

**EVALUATING SPORT SPONSORSHIP MODEL AMONG SOCCER
FANS IN INDONESIA**

“CASE STUDY OF AREMA FC “

FINAL PROJECT

By:

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**UNDERGRADUATE PROGRAM SCHOOL
OF BUSINESS MANAGEMENT
INSTITUTE TEKNOLOGI BANDUNG**

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Supervisor: Fitri Aprilianti M.Sm

ABSTRACT

In order to promote their goods, a company has variety of ways, one of them by sponsorship. In sponsorship each company can choose whether through an event or through sports.

Nowadays, companies have globally increased their investment in sport sponsorship. Companies are willing to spend a big enough money to be able to advertise in sports activity or sports teams to raise awareness of its product/services in the public. Among sports, soccer is the most heavily sponsored sport. Seeing the large number of sponsors attached in many of Indonesian soccer club jersey shows that soccer club became one of emerging sponsorship media to advertise products/services.

This research examines the effectiveness of sponsorship in soccer club among its fans by test the relationship between key variables of sponsorship influence that include team attachment, corporate image future purchase intentions, and brand loyalty. This research objective are to find out how's the effectiveness of the company to using soccer team as their marketing tools by mapping the sport sponsorship mechanism in Indonesia and test the relationship between variables of sport sponsorship (team attachment, brand awareness, brand loyalty, and purchase intention) in Indonesia.

By using both of qualitative and quantitative approach, such as conducted in-depth interviews and a survey to obtain the data assess whether the soccer spectators were aware of the sponsorship of AREMA FC. The result shows that team attachment have positive relationship with brand awareness, brand loyalty and corporate image, while did not have positive relationship with purchase intention. In addition, brand awareness and corporate image did not have positive relationship with purchase intention, while brand loyalty did.

Keywords: *Sport, Sponsorship, Soccer Club, AREMA FC*

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ABSTRAKSI

Dalam usaha untuk mempromosikan barang-barang mereka, perusahaan memiliki berbagai cara, salah satunya dengan kegiatan sponsorship. Dalam sponsorship setiap perusahaan dapat memilih apakah melalui suatu acara atau melalui olahraga.

Saat ini, perusahaan secara global telah meningkatkan investasi mereka dalam sponsorship olahraga. Perusahaan bersedia mengeluarkan uang yang cukup besar untuk dapat beriklan di aktivitas olahraga atau tim olahraga untuk meningkatkan kesadaran akan produk / layanannya di publik. Di antara olahraga, sepak bola adalah olahraga yang paling banyak disponsori. Melihat banyaknya sponsor yang terpasang di banyak klub sepakbola Indonesia, menunjukkan bahwa klub sepak bola menjadi salah satu media sponsor yang muncul untuk mengiklankan produk / jasa.

Penelitian ini menguji keefektifan sponsorship di klub sepakbola dengan menguji hubungan antara variabel-variabel kunci dari pengaruh sponsor yang mencakup kedekatan tim, citra perusahaan, niat pembelian masa depan, dan loyalitas merek. Tujuan penelitian ini adalah untuk mengetahui bagaimana keefektifan perusahaan untuk menggunakan tim sepak bola sebagai alat pemasaran mereka dengan Mengidentifikasi mekanisme sponsor olahraga di Indonesia, Memetakan kerangka kerja sponsor olahraga di Indonesia, Menguji hubungan antara variabel-variabel sponsor olahraga di Indonesia.

Dengan menggunakan kedua pendekatan kualitatif dan kuantitatif, seperti melakukan wawancara mendalam dan survei untuk mendapatkan data menilai apakah penonton sepak bola sadar akan sponsor AREMA FC. Hasilnya menunjukkan bahwa keterikatan tim memiliki hubungan positif dengan kesadaran merek, loyalitas merek dan citra perusahaan, sementara tidak memiliki hubungan positif dengan niat pembelian. Selain itu, kesadaran merek dan citra perusahaan tidak memiliki hubungan positif dengan niat pembelian, sementara kesetiaan merek melakukannya.

Kata kunci: Olahraga, Sponsorship, Klub Sepak Bola, AREMA FC

VALIDATION PAGE

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2018

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FOREWORD

Alhamdulillah, my gratitude to Allah SWT for His blessings and grace that I finally able to finish my final project to complete my bachelor degree in management in School of Business and Management ITB. There is nothing can describe how grateful the author is for this completion. The writer also wants to thank everyone which have given the author support and help for doing this final project.

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List of Contents

CHAPTER 1	1
INTRODUCTION	1
1.1 Background	1
1.2 Problem Statement	6
1.3 Research Questions	7
1.4 Research Objectives	7
1.5 Research Scope and Limitation	8
1.6 Writing Structure	8
Chapter 1: Introduction	8
Chapter 2: Literature Review	8
Chapter 3: Methodology	8
Chapter 4: Data Analysis	8
Chapter 5: Conclusion and Recommendation	8
CHAPTER 2	9
LITERATURE REVIEW	9
2.1 AREMA FC Profile	9
2.2 Sport Sponsorship	10
2.3 Team Attachment	21
2.4 Brand awareness	33
2.5 Corporate Image	44
2.6 Brand Loyalty	55
2.7 Purchase intention	60
2.8 Conceptual Framework	65
CHAPTER 3	67
METHODOLOGY	67
3.1 Research Design	67
3.2 Research approach	68
3.2.1 <i>Qualitative</i>	68
3.2.2 <i>Quantitative</i>	68
3.3 Method	68
3.3.1 <i>Interview</i>	68
3.3.2 <i>Survey</i>	69
3.4 Data Analysis	79
3.4.1 <i>Data analysis survey</i>	79

3.4.2 Data analysis interview.....	81
CHAPTER 4.....	83
DATA ANALYSIS.....	83
4.1. Demographic result.....	83
4.1.1 Age.....	83
4.1.2 Occupation.....	84
4.1.3 Gender.....	84
4.1.4 Domicile.....	85
4.2 Descriptive Statistics.....	85
4.3 Qualitative Approach.....	89
4.3.1 Interview.....	89
4.3.2 Decision.....	91
4.4 Quantitative Approach.....	91
4.4.1 One Way Anova – SPSS.....	91
4.4.2 Partial Least Square- SEM Result.....	94
4.4.3 Discussion.....	107
CHAPTER 5.....	111
5.1 Conclusion.....	111
5.2 Recommendation.....	112
5.2.1 Sport sponsorship activities.....	112
5.2.2 Future Research.....	112
References.....	113

List of Figure

Figure 1. 1 Jersey Juventus 2017/2018.....	3
Figure 1. 2 Jersey Manchester United 2017/2018.....	3
Figure 1. 3 Jersey Arema FC 2015.....	6
Figure 1. 4 Jersey Arema FC 2014.....	6
Figure 1. 6 Jersey Arema FC 2017.....	6
Figure 1. 5 Jersey Arema FC 2016.....	6
Figure 2. 1 Conseptual Framework.....	66
Figure 3. 1 Research Design.....	69
Figure 4. 1 Age Chart.....	83
Figure 4. 2 Occupation Chart.....	84
Figure 4. 3 Gender chart.....	84
Figure 4. 4 Domicile Chart.....	85
Figure 4. 5 Schematic if sponsors approach arema.....	91
Figure 4. 6 Schematic if arema approach sponsors.....	91
Figure 4. 7 PLS-SEM Model Result.....	95
Figure 4. 8 Bootstrapping Result.....	99
Figure 4. 9 New recomendation model.....	109

List of Tables

Table 1. 1 Arema sponsors for the past four years.....	5
Table 2. 1 Journal Matrix Sport Sponsorship.....	12
Table 2. 2 Journal Matrix of Team Attachment.....	24
Table 2. 3 Journal Variable of Brand Awareness.....	34
Table 2. 4 Journal Matrix of Corporate Image.....	45
Table 2. 5 Journal Matrix of Brand Loyalty.....	56
Table 2. 6 Journal Matrix of Purchase Intention.....	61
Table 3. 1 Sample Sizes Used in Marketing Research Studies.....	70
Table 3. 2 Question of respondent profile.....	71
Table 3. 3 Question of purchase intention.....	71
Table 3. 4 Question of corporate image.....	73
Table 3. 5 Question of brand awareness.....	74
Table 3. 6 Question of team attachment.....	76
Table 3. 7 Question of brand loyalty.....	77
Table 4. 1 Descriptive Statistics.....	86
Table 4. 2 Important statement from Mr Sudarmadji.....	89
Table 4. 3 interpret the important staement from Mr Sudarmadji.....	90
Table 4. 4 grouping of common subject.....	90
Table 4. 5 Purchase Intention.....	92
Table 4. 6 Brand Loyalty.....	92
Table 4. 7 Corporate Image.....	93
Table 4. 8 Brand Awareness.....	94
Table 4. 9 Indicator Reliability Result (Cont').....	95
Table 4. 10 Internal Consistency Reliability Result.....	96
Table 4. 11 Convergent Validity Result.....	97
Table 4. 12 Discriminant Validity Result.....	97
Table 4. 13 Outer VIF Values.....	98
Table 4. 14 0 Effects, Variance Explained and Stone-Geisser Tests.....	100
Table 4. 15 Goodness of Fit.....	101
Table 4. 16 Hypothesis Testing Result.....	102
Table 4. 17 f Square Result.....	104
Table 4. 18 Total Indirect Effect Result.....	104
Table 4. 19 Total Effect Result.....	105
Table 4. 20 Total Effect Result of Independent on Dependent Variables.....	106
Table 4. 21 Total Effect Result of Independent on Mediating Variables.....	108
Table 4. 22Total Effect Result of Independent and Mediating Variables on Dependent Variables.....	106

