

ABSTRACT

THE INFLUENCE OF *CAUSE RELATED MARKETING* PROGRAM (CRM) USER LOYALTY TO PRODUCT AQUA MINERAL WATER

(A case study on students of the Faculty of Economics, University of Lampung)

Elisa Br Ginting

The globalization era has brought a tremendous impact for businesses, such as rapid technological developments, changes of the market behavior from market *sellers market* to *buyers market* so that consumers will become increasingly powerful in the market, and increasing competition in business. Therefore, businessmen should formulate a business strategy that can be overcome if those impacts. Strategy that was applied by companies in Indonesia are making a series of activities or a part of sales promotion are social. Embodiment of social responsibility (CSR), among others, social alliance formation. Where is a popular form of social alliance of CSR is a *Cause Related Marketing* (CRM). *Cause* is understood as a social activity that is supported by the company through fundraising activities that invite consumers to participate with buy products with a specific label. CRM Program Aqua 1 liter to 10 liters of clean water is a social responsibility program with unique and innovative mechanism that is expected to increase the loyalty of its users.

Issues discussed in this research is: How much influence does the program *Cause Related Marketing* (CRM) to the loyalty of Aqua mineral water product users (students of Faculty of Economics Studies at the University of Lampung)?

This study aims to determine how much impact the program *Cause Related Marketing (CRM)* product user loyalty Aqua Mineral Water (Study on the students of Faculty of Economics, University of Lampung), and to know the dimensions of *Cause Related Marketing (CRM)* is most influential to the loyalty of users of water products Aqua minerals.

The hypothesis of this study is "Courses *Cause Related Marketing (CRM)* positive effect on loyalty Aqua mineral water product users (students of Faculty of Economics Studies at the University of Lampung). In this study, students who became respondents of force that is academic year 2006-2009 conducted by *nonprobability sampling* technique with the *purposive sampling* and the number of samples obtained as many as 97 respondents.

The analysis tools are qualitative analysis and quantitative analysis. Qualitative analysis to analyze problems and find a solution to the problem by using data collected from questionnaires that are connected with the theory of marketing or approaches relating to the CRM program in analyzing the impact of bottled water users loyallitas Aqua at the Faculty of Economics, University of Lampung. Analisis kuantitatif dilakukan dengan menggunakan *regresi binary logistik* dengan bantuan SPSS 13.0 Quantitative analysis performed using *binary logistic regression* with SPSS 13.0

Based on the calculation result known that the effect of the program *Cause Related Marketing (CRM)* "1 for 10" to the user loyallitas Aqua bottled water products in the Faculty of Economics, University of Lampung significant at the significance level used is 0.05 with probability 0.000. So we can conclude that CRM programs influence to enhance user loyalty Aqua brand bottled water product. Test the accuracy of binary

logistic regression model with *Hosmer and Lemeshow* test was obtained value of *chi square* = 7435 with a confidence level of 0.491. This figure is greater than 0.05 or 5 percent, the H_0 is accepted, which means the hypothesized model fit the data. *Nagelkerke* R^2 value of 0209 means that the program variable *Cause Related Marketing* (CRM) can give the effect in improving user loyalty Aqua brand bottled water product at 20.9% while the remaining 79.1% influenced of other variables outside the model. Dimensions *Cause Related Marketing* (CRM), which has a significant value of $t < .05$ ie dimensions and dimensional conformity with the investment of significant value t equal to .029 and .028. Therefore, we can conclude that the dimensions of appropriateness and amount of investment significantly influence users' loyalty variable. Meanwhile, 2 (two), ie, duration and other dimensions of management involvement each has a significant value of t equal to .454 and .718. Both these values $>$ from .05, so it can be concluded that the duration and dimensions of management's involvement does not significantly influence brand loyalty Aqua bottled water product users.