

## ABSTRACT

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**ANALYZING THE IMPACT OF SPONSOR-EVENT CONGRUENCE, ATTITUDES TOWARD THE BRAND AND BRAND IMAGE ON PURCHASE INTENTION THROUGH THE CASE OF SAMSUNG, AN OFFICIAL PARTNER OF 2018 JAKARTA-PALEMBANG ASIAN GAMES**  
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Recently, the revenue of event sponsorship, especially sports sponsorship, has increased. This means that sports sponsorship is recognized by marketers as one of the main marketing tools. Therefore, a number of studies have been conducted to explore the effects of sports sponsorship. This research also studies the sponsorship effect of the Asian Games, one of the international sporting events. However, research on sponsorship has not been done in the depth management aspects of sports organizations and has been concentrated in specific areas. Thus, researcher conducts this study to analyze the sponsorship effect of the 2018 Jakarta-Palembang Asian Games. In addition, sports sponsorship has been studied mainly in western regions. However, according to the need for sports sponsorship research in various regions that reflect regional characteristics, the study studied the Asian Games held in Indonesia in Southeast Asia. In order to analyze the sponsorship, Samsung, the Asian game sponsor brand, was selected as a research object. The variables included in this study are sponsor-event congruence, attitude toward the brand, brand image, and purchase intention. This study is a replication study of the studies performed by Hutabarat and Gayatri in 2014. Questionnaires were distributed by personal administered questions to 202 respondents. This research was conducted on the audience who participated in the Asian Games. There are six hypotheses formed by these variables. First hypothesis is there is a positive relationship between sponsor-event congruence and attitudes toward the brand. Second hypothesis is there is a positive relationship between sponsor-event congruence and brand image. The third hypothesis is there is positive relationship between attitudes toward the brand and purchase intention. The fourth hypothesis is there is positive relationship between brand image and purchase intention. The fifth hypothesis is there is a positive relationship between brand image and attitudes toward the brand. The last hypothesis is there is a positive relationship between sponsor-event congruence and purchase intention. Data were used for analyzing the model by structural equation modeling method (SEM). Data were analyzed and there are 4 out of 6 hypotheses that were supported. Unsupported hypotheses are hypothesis 3 and 4. The reasons for the unsupported hypotheses were explained by the respondent profile of this study and the descriptive statistics. This research provides the theoretical implications, managerial decisions and insights for future research.

References : 87 (1980-2018)

Keywords : *sponsor-event congruence, attitude toward the brand, brand image, and purchase intention, sponsorship, Asian Games, Samsung*