

Analisis pengaruh unsur-unsur efektivitas sponsorship pada jersey Tim Liga Super Indonesia (Suatu telaah sponsorship pada jersey Tim Persib) = Analysis of team jersey sponsorship effectiveness elements on Indonesian super league

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Abstrak

Liga super Indonesia merupakan salah satu pertandingan sepak bola terbesar di Indonesia. Sponsorship banyak mengincar tim yang memiliki basis fans yang kuat dan besar. Tujuan dari penelitian ini adalah menganalisa pengaruh antar unsur efektivitas sponsorship yaitu fans involvement, awareness, corporate image dan purchase intention. Penelitian dilakukan pada sponsor jersey Persib dengan responden fans Persib. Hasil penelitian untuk keseluruhan produk menunjukkan bahwa Fans Involvement berpengaruh signifikan terhadap Awareness secara langsung. Awareness berpengaruh terhadap Purchase Intention harus dimediasi oleh Corporate Image. Untuk High Involvement product, Fans Involvement berpengaruh signifikan terhadap Awareness dan Corporate Image secara langsung, untuk dapat berpengaruh signifikan terhadap Purchase Intention, Awareness harus dimediasi oleh Corporate Image. Untuk Low Involvement Product, Fans Involvement berpengaruh signifikan terhadap Awareness secara langsung dan Awareness dapat berpengaruh signifikan terhadap Purchase Intention secara langsung tanpa harus dimediasi oleh Corporate Image. Penelitian terdahulu meneliti hubungan antara unsur tersebut dan menyatakan ada hubungan yang signifikan diantara mereka. Hasil penelitian ini memiliki perbedaan dengan hasil penelitian sebelumnya dikarenakan perbedaan sifat sponsor yang diteliti.

.....Indonesian Super Liga is one of the biggest football match in Indonesia. Sponsorship targeting many teams that have a strong and great fan base. The purpose of this study was to analyze the influence of the effectiveness of sponsorship between the fans involvement, awareness, corporate image and purchase intention. Sponsor research performed at the Persib jersey Persib and respondents are Persib fans. The results show that for the overall product Fans Involvement significantly influence Awareness directly. Awareness significantly influence on Purchase Intention mediated by the corporate image. For High Involvement product, Fan Involvement has significantly effect on Awareness and Corporate Image directly, to be able to significantly influence the Purchase Intention, Awareness must be mediated by the Corporate Image. For Low Involvement Product, Fans Involvement has significant effect on Awareness directly. Awareness can significantly influence the Purchase Intention directly without having mediated by the Corporate Image. Previous studies examining the relationship between these elements and expressed no significant relationship between them. Results of this study have differences with the results of previous studies because of differences in the nature of the sponsor.