CHAPTER 1

INTRODUCTION

1.1 Background

For many years ago, sponsorship could be regarded has more charitable or philanthropic, but in recent years, sponsorship has become an emerging part of marketing mix. Sponsorship is defined as ‘the acquisition of rights to affiliate or directly associate with a product or event for the purpose of deriving benefits related to that affiliation or association. The sponsor then uses this relationship to achieve its promotional objectives or to facilitate and support its broader marketing objectives (Tench & Yeomans, 2006). Due to the indirect effects of the usage of sponsorship for the organization, it has been among the years often confused with other communication tools and mainly advertising. An explanation that can be given for this confusion is the very tight linkage between the communication tools, since on the one hand all tools are used for the achievement of promotional objectives (Bitz & d'Astous, 1995), while on the other hand in order to have a successful sponsorship campaign sponsorship must be combined with the rest of the communication tools such as advertising and public relations. As a communication tool, sponsorship differs from advertising. In sponsorship both medium and creative message are not tightly controlled by the sponsor (Dolphin, 2003). Sponsorship has also been confused with patronage (Meenaghan J. A., 1983). Nevertheless, patronage is actually an altruistic activity or a donation with no expectation of return (Dolphin, 2003). By using sponsorship firms seek to exploit the increased possibility this tool has in order to achieve awareness, rising of image and approach of specific target group (Meeghan & Shipley, 1999). According to Kitchen (1993), companies saw sponsorship as overlapping between general/corporate and marketing communication.

Many companies actively pursuing sponsorship as a communication strategy in an attempt to enhance their marketing communications (Shimp, 2003). Therefore, companies are allocating significant amounts of money to sponsorship (IEG, 2013). In the past, the regular company’s communication mix consisted of advertising, sales promotion, and public relations. However, sponsorship is now an additional tool available for companies to communicate with their target customers (Lings & Owen, 2007). Sponsorship spending has increased considerably around the world. There can be no doubt that global expenditure on sponsorships and associated activities constitutes an essential proportion of many corporate communication

budget (Crompton, 1994). Total global sponsorship spending in 2016 reached \$60, 1 billion and projected will rise 4, 1 % or about \$62, 8 billion dollars (Chipps, 2017). In the 2017 the sponsorship predicted spending will increase around 4, 4 % it higher if we compare with marketing and promotion with expected growth around 3, 0 % (IEG, 2017). According to predictions, sponsorship's growth rate will be higher than advertising and sales promotion's growth rate.

Among different kinds of sponsorship (sports, entertainment, cultural affairs, arts, etc.), sport sponsorship has the greatest share of \$12.38 billion (62%) in 2011 (IEG, 2012). Conventionally, sponsorship is used most widely in the sport industry (Olson & Thjømøe, 2009). Approximately, sport sector attracts 54–65% of spending on sponsorship (IEG, 2013). In this environment, sports sponsorship has become an influential marketing tool because it is flexible and it reaches a broad audience (Ko, Kim, Claussen, & Kim, 2008). Therefore, sport sponsorship has many advantages as an element of sport marketing mix and it is more effective than regular advertising. One way to provide sufficient money for sport activities, especially championship activities, is the use of sponsorship of private enterprises and companies (Meenaghan T. , 2001).

Moreover, among various sport events, soccer attracted most of sport sponsorship budget to itself because it is the most popular sport around the world (Deloitte, 2011). According to Football Money League many soccer clubs' income originated from sponsorship (Deloitte, 2011). In North American soccer total sponsorship spending on 2016 is \$333 million dollar and predicted increase 4, 1% to \$346, 6 million dollar (IEG, 2017).

We can take an example of MLS (major league soccer) that have viewer more than 19.000 people on every game (<https://sport.detik.com>, 2017), we can see there are large of number of soccer viewer, it can be a tools for company to gain a lot of people attention and present their product. So that's why many companies make investments to sponsor the famous and popular soccer clubs and soccer clubs earn a significant part of their income from employing sponsorship, such as Chevrolet sponsored Manchester united or Jeep as the sponsor of Juventus as we can see in Figure 1.1 and Figure 1.2.



Figure 1. 2 Jersey Juventus 2017/2018
(<http://www.calcioefinanza.it>)



Figure 1. 1 Jersey Manchester United 2017/2018
(<http://www.calcioefinanza.it>)

Sport in Indonesia is similar to other parts of the world and soccer is one of the most favorite and popular sport in Indonesia and there are so many soccer fan groups fanatic. In Indonesia soccer weekend games are watched by 52 million television viewers while about 12 million attend games each year (Quora, 2014). Indonesia have their own soccer league who called LIGA 1. In running of LIGA 1, soccer association of Indonesia (PSSI) as the parent organization of soccer in Indonesia assisted by *PT Liga Indonesia Baru* (PT LIB) as a promoter of course requires funds that are not small. Beside to subsidize all soccer club the funds also use for operational costs of PSSI itself. To overcome that, soccer association of Indonesia (PSSI) and *PT Liga Indonesia Baru* (PT LIB) have several sponsors to running off last LIGA 1 season such as Gojek- Traveloka, IM3, Orange TV / FWD, Kuku Bima Energy, Nike, Tvone. Gojek - Traveloka is the biggest sponsor for the league 1 season 2017, of course it makes Gojek get some privilege such as, there must be shelter Gojek in every Participants Liga 1 Club stadium, banner installation in all participants Liga 1 stadium, the right to marketing in all club stadiums participants Liga 1, advertisement rights on the sidelines of each game pause, and Gojek have an exclusive opportunity through brand and competition promotion to conduct various activities in connection with the LIGA 1 matches in areas identified for this purpose. Not just sponsored the league, some company also sponsored several club to marketing their product. (Manual Marketing and Commercial liga 1, 2017).

In Indonesia, sponsorship is not a new thing, sponsorship itself has been done by many soccer club in Indonesia. In his own journey, at first the Soccer club in Indonesia was funded by The

Regional Development Budget (APBD) but after Regional Development Budget (APBD) fund was forbidden to fund the professional soccer club by the government in 2011 many Soccer clubs began to seek their own funding by finding sponsorship to some companies. (www.baliutd.com, 2017).

With large amount of supporter that always come to stadium, a team like Persija Jakarta with average of 25,256 supporter every game or Persib Bandung with average 21,012 supporter every game (Fachri & Itah, 2017). With this huge number of supporter it can be a chance for company to marketing their product By sponsoring some Indonesian clubs such as when CORSA a tire company who sponsored AREMA FC, PERSIB Bandung, and BALI United for Indonesia soccer league (LIGA 1) 2016/ 2017, Tora Bika a coffee company who sponsored AREMA FC, BALI United, SRIWIJAYA FC, and Madura United FC, and many more (aremafc.com, 2017).

As one of the biggest soccer club in Indonesia with more than 20.000 supporter in Indonesia AREMA FC has been in the league about 30 years after this club founded in 1987 (aremafc.com, 2017). With that huge number of supporter AREMA FC has been sponsored with many company. In 2013/2014 season AREMA has been sponsored by Ultras, Ijen Nirwana and Anker sport. In 2014/2015 season the amount of AREMA FC sponsor is increasing into 6 with Ijen Nirwana and Anker Sport same with previous season and with additional Joma, Im3, PT Guna bangun perkasa and BV sport (Paramartha, 2014). With the chaotic of soccer association of Indonesia (PSSI) the 2015/2016 soccer league has been postponed and PT LIB as the organizer of Indonesia soccer league held a big cup called Indonesia soccer championship in 2016 with 18 participants including AREMA FC and for competing in this tournament AREMA FC supported by 6 sponsor that is Specs, Ijen Nirwana, Corsa, Torabika Duo, PT Guna Bangun Perkasa, and Im3.

After the chaotic in soccer association in Indonesia (PSSI) done and the Indonesia soccer league be sure held on 17 may 2017 AREMA FC start prepare for the team and the sponsor, AREMA FC sponsor for 2016/2017 is Specs, Corsa, Torabika duo, Ijen suite, Beon.co.id, Nusanet, PT Guna bangun perkasa, IM3 and AREMApedia.com (aremafc.com, 2017). Through the years the amount of company that sponsored AREMA are increasing. Here are table 1.1 that shown Arema FC sponsors for the past 4 years

Table 1.1 Arema FC sponsors Table

Season	Sponsors
2013/2014	• Ultras • Ijen Nirwana • Anker sport
2014/2015	• Ijen Nirwana • Anker Sport • Joma • Im3
2015/2016	• Specs • Ijen Nirwana • Corsa • Tora Bika Duo • Guna Bangun Perkasa • Im3
2016/2017	• Specs • Corsa • Tora Bika • Ijen Suites • Beon • Nusanet • Guna Bangun Perkasa • Im3

We can see from the picture of AREMA FC jersey from figure 1.3 to figure 1.6 below.



Figure 1.3 Jersey Arema FC 2014
(<http://jualjerseybola.com>)



Figure 1. 6 Jersey Arema FC 2016
(<http://jualjersey.web.id>)



Figure 1. 5 Jersey Arema FC 2017
(<https://adoljerseybola.com>)

From the fans attachment to the team it can be seen that the level of corporate image, brand loyalty and brand awareness of the sponsors product to the fans can lead to purchase intention level of sponsors product. Based on that case, researcher interested to analyze the effectiveness of sponsorship through soccer club among soccer fans in Indonesia, especially in AREMA FC as one of the biggest soccer club in Indonesia that consistently have quite a lot of sponsors.

