ABSTRACT

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AN ANALYSIS ON FACTORS AFFECTING GLOBAL BRAND AWARENESS OF E-SPORTS IN INDONESIA

(109 pages, 12 figures; 16 tables, 2 appendices)

The advancement of technology has caused new industries to emerge over time, such as social media and smart phones. E-sport is a new example of a new emerging industry in the entertainment world that is caused by the advancement of technology. With an annual growth of 23.3% from year 2018 to 2019, it is a matter of time before e-sports emerge in every country. E-sport has entered Indonesia as early as 1999, and yet with fourth most population in the world and being the 16th biggest gaming industry size in the world, Indonesia is not even in top 40 when it comes to total e-sports earnings. However, large foreign investments going into Indonesian e-sports ecosystem is a proof that Indonesia has huge, untapped potential for e-sports industry. This research is aimed to see what factors affect global brand awareness of e-sports in Indonesia. This research used an online questionnaire in order to obtain necessary data, with data from 170 respondents who passed the screening questions and completely answered the questionnaire being used as the base of the analysis. This research is a quantitative research, with PLS-SEM method of analysis being used in order to see factors that have significant effects on global brand awareness of e-sports in Indonesia through the use of SmartPLS 3.0 as the software used to analyze the data. This research has four hypotheses, which links the possible positive relationship between brand exposure, customer engagement, e-word of mouth, and familiarity of the e-sports industry towards global brand awareness of e-sports. The result of the research indicates the acceptance of all hypotheses, which indicates significant positive effects of brand exposure, customer engagement, e-word of mouth, and familiarity of the e-sports industry towards brand awareness of e-sports in Indonesia.

Keywords: *Brand Awareness, Brand Exposure, Customer Engagement, e-Word of Mouth, Brand Familiarity, e-Sports.*

References: 61 (1968 – 2020)