

ABSTRACT

This study aims to examine the effect of Cause Related Marketing (CRM) application on Dove Sisterhood towards consumer brand loyalty of Dove HairTherapy. Research design used for this research based on Douwe van de Brink (2006). The model consists of four independent variables that are congruency, duration, resource invested, and management involvement and one dependent variable which is brand loyalty. Consumer involvement was included as moderating variable.

Primary data were collected by using questionnaire from 100 female respondents who are Dove HairTherapy consumer in Semarang. Two regression models applied for the data analysis. Regression analysis result of first regression model shows that all CRM variables (congruency, duration, resource invested, and management involvement) are significantly influence brand loyalty. Regression analysis result of the second regression model with consumer involvement as a moderating variable shows that one of CRM variable that is management involvement cannot be moderated by consumer involvement, while the other three variables significantly moderated by consumer involvement. From the result known that the highest moderation directed to be duration. It can be concluded that from all factors which would make a CRM program to be success, duration is the most influencing factor. Longer program duration would make CRM program be more successful.

Keywords: cause related marketing, congruency, duration, resource invested, management involvement, consumer involvement, brand loyalty