1.2 Problem Statement

Many company always do anything to increase their market and spending a lot of money in sponsorship is one of their way to increase the market For that huge amount of money that company spend to marketing their product through sponsoring soccer team (IEG, 2017). In sponsoring soccer teams, companies seek a return on investment, but many of these companies do not know how to examine the effectiveness of their marketing activities or which method to use for measuring the effects of sponsorship. Sport sponsorship allows the sponsors to communicate more directly and closely with their target market, but the effects of such marketing activities on target markets are unidentified (Theofilou, Neokosmidi, & Neokosmidis, 2008). It is important for both sponsor and spondee to measure sponsorship effectiveness. However, there is not enough research that discuss about measuring the effectiveness of sport sponsorship, especially in Indonesia. Although many researchers have sought to provide theoretical explanations about the fans' assessment of sponsorship and its effects on brand awareness and corporate image, only little research has focused on sport sponsorship effectiveness in Indonesia. To assess the sponsorship effectiveness, Abdel and Ibrahim (2014) stated to measure Sponsorship awareness, corporate image and purchase intention as key variables in the context of sponsorship influence. Therefore, the main objective of this research is to find out how is the effectiveness of the company to using soccer team as their marketing tools by mapping the sport sponsorship mechanism in Indonesia and test the relationship between key variables of sport sponsorship (team attachment, brand awareness, brand loyalty, and purchase intention) in Indonesia, case study: AREMA FC.

1.3 Research Questions

The related research question is:

- I. How is the sport sponsorship mechanism in Indonesia?
- II. How is the relationship between key variables of sport sponsorship (team attachment, brand awareness, brand loyalty, and purchase intention) in Indonesia?

1.4 Research Objectives

This research to find out how's the effectiveness of the company to using soccer team as their marketing tools by:

- I. Identify the sport sponsorship mechanism in Indonesia?
- II. Test the relationship between key variables of sport sponsorship (team attachment, brand awareness, brand loyalty, and purchase intention) in Indonesia

1.5 Research Scope and Limitation

- i) This research is limited to soccer fans in Indonesia
- ii) This research is focus on AREMA Soccer Club © sponsorship system and soccer AREMA FC soccer fans.
- iii) This research didn't get data from company that support Arema FC because did not have the acces to the companies that sponsored AREMA FC.

1.6 Writing Structure

The writing systematic in this final project will be divided into five main sections described as follow:

Chapter 1: Introduction

The first chapter describe about the background and problem that faced of sport sponsorship, the objective and question of the research, scope and limitation of the research and writing systematic of the report.

Chapter 2: Literature Review

This chapter contains several theories from various research or literatures that will be used as the foundation or source on constructing the research.

Chapter 3: Methodology.

This chapter consists of methods used in this research on answering the research questions and objectives. It will also show the data analysis process...

Chapter 4: Data Analysis

The main part of this thesis, consist of the result along with the explanation to answer the research questions of this thesis. The data collected will be analyzed to identify how each variable relationship in sport sponsorship.

Chapter 5: Conclusion and Recommendation

This chapter consist of conclusion which from this research, its implication and recommendation for further research.

Chapter 6: Reference

CHAPTER 1

INTRODUCTION

1.1 Background

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Figure 1. 8 Jersey Juventus 2017/2018
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Figure 1. 7 Jersey Manchester United 2017/2018
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Sport in Indonesia is similar to other parts of the world and soccer is one of the most favorite and popular sport in Indonesia and there are so many soccer fan groups fanatic. In Indonesia soccer weekend games are watched by 52 million television viewers while about 12 million attend games each year (Quora, 2014). Indonesia have their own soccer league who called LIGA 1. In running of LIGA 1, soccer association of Indonesia (PSSI) as the parent organization of soccer in Indonesia assisted by *PT Liga Indonesia Baru* (PT LIB) as a promoter of course requires funds that are not small. Beside to subsidize all soccer club the funds also use for operational costs of PSSI itself. To overcome that, soccer association of Indonesia (PSSI) and *PT Liga Indonesia Baru* (PT LIB) have several sponsors to running off last LIGA 1 season such as Gojek- Traveloka, IM3, Orange TV / FWD, Kuku Bima Energy, Nike, Tvone. Gojek - Traveloka is the biggest sponsor for the league 1 season 2017, of course it makes Gojek get some privilege such as, there must be shelter Gojek in every Participants Liga 1 Club stadium, banner installation in all participants Liga 1 stadium, the right to marketing in all club stadiums participants Liga 1, advertisement rights on the sidelines of each game pause, and Gojek have an exclusive opportunity through brand and competition promotion to conduct various activities in connection with the LIGA 1 matches in areas identified for this purpose. Not just sponsored the league, some company also sponsored several club to marketing their product. (Manual Marketing and Commercial liga 1, 2017).

In Indonesia, sponsorship is not a new thing, sponsorship itself has been done by many soccer club in Indonesia. In his own journey, at first the Soccer club in Indonesia was funded by The

Regional Development Budget (APBD) but after Regional Development Budget (APBD) fund was forbidden to fund the professional soccer club by the government in 2011 many Soccer clubs began to seek their own funding by finding sponsorship to some companies. (www.baliutd.com, 2017).

With large amount of supporter that always come to stadium, a team like Persija Jakarta with average of 25,256 supporter every game or Persib Bandung with average 21,012 supporter every game (Fachri & Itah, 2017). With this huge number of supporter it can be a chance for company to marketing their product By sponsoring some Indonesian clubs such as when CORSA a tire company who sponsored AREMA FC, PERSIB Bandung, and BALI United for Indonesia soccer league (LIGA 1) 2016/ 2017, Tora Bika a coffee company who sponsored AREMA FC, BALI United, SRIWIJAYA FC, and Madura United FC, and many more (aremafc.com, 2017).

As one of the biggest soccer club in Indonesia with more than 20.000 supporter in Indonesia AREMA FC has been in the league about 30 years after this club founded in 1987 (aremafc.com, 2017). With that huge number of supporter AREMA FC has been sponsored with many company. In 2013/2014 season AREMA has been sponsored by Ultras, Ijen Nirwana and Anker sport. In 2014/2015 season the amount of AREMA FC sponsor is increasing into 6 with Ijen Nirwana and Anker Sport same with previous season and with additional Joma, Im3, PT Guna bangun perkasa and BV sport (Paramartha, 2014). With the chaotic of soccer association of Indonesia (PSSI) the 2015/2016 soccer league has been postponed and PT LIB as the organizer of Indonesia soccer league held a big cup called Indonesia soccer championship in 2016 with 18 participants including AREMA FC and for competing in this tournament AREMA FC supported by 6 sponsor that is Specs, Ijen Nirwana, Corsa, Torabika Duo, PT Guna Bangun Perkasa, and Im3.

After the chaotic in soccer association in Indonesia (PSSI) done and the Indonesia soccer league be sure held on 17 may 2017 AREMA FC start prepare for the team and the sponsor, AREMA FC sponsor for 2016/2017 is Specs, Corsa, Torabika duo, Ijen suite, Beon.co.id, Nusanet, PT Guna bangun perkasa, IM3 and AREMApedia.com (aremafc.com, 2017). Through the years the amount of company that sponsored AREMA are increasing. Here are table 1.1 that shown Arema FC sponsors for the past 4 years

Table 2.1 Arema FC sponsors Table

Season	Sponsors
2013/2014	• Ultras • Ijen Nirwana • Anker sport
2014/2015	• Ijen Nirwana • Anker Sport • Joma • Im3
2015/2016	• Specs • Ijen Nirwana • Corsa • Tora Bika Duo • Guna Bangun Perkasa • Im3
2016/2017	• Specs • Corsa • Tora Bika • Ijen Suites • Beon • Nusanet • Guna Bangun Perkasa • Im3

We can see from the picture of AREMA FC jersey from figure 1.3 to figure 1.6 below.



Figure 1.10 Jersey Arema FC 2015

(<http://jualjerseybola.com>)



Figure 1.12 Jersey Arema FC 2016

(<http://jualjersey.web.id>)



Figure 1.11 Jersey Arema FC 2017

(<https://adoljerseybola.com>)

From the fans attachment to the team it can be seen that the level of corporate image, brand loyalty and brand awareness of the sponsors product to the fans can lead to purchase intention level of sponsors product. Based on that case, researcher interested to analyze the effectiveness of sponsorship through soccer club among soccer fans in Indonesia, especially in AREMA FC as one of the biggest soccer club in Indonesia that consistently have quite a lot of sponsors.

1.2 Problem Statement

Many company always do anything to increase their market and spending a lot of money in sponsorship is one of their way to increase the market For that huge amount of money that company spend to marketing their product through sponsoring soccer team (IEG, 2017). In sponsoring soccer teams, companies seek a return on investment, but many of these companies do not know how to examine the effectiveness of their marketing activities or which method to use for measuring the effects of sponsorship. Sport sponsorship allows the sponsors to communicate more directly and closely with their target market, but the effects of such marketing activities on target markets are unidentified (Theofilou, Neokosmidi, & Neokosmidis, 2008). It is important for both sponsor and spondee to measure sponsorship effectiveness. However, there is not enough research that discuss about measuring the effectiveness of sport sponsorship, especially in Indonesia. Although many researchers have sought to provide theoretical explanations about the fans' assessment of sponsorship and its effects on brand awareness and corporate image, only little research has focused on sport sponsorship effectiveness in Indonesia. To assess the sponsorship effectiveness, Abdel and Ibrahim (2014) stated to measure Sponsorship awareness, corporate image and purchase intention as key variables in the context of sponsorship influence. Therefore, the main objective of this research is to find out how is the effectiveness of the company to using soccer team as their marketing tools by mapping the sport sponsorship mechanism in Indonesia and test the relationship between key variables of sport sponsorship (team attachment, brand awareness, brand loyalty, and purchase intention) in Indonesia, case study: AREMA FC.

