

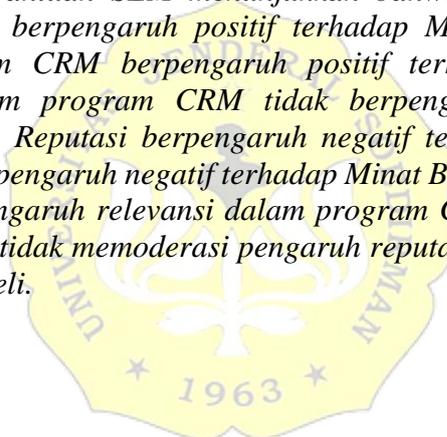
RINGKASAN

Penelitian ini bertujuan untuk mengetahui pengaruh:

(1) Relevansi Program CRM terhadap Minat Beli, (2) Reputasi Program CRM terhadap Niat Beli, (3) Relevansi dalam Program CRM terhadap Skeptisisme, (4) Reputasi dalam Program CRM terhadap Skeptisisme, (5) Skeptisisme terhadap Minat Beli, (6) Skeptisisme Memoderasi Relevansi Program CRM terhadap Niat Beli, (7) Skeptisisme Memoderasi Reputasi dalam Program CRM terhadap Niat Membeli.

Penelitian ini termasuk penelitian kuantitatif. Populasi dalam penelitian ini adalah konsumen Pepsodent. Sampel yang digunakan adalah purposive sampling dengan kriteria usia diatas 17 tahun, Mengetahui program Pemasaran Penyebab-Terkait Pepsodent, dan minimal membeli produk Pepsodent 2 kali sebulan . Responden dalam penelitian ini adalah 325 konsumen Pepsodent yang memenuhi kriteria.

Berdasarkan hasil penelitian dan analisis yang dilakukan dengan menggunakan bantuan SEM menunjukkan bahwa: (1) Relevansi dalam Program CRM berpengaruh positif terhadap Minat Beli, (2) Reputasi dalam Program CRM berpengaruh positif terhadap Minat Beli, (3) Relevansi dalam program CRM tidak berpengaruh negatif terhadap skeptisisme, (4) Reputasi berpengaruh negatif terhadap skeptisisme, (5) Skeptisisme berpengaruh negatif terhadap Minat Beli, (6) Skeptisisme tidak memoderasi pengaruh relevansi dalam program CRM terhadap niat beli, (7) Skeptisisme tidak memoderasi pengaruh reputasi dalam program CRM terhadap niat beli.



SUMMARY

This study aims to determine the effect of:

(1) Relevance of CRM Programs to Purchase Intentions, (2) Reputation of CRM Programs to Purchase Intentions, (3) Relevance of CRM Programs to Skepticism, (4) Reputation of CRM Programs to Skepticism, (5) Skepticism to Purchase Intentions, (6) Skepticism Moderates Relevance of CRM Programs to Purchase Intentions, (7) Skepticism Moderates Reputation in CRM Programs to Purchase Intentions.

This research includes quantitative research. The population in this study are Pepsodent consumers. The sample used was purposive sampling with the criteria of being over 17 years old, knowing the Cause-Related Marketing program of Pepsodent, and buying Pepsodent products at least 2 times a month. Respondents in this study were 325 Pepsodent consumers who met the criteria.

Based on the results of research and analysis conducted using SEM assistance, it shows that: (1) Relevance in the CRM program has a positive effect on Purchase Intention, (2) Reputation in the CRM Program has a positive effect on Purchase Intention, (3) Relevance in the CRM program has no negative effect on skepticism, (4) Reputation has a negative effect on skepticism, (5) Skepticism has a negative effect on Purchase Intention, (6) Skepticism does not moderate the influence of relevance in CRM programs on purchase intentions, (7) Skepticism does not moderate the effect reputation in CRM programs on purchase intention.

