

ABSTRACT

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Study Program : Entrepreneurship

Title : *The Effect of Cause Related Marketing and Environmental Awareness of Interest Purchase of Duapertigaid Products.*

The purpose of this research is to find out the effect of cause related marketing and environmental awareness of repurchase intention (clothes material offered using bamboo material, the design given is preferred by consumers, packaging according to taste, overall product results are in line with expectations, making consumers aware of the threat of biota exist in Indonesia, and there is a desire to repurchase).

The sample determined in this study amounted to 100 respondents who are people in Indonesia who live in West Jakarta. Data collection in this study used a questionnaire that was distributed online through Google forms. The instrument test in this study uses a validity test, a reliability test, and a classic assumption test. The validity test results state that all statements are valid. The reliability test results state that all statements are reliable. In the classic assumption test, normality test, homogeneity test, multicollinearity test, heterokedasticity test and multiple linear regression analysis are performed.

The results showed that (1) Cause related marketing influence repurchase intention. (2) Awareness influences repurchase intention.

Keywords: *Cause related marketing, repurchase intention. design, environmental awareness*