1.3 Research Questions

The related research question is:

- III. How is the sport sponsorship mechanism in Indonesia?
- IV. How is the relationship between key variables of sport sponsorship (team attachment, brand awareness, brand loyalty, and purchase intention) in Indonesia?

1.4 Research Objectives

This research to find out how's the effectiveness of the company to using soccer team as their marketing tools by:

- III. Identify the sport sponsorship mechanism in Indonesia?
- IV. Test the relationship between key variables of sport sponsorship (team attachment, brand awareness, brand loyalty, and purchase intention) in Indonesia

1.5 Research Scope and Limitation

- iv) This research is limited to soccer fans in Indonesia
- v) This research is focus on AREMA Soccer Club © sponsorship system and soccer AREMA FC soccer fans.
- vi) This research didn't get data from company that support Arema FC because did not have the acces to the companies that sponsored AREMA FC.

1.6 Writing Structure

The writing systematic in this final project will be divided into five main sections described as follow:

Chapter 1: Introduction

The first chapter describe about the background and problem that faced of sport sponsorship, the objective and question of the research, scope and limitation of the research and writing systematic of the report.

Chapter 2: Literature Review

This chapter contains several theories from various research or literatures that will be used as the foundation or source on constructing the research.

Chapter 3: Methodology.

This chapter consists of methods used in this research on answering the research questions and objectives. It will also show the data analysis process...

Chapter 4: Data Analysis

The main part of this thesis, consist of the result along with the explanation to answer the research questions of this thesis. The data collected will be analyzed to identify how each variable relationship in sport sponsorship.

Chapter 5: Conclusion and Recommendation

This chapter consist of conclusion which from this research, its implication and recommendation for further research.

Chapter 6: Reference

CHAPTER 2

LITERATURE REVIEW

2.1 AREMA FC Profile

Based on my interview with media officer of Arema FC Mr Sudarmadji, AREMA was established on August 11, 1987. Arema was founded because at that time several soccer team was born and managed by the government. At that time Malang city really want to have a soccer club that is managed independently and managed professionally. Finally, there is an inspiration from Acub Zainal as senior at PSSI at that time. He intends to establish a Soccer club that will become a pride of Malang people. Acub Zainal has a child named Lucky Acub Zainal who also have passion in soccer games. They both pioneered the birth of an independent club on August 11, 1987 called AREMA. AREMA at that time get a tremendous response from the Malang citizens. All of malang people at that time becomes supporters of AREMA but at that time AREMA did not immediately got a big sponsor.

Mr. Sudarmadji add that, AREMA is managed independently, so the source of funds is get built from match tickets fee. Born in 1987, almost roughly following the 6-year competition AREMA won the Galatama title in 1993 this champion and became the main of attraction for many people, many companies and many sponsors. AREMA FC name became bigger and respected by many people and many clubs. After won the championship, AREMA is able to influence the culture of Malang people and become Malang citizens pride, the icon, and identity.

On the 2003, there is one of the largest cigarette company in East Java named BENTOEL that eager to develop AREMA to be more professional and want to participate in managing AREMA. During the period the transition of ownership of the AREMA Foundation to BENTOEL, AREMA was degraded to the 1st division in 2002/2003 but due to the good management of BENTOEL it only took 1 year for AREMA to return to the highest caste of Indonesian football league. Between 2004 and 2008 BENTOEL managed AREMA with professionalism and even AREMA had time to play in Asian level which at 2005/06 after AREMA won the piala Indonesia and got a ticket to play at LCA (Asian Champion League), after that AREMA become well known in Asia area. At the away game to some countries that have good development of soccer, AREMA have opportunity to gain knowledge about the

professionalism of a club, sponsorship management and management of many things related to football including the era at that time a football club must be a limited liability company (PT).

In 2009 there is a government policy that prohibited a tobacco and liquor company to sponsor the sports event and because of that BENTOEL make a decision that should release AREMA. At the time BENTOEL give the stewardship of AREMA to a consortium consisting of several bureaucratic figures, prominent businessmen who have passion in soccer.

In 2010 AREMA won the league for the second time. However In 2012 there is bad situation on federation which also affects AREMA performance . At that time ,there is a dualism of competition there is AREMA who competed in IPL and AREMA who competed in ISL and finally FIFA gave AREMA sanctions AREMA cannot join abroad competition. At that time, AREMA who competed in IPL is discontinued because the competition broke up while the AREMA who competed in the ISL still can join competition. In 2016 FIFA sanction is release and soon after that PSSI held a Yudifikasi congress. The congress combines all the clubs that have competed in the two leagues ISL and IPL. The last 18 clubs are including AREMA and 4 club IPL which are joined to 22 clubs in 1 competition but in 4 club IPL there is no name of AREMA IPL. 22 clubs compete and finally in 2017 PSSI make decision that competition followed by 18 club and AREMA which previously play in ISL exist until now and follow the league which now called Gojek Traveloka League 1.

In the context of achievement AREMA always get a trophy even though only at the tournament level every year. PT AREMA Aremania bersatu berprestasi indonesia (PT ABBI) they profesionalism has been improved every year. Arema is managed by PT ABBI because there is a dispute in the old PT which is PT AREMA Indonesia finally the old PT should not be used in the activity of football by BOPI and to follow Indonesian football must be in the form of a new PT so that in 2015 PT AABBI established.

2.2 Sport Sponsorship

Sponsorship from the Greek word “horigia”, “horigia” coming from the words “horos” (dance) and “ago” (leads)’ literally means lead the dance but actually means sponsor the dance and play/drama (Theofilou, Neokosmidi, & Neokosmidis, 2008). As one of the marketing communication, sponsorship has a potential to be a most powerful strategic, network, and relationship marketing role (Chaowick & Thwaites, 2005).

According to (Pham, 1991) Sponsorship is an activity that is used by a company to market goods by utilizing the connection between the institution and its followers by reciprocally providing what the institution needs. Sponsorship has been change for just a generous activity to a popular marketing vehicle (Walraven, 2013). Sponsorship has been used for the communication tools.

A company used a sponsorship to support an event or a program. A company used a sponsorship to reach a wide target group. Sponsorship is an element with the largest development compare the other of the communication tool (Theofilou, Neokosmidi, & Neokosmidis, 2008). Every company have different purpose when they decide to become sponsor of the event. Based on (Utama, 2017), there are several reasons why company decide to become sponsor of the event:

1. To penetrate to market that we want

When we sponsored some event we hope that we can reach the audience of that program, with many kind of audience the company hope can reach audience that not our target market before but can become a potential customer.

2. To show the real product to customer

In the field the company can show the product in real and sometimes they can try to use the product. When using other kind of advertising like TV ads or billboard they just show the picture but when they sponsored a product they have an advantage to show the customer their product.

3. To introduce new product to customer

Sometimes when company make a new product they need to know first this product have a potential customer or not so sponsorship is one of the best alternative to test it because we show it to the customer directly and can immediately got an input from people.

Sponsorship event is when you invest some amount of money of some event like concerts or others activity (Stafford, 2014). Every event have a special offer to some sponsor when that company want to be their sponsor and it depends on how much sponsor give to that event (Fisher, 2016), for that that event need to provide interesting package to the sponsor but profitable for both side.

Sport Sponsorship is when you decide to do a sponsorship through sport, whether sponsoring sport associations, teams, athletes, facilities, events, leagues and competitions (Tsotsou & Alexandris, 2009). (Gwinner & Swanson, 2003) Said that sport is a natural area for sponsorship because they bring a lot of attention and carry very strong image.

In the last decades, sport amateurism has been risen into some professional business and the level of entertaining are increasing too, this development in sport and their entertainment generate huge amount of revenue (Abiodun, 2011). Sport sponsorship will continue to lead the global sponsorship market in all industries that used sponsorship in great length and is a high developing marketing practice for firms internationally (Douvis, Sarli, Kriemadis, & Vrondou, 2015).

Soccer activity is one of the most sponsored sports by a company, be it in a soccer event or a soccer club. Company usually gives some money or goods or services to the club in return can advertise when the game takes place, the company logo is placed on the team jersey, or also make a certain player in the club to be an artist in the advertisement in the campaign by the company (Chaowick & Thwaites, 2005).

In this case, the company hopes that after the sport sponsorship they can improve the corporate image, purchase intention and brand awareness of football supporters towards their product products and even the company hopes that these fans can enter the purchase stage to their products and become users loyal of this brand (Abiodun, 2011). From table 2.1 we can see the journal matrix of sport sponsorship.

