

## RINGKASAN

Penelitian ini berjudul “Upaya Peningkatan Loyalitas Menggunakan *Cause-Related Marketing* dengan Citra Merek Sebagai Variabel Mediasi dan Keterlibatan Pelanggan Sebagai Variabel Moderasi”. Tujuan penelitian ini yaitu untuk mengetahui pengaruh *cause-related marketing* terhadap citra merek dan loyalitas; serta pengaruh mediasi citra merek dan pengaruh moderasi keterlibatan pelanggan terhadap *cause-related marketing* ke loyalitas. Penelitian ini merupakan penelitian kuantitatif. Populasi dalam penelitian ini adalah pengguna Kitabisa di Indonesia. Jumlah responden yang diambil dalam penelitian ini adalah 135 responden dengan teknik pengambilan sampel berupa *purposive sampling*.

Berdasarkan hasil penelitian dan analisis data dengan menggunakan SPSS (*Statistical Package for the Social Sciences*) menunjukkan bahwa: (1) *Cause-related marketing* berpengaruh positif terhadap loyalitas, (2) *Cause-related marketing* berpengaruh positif terhadap citra merek, (3) Citra merek berpengaruh positif terhadap loyalitas, (4) Citra merek memediasi pengaruh *cause-related marketing* terhadap loyalitas, (5) Keterlibatan pelanggan tidak memoderasi pengaruh *cause-related marketing* terhadap loyalitas. Implikasi pada penelitian ini yaitu (1) Kitabisa diharapkan dapat meningkatkan jumlah kontribusinya terhadap *cause/* organisasi nonprofit, menjaga kesesuaian dan keakuratan programnya agar citra merek dan loyalitas pelanggannya meningkat, (2) Kitabisa diharapkan mampu memastikan bahwa persepsi dan asosiasi penggunanya tetap positif dengan selalu amanah dan berusaha tetap maksimal dalam kegiatannya.

Kata Kunci: Loyalitas, *Cause-Related Marketing*, Citra Merek, Keterlibatan Pelanggan

## SUMMARY

*This research is entitled "The Effort to Increase Loyalty Using Cause-Related Marketing with Brand Image as a Mediating Variable and Customer Involvement as a Moderating Variable". The purpose of this study is to determine the effect of cause-related marketing on brand image and loyalty; as well as the mediating effect of brand image and the moderating effect of customer involvement on cause-related marketing to loyalty. This research is a quantitative study. The population in this study are Kitabisa users in Indonesia. The number of respondents taken in this study was 135 respondents with a sampling technique in the form of purposive sampling.*

*Based on the results of research and data analysis using SPSS (Statistical Package for the Social Sciences) shows that: (1) Cause-related marketing has a positive effect on loyalty, (2) Cause-related marketing has a positive effect on brand image, (3) Brand image has a positive effect on loyalty, (4) Brand image mediates the effect of cause-related marketing on loyalty, (5) Customer involvement does not moderate the effect of cause-related marketing on loyalty. The implications of this research are (1) Kitabisa is expected to be able to increase the number of its contributions to the cause/ nonprofit organization, maintain the suitability and accuracy of its programs so that its brand image and customer loyalty increase, (2) Kitabisa is expected to be able to ensure that the perceptions and associations of its users remain positive by always being trustworthy and trying to stay optimal in its activities.*

**Keywords:** Loyalty, Cause-Related Marketing, Brand Image, Customer Involvement