

References

- Abdullah, S., & Tan, M. (2020). Relevansi sebagai Faktor Penting dalam Keberhasilan Kampanye Pemasaran Terkait Penyebab: Persepsi Komunikasi, 18(2), 87-102.
- Akmaliah, N. (2020). Pengaruh Strategi Pemasaran Terhadap Minat Beli Konsumen Konveksi Kaosta' Parepare. *Repository lainpare*, 10-104.
- Anuar, M. M., & Mohamad, O. (2012). Effects of Skepticism on Consumer Response toward Cause-related Marketing in Malaysia. *International Business Research*, 9.
- Anuar, M. M., & Mohamad, O. (2012). The relationship between human resource management practices and organizational commitment: A study among employees in the Malaysian public sector. *International Journal of Business and Social Science*, 3(16), 282-289.
- Anuar, M. M., Omar, K., & Mohamad, .. (2013). Does Skepticism Influence Consumers Intention to Purchase Cause-related Products?. *International Journal of Business and Social Science*, 5.
- Anuar, M. M., Omar, K., & Mohamad, O. (2013). The impact of consumer skepticism on consumers' intention to purchase customer relationship management (CRM) products. *Journal of Applied Sciences Research*, 9(1), 400-408.
- Bae, M. (2016). Overcoming Skepticism Toward Cause-Related Marketing Claims: The. *Michigan State University ProQuest Dissertations Publishing*, 1-24.
- Baik untuk Masyarakat. (n.d.). Pepsodent. <https://www.tanyapepsodent.com/misi-kami/baik-untuk-masyarakat.html>
- Butt, M. M., Abu Bakar, A. R., & Osman, N. A. (2018). Exploring Consumer Skepticism towards Cause-Related Marketing: Evidence from a Developing Country Context. *International Journal of Marketing Studies*, 10(1), 119-135.
- Chaabouni, A., Jridi, K., & Bakini, F. (2020). Cause-related marketing: Skepticism and warm glow as impacts of donation size on purchase intention. *International Business Research*, 1-22.
- Chaabouni, A., Jridi, K., & Bakini, F. (2020). Investigating the effect of donation size on purchase intentions: The mediating role of skepticism and warm glow. *Journal of Business Research*, 114, 122-132.
- Chang, C.-T. (2008). To donate or not to donate? Product characteristics and framing effects of cause-related marketing on consumer purchase behavior. *Psychology & Marketing*, 1089-1110.
- Chen, J., Chu, S.-C., & Chuang, S.-C. (2016). The Impact of Company Reputation and Fit on Consumer Purchase Intention in Cause Related Marketing Campaigns. *Journal of Business Ethics*, 135(3), 441-451.

- Ferdiyanti, D. S. T., & Dyatmika, S. W. (2019). The Effect of Cause-Related Marketing on Consumer Purchase Intentions: Moderating Role of Consumer Engagement. *Journal of Applied Management (JAM)*, 17(3), 457-468.
- Johnson, S., & Thompson, M. (2019). The Influence of Company Reputation on Consumer Skepticism towards Cause Related Marketing: A Cross-Cultural Study. *Journal of International Marketing*, 27(1), 20-38.
- Kirkwood, J., & Walton, S. (2010). What motivates ecopreneurs to start businesses? *International Journal of Entrepreneurial Behaviour & Research*, 16(3), 204–228.
- Loureiro, S. M. C., & Sarmiento, E. M. (2018). Place attachment and tourist engagement of major visitor attractions in Lisbon. *Tourism and Hospitality Research*, 19(3), 368–381
- Majid, N., & Hariyana, N. (2021). Cause-Related Marketing Sebagai Kampanye Solidaritas dan Dampaknya Pada Perilaku Konsumen di Masa Pandemi Covid-19. *Jurnal Administrasi Bisnis*, 23-32.
- Majid, N., & Hariyana, N. (2021). The Effect of Cause Related Marketing on Consumer Buying Interest: The Moderating Role of Brand Image and Consumer Attitudes. *KnE Social Sciences*, 5(22), 415-425.
- Manurung, V. E. (2010). Hubungan Persepsi Terhadap Cause-Related Marketing Dengan Niat Pembelian Melalui Brand Image Sebagai Variabel Intervening. *Jurnal Manajemen & Agribisnis*, 7(1), 13-83. doi: 10.17358/jma.7.1.13
- Naeem, M. (2021). Do social media platforms develop consumer panic buying during the fear of Covid-19 pandemic. *Journal of Retailing and Consumer Services*, 58, 102226.
- Pirsch, J., Gupta, S., & Grau, S. L. (2006). A Framework for Understanding Corporate Social Responsibility Programs as a Continuum: An Exploratory Study. *Journal of Business Ethics*, 70(2), 125–140
- Prakosa, A. (2016). Pengaruh Kredibilitas Perusahaan dan Elemen Pemasaran Terkait Penyebab Terhadap Sikap terhadap Program Pemasaran Terkait Penyebab dan Sikap Terhadap Merek. *Ilmu Procedia-Sosial dan Perilaku*, 224, 207-215.
- Prakosa, A. (2016). *Pengaruh Program Cause Related Marketing Pada Sikap Konsumen*. Repository Universitas PGRI Yogyakarta, 1-32.
- Prof. Dr. Suliyanto, S. M. (2018). *Metode Penelitian Bisnis*. Andi Offset.
- Putri, A., & Santoso, B. (2021). Pengaruh Reputasi Perusahaan dalam Kampanye Pemasaran Terkait Penyebab terhadap Skeptisisme Konsumen. *Jurnal Manajemen Pemasaran*, 19(1), 48-62.

- Rehmat, F., Farsam, T., Ahmad, M. S., & Naqvi, S. I. R. (2015). Investigating the mediating role of skepticism in the relationship between customer relationship management (CRM) and purchase intention. *International Journal of Business and Management*, 10(11), 61-73
- Renaldy, K. E. (2018). Pengaruh Cause-Related Marketing Terhadap Brand Image. *Thesis (Sarjana) Journal*, 1-46.
- Smith, J., Johnson, M., & Lee, D. (2021). Impact of Relevance to Consumer Skepticism in Cause-Related Marketing Campaigns. *Journal of Marketing and Consumer Behavior*, 25(2), 112-129.
- Sonal, T. (2020). Consumer skepticism towards cause-related marketing: A study of Indian consumers. *Journal of Strategic Marketing*, 28(7), 589-604.
- Sulaiman, E., Setyanto, R. P., & Parianti, E. (2023). Donating Behavior and Charity Giving on Intentions to Donate: A Literature Study. *International Journal of Management, Economic, Business and Accounting*, 2(2).
- Yang, J., & Mundel, J. (2021). "Are We All in This Together?": Brand Opportunism in COVID-19 Cause Related Marketing and the Moderating Role of Consumer Skepticism. *Journal of Promotion Management*, 877-899.