Table 2. 1 Journal Matrix Sport Sponsorship

Tittle	Objective	Measure	Research Findings
Measuring sponsorship effects on consumer purchasing Intentions (Theofilou,	To know the Various aspects which may affect a firm's managerial decision in undertaking sponsorships are analyzed. The obtained results are	There are several variable • Sponsorship effect • Effectiveness of sales • Media coverage of event	There are several result on this research • A sponsorship is more effective when the sponsored event concerns sports and social sensitivity matters

Neokosmidi, & Neokosmidis, 2008)	also used to investigate whether	• Communicational effect • Purchase intention	
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Table 2. 1 Journal Matrix Sport Sponsorship (cont)

Tittle	Objective	Measure	Research Findings
	there is a connection between the organizational goals (related to sponsorship) and consumers' behavioral/purchasing intentions.		The most important reasons that a firm undertakes sponsorship according to the respondents are a) firms own promotion b) awareness increase and c) reputation empowerment Consumer's reaction towards a sponsors products or towards the products of a firm that isn't a sponsor any more is quite weak. Meaning that when a consumers doesn't find while purchasing the sponsors product he/she will buy the product of the competitor.
Managing Sport Sponsorship Programs: Lessons from a Critical Assessment of English Soccer	This study therefore sets out to examine and comment upon the practice of sponsorship management from an English perspective, specifically in	There are several variable provide in the research • Objective Setting • Screening and Selection • Contract Content • Execution of the Deal	Here are several conclusion of this research • The study confirms the need for corporations to think differently about sponsorship; unlike other forms of

(Chaowick & Thwaites, 2005)	soccer	• Evaluation • Critical Success Factors	marketing communication, sponsorship has the potential to fulfill a much greater and
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Table 2. 1 Journal Matrix Sport Sponsorship (cont)

Tittle	Objective	Measure	Research Findings
			more powerful strategic, network, • dependent upon changes in the nature of power and the cultural foundations within and between the organization involved in the soccer sponsorship • with themes prevalent in other areas of marketing, the notions of marketing orientation, commitment, acquisition and retention, and generation of long-term value of a sponsorship deal need to be embraced
The Significance of Sponsorship as a Marketing Tool in Sport Events (Abiodun, 2011)	The purpose of this thesis was to gain a deeper understanding of how companies use sponsorship in sport	Here are several variable provided in the research • Objective for sport sponsorship	There are several conclusion • Sponsoring a major sport event creates an exciting avenue to put

	events as a strategic tool in their marketing program	• Sport sponsorship as a marketing tools • Sport marketing	their brands on a worldwide scale in an exciting and rather relaxed atmosphere.
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Table 2. 1 Journal Matrix Sport Sponsorship (cont)

Title	Objective	Measure	Research Findings
		• Sponsorship from sponsor's perspective • Issues facing the industry	• There are several aspect being considered before sponsorship deal is that there is not much risk involved in the whole agreement either to the sponsored party or the sponsoring company because their image in the society is a vital aspect which they would not like tarnished; so therefore, it is no use of venturing into a partnership that is risky. • a common way to build up a good working relationship and the maximization benefit derived

			from all parties involved in the agreement and also a way of marketing
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Table 2. 1 Journal Matrix Sport Sponsorship (cont)

Title	Objective	Measure	Research Findings
Sports Sponsorship Effectiveness Investigating awareness, sponsor equity and efficiency (Walraven, 2013)	This thesis investigates the effectiveness and efficiency of sports sponsorship from the perspective of the sponsor and aims to reveal different factors influencing sports sponsorship's success	There are several variable that provide in this thesis • Sponsorship Duration • Individual characteristic • Country Variables • Sponsorship Characteristic • Sponsorship Investment	There are several result on this thesis sponsorship can affect brand • Awareness and brand image under favorable conditions • Sponsorship imo for the sponsoring organization pertain to brand attitude, brand preference, brand attachment, brand loyalty and intent to purchase • Perceived status of the event, personal liking of the event and perceived fit have a significant influence on sponsor equity across countries • The writer recommend international sponsor managers to investigate sponsorship conditions

			in the different target countries to enable optimal allocation of
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Table 2. 1 Journal Matrix Sport Sponsorship (cont)

Title	Objective	Measure	Research Findings
			leverage budgets and proper design of leverage activities • The writer recommend managers of sponsored properties to discuss and define the sponsorship objectives together with the sponsor and to participate in evaluation
An Analysis of Sponsorship Deals in Sport (Douvis, Sarli, Kriemadis, & Vrondou, 2015)	This research examines the sponsorship selection and development process between football teams and their sponsors.	There are several variable that used in this research • Sponsorship deal • Sponsorship partner • Financial value	There are several result of this research • The collection of customer information is important for both sponsors and sponsees and is placed at the beginning of the process even in cases of renewal of a sponsorship agreement • The need for prospecting actions by the football club's commercial department in the past emerged and

Table 2. 1 Journal Matrix Sport Sponsorship (cont)

Tittle	Objective	Measure	Research Findings
			probably will emerge in the future as well. • The most important criteria that should be used for selecting sponsorship partners are fit in corporate values; revenue opportunities from the agreement, and image enhancement through the connection of the two parties in customers' mind, something that depends highly on the reputation of the sport property in the market
The evaluation of sponsorship effectiveness: a model and some methodological consideration (Pham, 1991)	This research will explain about effectiveness about sponsorship with some model and methodological consideration	There are some variable that used in this research • Sponsorship communication	There are some result that found in this research • Sponsors should be more rigorous in this key management function • When resorting to survey sponsor need to achieve better control in designing them, and to be more cautious in

Table 2. 1 Journal Matrix Sport Sponsorship (cont)

Tittle	Objective	Measure	Research Findings
			interpreting their result Sponsors should also be aware that the practice of ambush marketing likely to increase
Delineating the outcomes of sponsorship Sponsor image, word of mouth, and purchase intentions (Tsotsou & Alexandris, 2009)	The purpose of this paper is to propose a model in which fans' team attachment is the determinant of three sponsorship outcomes: sponsor image, purchase intentions, and word of mouth. Furthermore, following the sponsorship literature, the role of sport fans' involvement on the development of team attachment was examined.	There are some variable that used in this thesis - Sponsor image - purchase intentions - word-of-mouth - communications - Team attachment	Here are some result in this thesis - Team attachment exhibited fairly strong total effects on both sponsor image and purchase intentions, which implies that highly attached fans are more likely to develop positive image about the sponsor and express willingness to buy its products, as has been previously proposed - Sponsor image was also shown to have direct and fairly strong total effects on both purchase intentions and word-of-mouth. It is, however, important to note that sponsor image was shown to

Table 2. 1 Journal Matrix Sport Sponsorship (cont)

Tittle	Objective	Measure	Research Findings
			be a mediator of the

			relationship between sport attachment and word-of-mouth. • Highly attached fans are more likely to develop positive image about their team's sponsor and consequently express positive intentions to say good things and buy the sponsor's products • the effect of involvement-centrality on team attachment was negative
A model of fan identification: antecedents and sponsorship outcomes (Gwinner & Swanson, 2003)	This study examines the impact of fan identification on four distinct sponsorship outcomes: sponsor recognition, attitude toward the sponsor, sponsor patronage, and satisfaction with the sponsor. In addition, consistent with the identification	Here some several variable that used in this study • Domain involvement • Fan associations • Sponsorship outcomes • Sponsor recognition • Attitude toward sponsors • Sponsor patronage	The result of this study are • Sponsorship is an effective promotional medium for companies, but that all consumers will not feel its influence equally because it depends on what type of fan you ask and this is explain why past research may have found inconsistent results regarding

Table 2. 1 Journal Matrix Sport Sponsorship (cont)

Tittle	Objective	Measure	Research Findings
	literature this study investigate the antecedents of prestige, domain involvement, and fan associations for predicting fan identification among sports spectators	Satisfaction with sponsors	sponsorship effectiveness. • that greater gains in sponsorship effectiveness can be made by segmenting the sport spectator market according to level of team identification

according to the table above sponsoship is ans effective promotional for company and sport gain a lot attention on sponsorship activity, but before doing sport sponsorship activity tehre several things to consider about and gathering data about sponsors and spondee also important to know both parties before dping sponsorship activity

2.3 Team Attachment

Accoding to (Tsiotsou & Alexandris, 2009) Team attachment is the psychological connection of consumers to a sport team, its is valuable segmenting characteristic to a team because it is shown the phsysical connection of fans to the team, (Eshghi, Kazemi, Aghazadeh, & Hedayatnia, 2013) also added that Fans with high level of team attachment will attend more home game or event away game compared with fans with low team attchment level. Here are several factors that make person support a particular team:

1. Proud of their hometown

This is quite clear because someone will be proud of the area where he came from and in this case we can see from some big teams such as Jakarta people the proud with his club Persija or Bandung people who are proud of his club Persib and also the Malang people who are proud of the club Arema FC.

2. Family factor

Family becomes the second factor why someone supports a particular team because since childhood we used to see the behavior of our parents and when we see the parents support

a particular team of course we indirectly imitate our parents and finally we also support that team to.

3. Achivement

Sometimes a team is favored because of its great achievements that they got that year or they got in the past such as Barcelona who won three championships in a season, at that time people immediately bought products of Barcelona FC and Barcelona fans all over the world is increasing

4. Player

Sometimes when someone supports a club can be due to the presence of a single player in it like people idolize Real Madrid because of Cristiano Ronaldo in the team or also someone idolize Persija Jakarta because Bambang Pamungkas play in the team

As the one of most popular sport in the world soccer, have a million subscriber and many people love watch soccer and sometimes become a fanatic fans (Naidenova, Parshakov, & Chmykhov, 2014). That huge amount of fanatics fans make many company interested in invest their money to become the sponsor of this club and gain more attention from the fanatics fans of the soccer club (Chaowick & Thwaites, 2005) That amount of money that soccer club need to pay salary of their player, hire experienced coach and many more (Naidenova, Parshakov, & Chmykhov, 2014).

Relies fanatics fans is a valuable asset for team, soccer club do many things to keep their fanatics fans such as held a meet and greet with the player, or make an open training so they can see their favorite player train and many more. This kind of activity make fans and player close so they feel attached with the team. (Milne & McDonald, 1999). (Zhang x. x., et al., 2015) Say that the critical characteristic of fans is not just the passive audience who receive the media product but are active participant and becoming their idol as a social, cultural, and interpretive institution.

