan hasil pengukuran dalam bentuk skala respon partisipan berupa sikap terhadap produk yang diintegrasikan dengan program *cause-related marketing* (CRM) dan skala rasa bersalah finansial dan *regulatory fit* berdasarkan karakteristik produk dengan orientasi hedonis atau orientasi utiliter. Analisis *structural equation modeling* (SEM) dengan pendekatan *multi-group model* digunakan untuk menguji hipotesis model. Berdasarkan analisis model terhadap data yang telah dieksplorasi secara empiris dapat disimpulkan bahwa kecocokan *data-model* untuk model *cause-related marketing* (CRM) baik dengan melihat nilai RSMEA sebesar $0.071 \leq 0.08$ dan nilai GFI sebesar $0.99 > 0.90$; nilai koefisien lintasan (*path*) kelompok hedonis berdasarkan rasa bersalah ke *regulatory fit* sebesar -0.01 dengan nilai-t sebesar -0.10, sedangkan *regulatory fit* ke sikap sebesar 1.22 dengan nilai-t sebesar 3.77. Disisi lain, nilai koefisien lintasan (*path*) kelompok utiliter berdasarkan rasa bersalah ke *regulatory fit* sebesar 0.11 dengan nilai-t sebesar 1.22, sedangkan *regulatory fit* ke sikap sebesar 0.04 dengan nilai-t sebesar 0.46. Berdasarkan pemaparan tersebut dapat disimpulkan bahwa sikap konsumen terhadap program *cause-related marketing* (CRM) dengan orientasi hedonis dimoderasi oleh rasa bersalah finansial dan *regulatory fit* dan sikap konsumen terhadap program *cause-related marketing* (CRM) dengan orientasi utiliter juga dimoderasi oleh rasa bersalah finansial dan *regulatory fit*.

Kata Kunci: Sikap, *Cause-related Marketing* (CRM), Rasa Bersalah Finansial, *Regulatory Fit*, Orientasi Hedonis, dan Orientasi Utiliter

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ATTITUDE TOWARD CAUSE-RELATED MARKETING (CRM) PROGRAM BASED ON HEDONIC AND UTILITARIAN ORIENTATION AS MODERATED BY FINANCIAL GUILT, AND *REGULATORY FIT*

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ABSTRACT

This study aims to understand how consumers evaluate cause-related marketing (CRM) bundled with hedonic and utilitarian product. Financial guilt and regulatory fit are as moderating variable about how consumers evaluate cause-related marketing (CRM) in terms of their attitude. Using accidental sampling, two hundred and ninety nine students from under graduate students in Kediri with the range of income from one billion rupiah to three billion rupiah are chosen as participants. The data obtained using measurement scale of attitude toward hedonic or utilitarian of the product which is bundled with cause-related marketing (CRM); consumers' financial guilt scale based on characteristics of hedonic and utilitarian of the product; and regulatory fit scale. Structural equation modeling (SEM) of multi-group approach is employed to examine the hypothesis model. Based on model analysis from empirical data, it is concluded that model-data shows fitness of cause-related marketing (CRM) model, value of RSEMEA is $0.071 \leq 0.08$ and value of GFI is $0.99 > 0.90$. It means that there is a distinction path coefficient between hedonic and utilitarian group. Hedonic group shows path coefficient of financial guilt to regulatory fit -0.01 with t-value 0.10 and regulatory fit to attitude toward cause-related marketing (CRM) 1,22 with t-value 3,77. On the other hand, utilitarian group shows path coefficient of financial guilt to regulatory fit 0,04 with t-value 0,46. Form the overall path model, it can be stated consumer shows positive attitude toward cause-related marketing (CRM) predicted with hedonic orientation and moderated by financial guilt and regulatory fit. And consumer also shows positive attitude toward cause-related marketing (CRM) predicted with utilitarian orientation and moderated by financial guilt and regulatory fit.

Key Terms: Attitude, Cause-related Marketing (CRM), Financial Guilt, Hedonic, Utilitarian, Regulatory fit.

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