

Peranan fan identification dan sport sponsorship dalam menciptakan dampak niat pembelian studi kasus pirelli FC Internazionale Milano = Examining the role of fan identification dan sport sponsorship in purchase intention creation case study pirelli FC Internazionale Milano

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Abstrak

Skripsi ini membahas tentang pengaruh fan identification dan dua elemen sport sponsorship yaitu sponsor credibility dan attitude towards sponsor dan dampaknya pada penciptaan niat pembelian. Fokus penelitian menyelidiki pengaruh positif fan identification terhadap sponsor credibility, attitude towards sponsor dan niat pembelian serta pengaruh positif sponsor credibility terhadap attitude towards sponsor dan juga pengaruh positif attitude towards sponsor terhadap niat pembelian.

Tujuan dari penulisan skripsi ini adalah untuk menganalisis pengaruh fan identification dalam mengembangkan dua elemen sport sponsorship untuk mendorong niat pembelian. Penelitian ini berhasil mengumpulkan 203 data melalui kuesioner survei dan menguji hubungan antar variabel untuk menganalisis fan identification dan sport sponsorship terhadap niat pembelian.

Berdasarkan studi kasus penelitian ini, hasil uji statistik menunjukkan bahwa hubungan tidak langsung dari identifikasi penggemar dengan mediasi dari elemen sport sponsorship menjadi peran utama dalam mempengaruhi dimensi niat pembelian. Penelitian ini juga menemukan bahwa fan identification tidak mempengaruhi secara langsung dimensi niat pembelian.

This study will discuss about the influence of fan identification and two elements of sport sponsorship; sponsor credibility and attitude towards sponsor, and the effect on creating purchase intentions. The focus of this study is to investigate positive influence of fan identification towards sponsor credibility, attitude towards sponsor, and purchase intentions along with positive influence of attitude towards sponsor in creating purchase intentions.

The aim of this thesis is to analyze the impact of fan identification in developing the two elements of sport sponsorship to promote purchase intentions. The research successfully gather 203 data through questionnaire survey and test the connection between the variables to analyze fan identification and sport sponsorship towards purchase intentions.

Based on the study case of this research, statistic tests shows that indirect connection from fan identification with mediation from sport sponsorship element become the main role in influencing the dimension of purchase intention. This research also found that fan identification is on directly influence the dimension of purchase intentions.