Fans is a person who support a particular team in sport activity. There are several of level when you become a supporter (Milne & McDonald, 1999)

a. Less fanatic fans

Less fanatic fans is have passive relationship with the sport. This kind of fan have low on emotion's connection, low on financial commitment, and low on involvement with the sport activity. Usually this kind of fans who just attract with the entertained of this sport and sometimes they just followers of sport entertainment.

b. Medium fanatic fans

Medium fanatic fans have a relationship to a particular team or club in particular sport. In many factors this kind of relationship based on social factors, player personality and team performance. This kind of fans make a significant personal and financial investment for team their support. This fans also attracted with big event of sport like when they support particular NBA (National Basketball Association) team they would love to see the NBA all-star or NBA rookie games. And this kind of fans have at least one of their favorite team merchandise. The loyalty of medium fanatics fans can be increasing but can be decreasing to it depends on something like team performance or team favorite condition or something else.

c. High fanatic fans

High fanatic's fans have the most loyal, strongest, and longest term relationship with a sports team, this kind relationship indicates of high financial and emotional investment and they have high emotional ownership in sport team. They emotional is related with the condition of the team and whatever condition of team performance will not effect of their support it means that they will support that team no matter what happen.

Team attachment show some strong effect on sponsor image and purchase intention of customer to the sponsor brand and highly attach person to the team it will increase possibility to the purchase intention (Ibrahim, 2014). From table 2.2 we can see the journal matrix of team attachment.

Table 2. 2 Journal Matrix of Team Attachment

Title	Objective	Measure	Research Findings
Managing Sport Sponsorship Programs: Lessons from a Critical Assessment of English Soccer (Chaowick & Thwaites, 2005)	This study therefore sets out to examine and comment upon the practice of sponsorship management from an English perspective, specifically in soccer	There are several variable provide in the research • Objective Setting • Screening and Selection • Contract Content • Execution of the Deal • Evaluation • Critical Success Factors	Here are several conclusion of this research • The study confirms the need for corporations to think differently about sponsorship; unlike other forms of marketing communication, sponsorship has the potential to fulfill a much greater and more powerful strategic, network, and relationship marketing role. • dependent upon changes in the nature of power and the cultural foundations within and between the organization involved in the soccer sponsorship • with themes prevalent in other areas of marketing, the notions of marketing orientation, commitment, acquisition and retention,

Table 2. 2Journal Matrix of Team Attachment (cont)

Tittle	Objective	Measure	Research Findings
			and generation of long-term value of a sponsorship deal need to be embraced
Evaluating Sport Sponsorship Model among Soccer Fans in Iran (Eshghi, Kazemi, Aghazadeh, & Hedayatnia, 2013)	In this paper, we investigate the effectiveness of sport sponsorship among soccer fans in Iran. The effects of sport sponsorship through team attachment were evaluated on brand awareness, corporate image, purchase intent and loyalty	Here are some several variable that used in this thesis • Brand awareness • Team attachment • Corporate image • Purchase intention	Here are some variables that used in this thesis • that sport sponsorship through team attachment did not increase brand awareness among soccer fans in Iran • that team attachment through sport sponsorship has a positive impact on corporate image • that sport sponsorship could increase fans' loyalty to sponsors • purchase intent affects sport sponsorship effectiveness
Delineating the outcomes of sponsorship Sponsor image, word of mouth, and purchase intentions	The purpose of this paper is to propose a model in which fans' team attachment is the determinant of three sponsorship outcomes: sponsor		

	image, purchase		
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Table 2. 2 Journal Matrix of Team Attachment (cont)

Title	Objective	Measure	Research Findings
(Tsiotsou & Alexandris, 2009)	intentions, and word of mouth. Furthermore, following the sponsorship literature, the role of sport fans' involvement on the development of team attachment was examined.	There are some variable that used in this thesis • Sponsor image • purchase intentions • word-of-mouth • communications • Team attachment	Here are some result in this thesis • Team attachment exhibited fairly strong total effects on both sponsor image and purchase intentions, which implies that highly attached fans are more likely to develop positive image about the sponsor and express willingness to buy its products, as has been previously proposed • Sponsor image was also shown to have direct and fairly strong total effects on both purchase intentions and word-of-mouth. It is, however, important to note that sponsor image was shown to be a mediator of the relationship between sport attachment and word-of-mouth.

Table 2. 2 Journal Matrix of Team Attachment (cont)

Tittle	Objective	Measure	Research Findings
			• Highly attached fans are more likely to develop positive image about their team's sponsor and consequently express positive intentions to say good things and buy the sponsor's products • the effect of involvement-centrality on team attachment was negative
Towards a Three-Component Model of Fan Loyalty: A Case Study of Chinese Youth (Zhang x. x., et al., 2015)	This study examine the model of fan loyalty in context of pop china culture	There are several variable used in this research • Fan loyalty • Involvement • Star information	This research have several result of this research • Fan loyalty embraces three components: involvement, satisfaction, and affiliation in the model. These three components regulate the process of fan loyalty development, which can be divided into four stages: inception, upgrade, zenith, and decline.

Table 2. 2 Journal Matrix of Team Attachment (cont)

Tittle	Objective	Measure	Research Findings
			• The factors that influence involvement have typically been classified into three categories: personal factors (e.g., the same product had different levels of involvement among individuals), physical factors (e.g., the same message delivered via different media influenced consumer responses), and situational factors (e.g., the purchase situation influenced the involvement). • The satisfaction component of fan loyalty is thus based on a fan's comparison of his/her actual rewards from the star and the fan club and the costs to the fan.
An Evaluation of the Effectiveness of Sports	This study examines theoretical relationships	Here are variable that used in this study	Here are several result in this study • This study prove that

Sponsorship among Football	between key variables of	Fan sport Involvement	sports fan involvement has a direct positive
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Table 2. 2 Journal Matrix of Team Attachment (cont)

Title	Objective	Measure	Research Findings
Fans in Egypt (Ibrahim, 2014)	sponsorship influence that include sponsor awareness, corporate image and future purchase intentions.	- Sponsor awareness - Corporate image - Purchase intention	effect on sponsorship awareness - This study prove that sports fan involvement has a direct positive effect on perceptions of corporate image - This study prove that corporate image has a direct positive effect on intention to purchase - the researcher suggests that sponsors should intensive concerns about the consumer behavior and improve the customer service also, may be it effects on the consumers specially after selling products to raise brand awareness of the fans - According to this result sponsors should plan for developing sponsorship appeals and confirm the importance of supporting sports activities

Table 2. 2Journal Matrix of Team Attachment (cont)

Tittle	Objective	Measure	Research Findings
			sponsors should enter a new markets ,improve quality of services or products, sponsor another sports ,review their market segmentation strategies and create a new methods to attract consumers
Soccer sponsor: fan or businessman? (Naidenova, Parshakov, & Chmykhov, 2014)	This paper investigates how soccer sponsorship influences the financial performance of sponsors	There are several variable used in this research - Revenues - Equity capitalization	There are several result of the research - Our results show that in soccer and perhaps in some other spheres sponsorship is more charity than real commercial investment - Another possible explanation for shareholder and manager willingness to invest in soccer clubs is that they are interested in soccer and their implied utility level increases when they invest in a soccer club. This situation is possible if there are a small number of

Table 2. 2 Journal Matrix of Team Attachment (cont)

Tittle	Objective	Measure	Research Findings
			- owners and/or the sponsoring company's managers are both managers and owners - Despite soccer being a very popular game, ordinary promotion of a company through association with a soccer club does not bring enough benefits to cover funds invested in it - The results of this paper contradict previous papers. Questionnaire surveys found that sponsorship can stimulate consumer purchase intention. However if the increase in purchase intention is not realized, the company does not profit - A number of important limitations need to be considered first, we analyze only some sponsors. For that

Table 2. 2 Journal Matrix of Team Attachment (cont)

Title	Objective	Measure	Research Findings
			reason we cannot conclude that all sponsorship is irrational. Second, we may have missed a variable which affects financial performance although we control for commonly accepted variables and include fixed effects. Third, we expect sponsorship to affect performance in the next period after the deal, but there could be longer delay.

According to the article table of journal matrix above here are some hypothesis :

H1: Team Attachment is positively related with Brand Awareness (Ibrahim, 2014)

H2: Team Attachment is positively related with Corporate Image (Eshghi, Kazemi, Aghazadeh, & Hedayatnia, 2013)

H3: Team Attachment is positively related with Brand Loyalty (Eshghi, Kazemi, Aghazadeh, & Hedayatnia, 2013)

H4: Team Attachment is positively related with Purchase Intention (Tsotsou & Alexandris, 2009)

2.4 Brand awareness

Brand awareness is ability of the consumer to recall and remember the name of brand (Koo, Quarterman, & Jackson, 2006). When consumer easily remember one particular brand when see a product, which brand gain a high brand awareness (Chi, Yeh, & Yang, 2009). Consumer

receives brand awareness via effective marketing communication channel such as television, hand phone and online advertising.

Brand awareness significantly impacts consumer decision making where consumers generally use it as a decision heuristic which benefits the management of customer-based brand equity. Indeed, brand awareness has direct effects on brand's equity (Sasmita & Suki, 2015).

According to (Aaker, 1996), brand awareness consists of brand recall and brand recognition:

- Brand recall means when consumers see a product category, they can recall a brand name exactly
- Brand recognition means consumers has ability to identify a brand when there is a brand cue. That is, consumers can tell a brand correctly if they ever saw or heard it

Brand awareness can be differentiated from depth and width. Depth means that how to make consumer identify our brand easily and width when consumer purchase a product a brand name will come up into their mind at once (Chi, Yeh, & Yang, 2009).

Brand awareness affects the latter through its use as a heuristic for choice and its effect on quality of our choice for example consumer will choose the brand they consumer know the most and the brand that consumer know it must be have a good quality. (Macdonald & Sharp, 2000).

(Koo, Quarterman, & Jackson, 2006) stated that brand awareness have an important role when consumer make a decision to which brands enter the consideration set, and it also influences which brands are selected from the consideration set. To increase consumer brand awareness there are many ways to do according to (Abiodun, 2011) sponsorship is one of the way to gain brand awareness from the customer.

