

Pengaruh event-sponsor fit terhadap sponsor purchase intention dalam acara olahraga berdasarkan perspektif nonkonsumen dari penonton BRI Liga 1 Indonesia 2021-2022 = The effect of event-sponsor fit on sponsor purchase intention in sports event based on the perspective of non-consumers from the spectators of BRI Liga 1 Indonesia 2021-2022

Sarah Kennysha Wiyantoro, author

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Abstrak

Sponsorship acara olahraga merupakan salah satu bentuk komunikasi pemasaran yang memiliki pertumbuhan tercepat yang digunakan untuk mencapai target konsumen. Penelitian kuantitatif ini bertujuan untuk menganalisis hubungan antara perceived event-sponsor fit, attitude towards the sponsoring brand, attitude towards the sponsorship, perceived brand quality of the sponsoring brand, dan sponsor brand purchase intention dalam konteks sponsorship acara olahraga tontonan. Penelitian mengumpulkan data sampel dari 170 responden yang aktif berpartisipasi menonton BRI Liga 1 Indonesia 2021-2022 dan bukan merupakan pengguna produk sponsor utama. Data penelitian diolah menggunakan metode Structural Equation Modelling (SEM). Hasil penelitian menunjukkan bahwa perceived event-sponsor fit mempengaruhi attitude towards the sponsorship dan attitude towards the sponsoring brand, yang selanjutnya mempengaruhi perceived brand quality of the sponsoring brand. Kemudian, attitude towards the sponsorship dan perceived brand quality of the sponsoring brand mempengaruhi sponsor brand purchase intention.

.....Sponsorship of sport events is one of the fastest growing forms of marketing communication used to reach target consumers. This quantitative study aims to analyze the relationship between perceived event-sponsor fit, attitude towards the sponsoring brand, attitude towards the sponsorship, perceived brand quality of the sponsoring brand, and sponsor brand purchase intention in the context of sponsorship of spectator sport event. The study collects sample data from 170 respondents who actively participated in watching BRI Liga 1 Indonesia 2021-2022 and were not users of the main sponsor of the event. Data is then processed using the Structural Equation Modelling (SEM) method. The results show that the perceived event-sponsor fit affects the attitude towards the sponsorship and the attitude towards the sponsoring brand, which in turn affects the perceived brand quality of the sponsoring brand. Then, attitude towards the sponsorship and perceived brand quality of the sponsoring brand affect the sponsor's brand purchase intention.