

Abstract

There are various ways to perform charity; one of them is with a Corporate Social Responsibility (CSR) activity in cause-related marketing concept, which is a form of a corporate responsibility to donate a portion of their profit to charity events. In a project called Water for Change or better known as 'CSR donation Rp.1000', Starbucks helps to provide clean water to particular areas in need for every purchase of 'Pristine' mineral water. In 2016, one of Starbucks Coffee customer, Juhani Waty, came up with her complaint on Facebook about a donation charge that is included in her purchase receipt. She had unsettling questions about the CSR donation since there was no notification ever informed by the cashier. This donation boosts various perceptions from range of customers. Principally, a thorough understanding in perception is critical for marketers in order to form a precise perception used for strategic value in marketing. Hence, the aim of this research is to discover the Starbucks customer perception on the socialization of "Water for Change" CSR program of Starbucks Indonesia. This research uses qualitative descriptive analysis. The data were obtained from semi-structured interviews and observation. This research found, perception of three informants on the CSR program socialization is not decent enough. Starbucks' attempt to give more acquaintance to their customers is not favorably performed. Informants perceive that the communication between company and customers is not yet efficient to get apparent consideration with the customers. Furthermore, there are also some issues in the procedure of how the cashier ought to bring certain notifications to the customers accordingly to reach mutual understanding.

Keywords: Consumer Perception, Corporate Social Responsibility, Donation, Socialization, Starbucks.