Sponsorship awareness is ability of the consumer to recall and remember the name of brand that sponsoring particular team according to (Biscaia, Correia, Rosado, Ross, & Maroco, 2013) sponsorship awareness play as an important role in consumers attitude toward sponsor and also sometimes consumers more prefer about the brand because they have seen that brand

before from the team campaign. Sponsorship awarness is the first phase in the sequence of sponsorship benefit. Because to be effective with target audience sponsorship must be known exist by the target audience and if the awarness can not be achieved sponsors can't move to their next objective. From Table 2.3 we can see the journal matrix of Brand awareness.

Table 2.3 Journal Variable of Brand Awareness

Title	Objective	Measure	Research Findings
Brand Awareness Effects on Consumer Decision Making for a Common, Repeat Purchase Product: A Replication (Macdonald & Sharp, 2000)	This study examines the role of brand awareness in the consumer choice process	Here are several variable that used in this research • Awareness • Quality Differential • Price • Procedure	Here some several result of this research • that brand awareness seems to be an important choice tactic for consumers, even when facing a familiar or repeat choice task • Although some consumers can be enticed to break their habit using an awareness heuristic many show a tendency to return to this habit.
Young consumers' insights on brand equity Effects of	this paper is to examine the effects of brand association, brand loyalty, brand	There are several variable that used in this research • Brand Equity	Here some several result that found in this research

Table 2.3 Journal Variable of Brand Awareness (cont)

Title	Objective	Measure	Research Findings
brand association, brand loyalty, brand awareness,	awareness, and brand image on brand equity among young	• Brand Awareness • Perceived	• Marketers and practitioners should put more emphasis on

and brand image (Sasmita & Suki, 2015)	consumers	quality of brand • Brand Association • Brand loyalty • Brand Image	brand awareness in inducing brand equity among young consumers and should make use of technology in the social networking media in order to improve the brand awareness of young consumers through the presentation of creative and informative product advertisements that could stimulate their purchase intention based on the effective message content and It is also noted that a company with a favorable brand image gains a better position in the market and can sustain competitive advantage and enlarge its market share
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Table 2.3 Journal Variable of Brand Awareness (cont)

Title	Objective	Measure	Research Findings
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The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty (Chi, Yeh, & Yang, 2009)	The purposes of the study are to explore the effects among brand awareness, perceived quality, brand loyalty and customer purchase intention and mediating effects of perceived quality and brand loyalty on brand awareness and Purchase intention.	Here are several variable that used in this research • Brand Awareness • Perceived Quality • Brand Loyalty • Purchase Intention	Here some several result that found in this research • The study finds that brand identity and brand recall are positively related to purchase intention. It signifies that consumers will buy a familiar and well know product. In other words, the higher the brand awareness, the higher the purchase intention. In addition, the study reveals that action loyalty and affective loyalty are positively related to purchase intention. brand loyalty represents a repurchase commitment in the future purchase which consumers will not change their brand loyalty under different
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Table 2.3 Journal Variable of Brand Awareness (cont)

Tittle	Objective	Measure	Research Findings
			situations and still buy their favorable brands The study also testifies that brand awareness is significantly and positively related to perceived quality, brand loyalty is positively and significantly related to perceived quality and verifies that both perceived quality and brand loyalty act as a mediator between brand awareness and purchase.
The effect of perceived image fit on brand awareness: 2002 Korea-Japan World Cup (Koo, Quarterman, & Jackson, 2006)	The purpose of this study was to examine the effects of perceived image fit between the Korea-Japan World Cup (KJWC) and its official partners on brand awareness.	Here are several variable that used in this research - Brand awareness - Image fit between sport event and sponsors	There are some result of this research Findings support the intuitive notion that perceived image fit between a sport event and its sponsors positively influences brand awareness as long as the recall of the official partners is significantly higher when students have higher perceived image

Table 2.3 Journal Variable of Brand Awareness (cont)

Tittle	Objective	Measure	Research Findings
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			fits of the KJWC official partners • Despite the fact that KJWC official partners are recognized based on the previous association with KJWC to some extent, the effects of perceived image fit on brand awareness are consistently shown across all three different recognition levels of official partners. In other words, if people perceive that the images of official partners fit the image of KJWC, the official partners are more easily encoded in consumers' memories, thus leading to recall superiority, regardless of previous associations • marketers should be acquainted with the
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Table 2.3 Journal Variable of Brand Awareness (cont)

Title	Objective	Measure	Research Findings
			sporting event's image

			and its relevance to a sponsor when deciding upon the allocation of sponsorship spend, because these findings could provide evidence that the image fit will be successful in forming and strengthening a consumer's cognition structures. Marketers are also advised to take a proactive role in measuring the target consumers' perceptions of an event's image in order to facilitate the company's brand positioning goals before entering into sponsorship arrangements • Event organizers can use events' images to attract sponsors by ensuring that linkage between their event and sponsors will produce supplementary value for
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Table 2.3 Journal Variable of Brand Awareness (cont)

Title	Objective	Measure	Research Findings
			their sponsors. Consciousness of the

			event image will help event organizers from sports associations, schools and teams to gain financial support through sports sponsorship.
The Significance of Sponsorship as a Marketing Tool in Sport Events (Abiodun, The Significance of Sponsorship as a Marketing Tool in Sport Events , 2011)	The purpose of this thesis was to gain a deeper understanding of how companies use sponsorship in sport events as a strategic tool in their marketing program	Here are several variable provided in the research • Objective for sport sponsorship • Sport sponsorship as a marketing tools • Sport marketing • Sponsorship from sponsor's perspective • Issues facing the industry	There are several conclusion • Sponsoring a major sport event creates an exciting avenue to put their brands on a worldwide scale in an exciting and rather relaxed atmosphere. • There are several aspect being considered before sponsorship deal is that there is not much risk involved in the whole agreement either to the sponsored party or the sponsoring company because their image in the society is a vital aspect which they

Table 2.3 Journal Variable of Brand Awareness (cont)

Title	Objective	Measure	Research Findings
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			- would not like tarnished; so therefore, it is no use of venturing into a partnership that is risky. - a common way to build up a good working relationship and the maximization benefit derived from all parties involved in the agreement and also a way of marketing
Sport Sponsorship: The Relationship Between Team Loyalty, Sponsorship Awareness, Attitude Toward the Sponsor, and Purchase Intentions (Biscaia, Correia, Rosado, Ross, & Maroco, 2013)	This study examines the relationships between both attitudinal and behavioral loyalty with sponsorship awareness, attitude toward two actual sponsors, and purchase intentions	Here are several variable that used in this research - Sport sponsorship - Team Loyalty - Sponsorship awareness - Purchase intention - Attitude toward sponsor	Here are the result of this research Regarding the effect of the team loyalty constructs on sponsorship awareness, attitudinal loyalty was not found to be a significant predictor of this outcome variable, while behavioral loyalty was significantly related to the awareness of both sponsors.

Table 2.3 Journal Variable of Brand Awareness (cont)

Title	Objective	Measure	Research Findings
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			• results may suggest that if the sponsor's commitment with the team does not seem credible in the eyes of the consumer, the attitude toward the sponsor may not be influenced or even negatively affected and that fans who support the team for a long time are more conservative about the presence of sponsors on the team shirts • The role of attitudinal loyalty was also found to be significant in predicting purchase intentions for both sponsors, supporting previous literature indicating that fans with a strong attachment to the team likely to buy products of the sponsors • This finding suggests that the effects
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Table 2.3 Journal Variable of Brand Awareness (cont)

Tittle	Objective	Measure	Research Findings
			- triggered through exposure will favor fans' attitude toward the sponsoring brands However, results from this study indicate that although fans may be aware of a great amount of team sponsors, their intentions to purchase sponsors' products will only increase if they develop a favorable attitude toward those sponsors - attitude toward the sponsor was found to be the major predictor of purchase intentions for both sponsors, and is consistent with the idea that consumer attitude toward the sponsor is more meaningful than pure awareness in predicting sales

According to the article table of journal matrix above here are some hypothesis

H5 : Brand Awareness is positively related with Purchase Intention (Chi, Yeh, & Yang, 2009)

2.5 Corporate Image

Image or Reputation from the Latin word “reputationem”, which means "consideration", that's how people judging or label, you — good or bad (vocabulary.com). Reputation is an opinion that other people think about something or someone (Ibrahim, 2014).

Corporate image is what people see and what people think about company either is a good or bad. Corporate image come from what customer feel about company performance about the related organization as the goods producer and evaluation result about that point at once (Naufal, 2015).

Carpenter (2013) stated say that corporate image has been used as an equal for concepts such as message, reputation, perception, cognition, attitude, credibility, belief, communication and relationship (Huang, Yen, Liu, & Huang, 2014) also say that corporate image is an abstract that represent what people see about a corporation, (Tran, Nguyen, Melewar, & Bodoh, 2015) also add that corporate image created from personal experience, word-of-mouth, advertising and promotion. (Minkiewicz, Evans, Bridson, & Mavondo, 2009) State that corporate image has been used as a synonym for concept such as message, reputation, perception, cognition, and attitude. (Carpenter, 2013) suggested that consumers' perceptions about some company divided into 4 :

1. Product images (relating to product attributes)
2. Service images (relating to people relationships)
3. Citizenship images (relating to values and social welfare programs)
4. Credibility images (relating to expertise).

