

Analisis pengaruh relationship quality antara penggemar dan tim olahraga terhadap attitude toward a sponsor studi kasus sponsorship kacang dua kelinci pada Real Madrid FC = The impact of relationship quality between fans and sport team to attitude toward a sponsor case study sponsorship kacang dua kelinci to Real Madrid FC

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Abstrak

Komersialisasi industri sepakbola dan perkembangan aktivitas sponsorship, khususnya sponsorship olahraga membuat banyak perusahaan menggunakan strategi ini. Penelitian ini bertujuan untuk menganalisa pengaruh variabel relationship quality terhadap attitude toward a sponsor, dan purchase intention dengan variabel sincerity sebagai mediator dari fans klub olahraga, yaitu Real Madrid FC. Penelitian ini menggunakan sampel fans klub Real Madrid yang berdomisili di Jabodetabek dengan menggunakan metode non-probability sampling. Data yang terkumpul kemudian diolah menggunakan metode structural equation modelling. Hasil penelitian ini menunjukkan bahwa relationship quality berpengaruh terhadap attitude toward a sponsor dan purchase intention dengan dimediasi secara penuh oleh sincerity dari fans klub Real Madrid pada konteks sponsorship kacang Dua Kelinci pada Real Madrid FC.

.....The commercialization of football industry and the growing of sponsorship activities, specifically sport sponsorship make many companies use this strategy. The purpose of this research is to analyze the impact of relationship quality to attitude toward a sponsor and purchase intention with sincerity as a mediator of sport fans club, Real Madrid FC. This research uses samples of Real Madrid fans club who domicile in Jabodetabek area using non-probability sampling method. The data collected then analyzed with structural equation modelling method. The result of this research shows that the relationship quality is the factor that affect attitude toward a sponsor and purchase intention with sincerity as a full mediator of Real Madrid fans club in sponsorship kacang Dua Kelinci to Real Madrid FC.