Factor forming the corporate image come from corporation behavior and customer perception of corporation and including the company name, company vision, company tradition, and diversity of product they sell, these are all the result of influence of all experience, feeling and idea of customer (Nguyen & Leblanc, 2001). According to (Carpenter, 2013) there Four types of images;

1. Employer image (image of the organization as an employer, including how well employees are treated)
2. Market image (image of the organization as a producer of goods and services)
3. Financial image (image of organization as an investment opportunity)

4. Corporate social responsibility image (image of organization as a corporate citizen).

Image of the company is quite important because it's the first criteria that customer think before they make a decision to purchase some product, and also it can be very important to become an image of that company (Carpenter, 2013).

There are several strategic of formulize corporate image based on (Irawan, 2014):

1. The top management have to realize that corporate image is the responsibility of top management especially CEO because building a corporate image is not suitable for the manager level
2. The company through the top manager have to decide the clear formula of corporate image one big question that have to clear is the relationship between corporate brand and product brand.
3. Maintaining corporate image is a strategy and activity who involve all the stakeholder which is customer, worker, investor, and other institution.
4. In maintaining corporate image company have direct contact with the media in this case company need to measuring the media which one is more effective and efficient.
5. Company need to measuring company image periodically to know the weakness of the corporate image and fix it.

In the process of improving corporate image, the company performs various ways one of them through sponsorship method. In the study (Abiodun, 2011) it was explained that one of the purposes of sponsorship is to enhance the corporate image of the company sponsoring this club. From table 2.4 we can see the journal matrix of Corporate Image.

Table 2. 4 Journal Matrix of Corporate Image

Tittle	Objective	Measure	Research Findings
The Role of Corporate Image Perception in Selection: Testing an Impression	This study explored how an online assessment experience influenced the formation of corporate images, applicant	This research have several variable to support their research • Impression Formation	The result of this research is • Results indicated that assessment content pertaining to the company's social and

Table 2. 4 Journal Matrix of Corporate Image (cont)

Tittle	Objective	Measure	Research Findings
Formation Model (Carpenter, 2013)	reactions, and organizational attraction	- Corporate Image(Financial, Corporate social Responsibility Image) - Social identity consciousness - Familiarity, work experience - Signals from assessment content	environmental practices influenced CSR image and assessment content pertaining to the company's financial performance influenced financial image - findings from the current study emphasize the importance of applicants' perceptions of these organizational attributes in the selection context because positive CSR and financial image perceptions were associated with organizational attraction, including intent to pursue employment - Results from the present study suggest that employers should continue

			efforts toward providing a fair and
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Table 2. 4 Journal Matrix of Corporate Image (cont)

Title	Objective	Measure	Research Findings
			pleasant application experience as well as consider the type of information presented to candidates during selection assessments
Exploring the corporate image formation process (Tran, Nguyen, Melewar, & Bodoh, 2015)	This paper aims to demonstrate the need to explore the image formation process to develop a more holistic definition of corporate image, the complex relationships between corporate image, corporate reputation, corporate communication and corporate personality are investigated in this study	This research used several variable • Corporate image • Corporate reputation • Corporate communication • Corporate personality	The result of this research is • The research has uncovered the importance of prioritizing specific dimensions and shown that online appearance has increased in importance. Further, we highlight that corporations need to convert their corporate image into a perceived corporate citizenship by utilizing ethical and social responsible management approaches • Based on our research, employees must be part of the corporate image formation process, as

Table 2. 4 Journal Matrix of Corporate Image (cont)

Tittle	Objective	Measure	Research Findings
			they are able to communicate with stakeholders about the corporation.
Corporate image in the leisure services sector (Minkiewicz, Evans, Bridson, & Mavondo, 2009)	This paper seeks to empirically examine the relationship between corporate image and customer satisfaction in the leisure services sector. It also aims to examine the mediating impact of employees and servicescape on this relationship.	There are several variable • Corporate image • Employees • Servicescape • Customer satisfaction	Here are the result of this research • This study to examine the relationship between corporate image and customer satisfaction, whilst supporting the conceptualization of corporate image as multi-dimensional, our results also support the inclusion of mission/vision as a dimension of corporate image. • The study also demonstrates that corporate image and employees have a significant relationship Moreover, the significant direct relationships between corporate image, employees and services cape reveal that these

Table 2. 4 Journal Matrix of Corporate Image (cont)

Tittle	Objective	Measure	Research Findings
			• two elements of the leisure organization's service offer work together to create an atmosphere that supports the organization's corporate image and reinforces it in the minds of the target market. • Our results of a direct relationship between corporate image and customer satisfaction reinforce the need for leisure services operators to priorities the development of a clear, strong corporate image in customers' minds. • Our results indicate that employees and services cape are key aspects of the service offer that management needs to focus on to ensure that their

Table 2. 4 Journal Matrix of Corporate Image (cont)

Tittle	Objective	Measure	Research Findings
			desired image is being communicated and reinforced. Moreover, the direct relationship between employees and customer satisfaction implies that employees are also a driver of a customer's satisfaction with their leisure experience
The Relationship Among Corporate Social Responsibility, Service Quality, Corporate Image, and Purchase Intention (Huang, Yen, Liu, & Huang, 2014)	This study attempts to explore the relationship among corporate social responsibility, service quality, corporate image, and purchase intentions and also examines whether corporate image has a mediating effect on purchase intentions through corporate social responsibility and service quality.	This study have several variable • Corporate Social Responsibility • Service Quality • Corporate Image • Purchase Intention	The result of this study is • This study finds that CSR has a significantly positive effect on corporate image, service quality, and purchase intentions. • The important finding of this study is that corporate image has a mediating effect between CSR and purchase intentions, as well as between service quality and purchase intentions, which means that

			even though CSR has a positive influence on purchase intentions,
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Table 2. 4 Journal Matrix of Corporate Image (cont)

Title	Objective	Measure	Research Findings
			corporate image can lower the effect of CSR on purchase intentions. Thus it can be seen that corporate image plays an instrumental role in influencing consumer choices, even though a corporation has good performance in CSR. In addition, although service quality has a positive effect on purchase intentions, corporate image can be used to lower the effect of service quality on purchase intentions; consequently the establishment and maintenance of corporate image should be conducted more carefully
An Evaluation of the Effectiveness of Sports Sponsorship among Football	This study examines theoretical relationships between key variables of	Here are variable that used in this study Fan sport Involvement	Here are several result in this study This study prove that sports fan involvement has a

Fans in Egypt (Ibrahim, 2014)	sponsorship influence that include sponsor awareness, corporate image and future purchase intentions.	• Sponsor awareness • Corporate image • Purchase intention	direct positive effect on sponsorship awareness • This study prove that sports fan
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Table 2. 4 Journal Matrix of Corporate Image (cont)

Tittle	Objective	Measure	Research Findings
			involvement has a direct positive effect on perceptions of corporate image
			• This study prove that corporate image has a direct positive effect on intention to purchase • the researcher suggests that sponsors should intensive concerns about the consumer behavior and improve the customer service also, may be it effects on the consumers specially after selling products to raise brand awareness of the fans • According to this result sponsors should plan for developing sponsorship appeals and confirm the

			importance of supporting sports activities • sponsors should enter a new markets ,improve quality of services or products, sponsor another sports
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Table 2. 4 Journal Matrix of Corporate Image (cont)

Title	Objective	Measure	Research Findings
			,review their market segmentation strategies and create a new Methods to attract consumers.
The Significance of Sponsorship as a Marketing Tool in Sport Events (Abiodun, The Significance of Sponsorship as a Marketing Tool in Sport Events , 2011)	The purpose of this thesis was to gain a deeper understanding of how companies use sponsorship in sport events as a strategic tool in their marketing program	Here are several variable provided in the research • Objective for sport sponsorship • Sport sponsorship as a marketing tools • Sport marketing • Sponsorship from sponsor's perspective • Issues facing the industry	There are several conclusion • Sponsoring a major sport event creates an exciting avenue to put their brands on a worldwide scale in an exciting and rather relaxed atmosphere. • There are several aspect being considered before sponsorship deal is that there is not much risk involved in the whole agreement either to

			the sponsored party or the sponsoring company because their image in the society is a vital aspect which they would not like tarnished; so therefore, it is no use of venturing into a
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Table 2. 4 Journal Matrix of Corporate Image (cont)

Title	Objective	Measure	Research Findings
			partnership that is risky.a common way to build up a good working relationship and the maximization benefit derived from all parties involved in the agreement and also a way of marketing
Corporate image and corporate reputation in customers' retention decisions in services (Nguyen & Leblanc, 2001)	The purpose of this thesis was to examine the relationships that exist between reputation and image and the understanding of their effect on customer behaviour remains a key challenge for both academia and management alike	Here are some variable that used in this thesis • Corporate image • Corporate reputation • Customer loyalty	Here are some some result in this research • This result suggests that managers of service organizations should not consider exclusively intrinsic attributes in their communication strategy • In order to influence consumer behaviour, service organizations

			should employ arguments based on contact personnel and physical environment, the hope being that, in the eyes of the consumer, these elements constitute the
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Table 2. 4 Journal Matrix of Corporate Image (cont)

Titlle	Objective	Measure	Research Findings
			• benefits promised in the service transaction • Service organizations should exploit the presence of contact elements in its advertising to make the intangible tangible

According to the article table of journal matrix above here are some hypothesis

H6 : Corporate Image is positively related with Purchase Intention (Huang, Yen, Liu, & Huang, 2014)

2.6 Brand Loyalty

Brand loyalty is respond on a previous used brand and shopping experience of a goods or product and it can be measured on the rebuying or repurchase rate on same brand (Chi, Yeh, & Yang, 2009). Integrated marketing communication have an important role in convincing customers of brand loyalty (Sasmita & Suki, 2015), and (Kuikka & Laukkanen, 2012) defines that brand loyalty is the result of interaction between consumers attitude and repeat purchase behaviour.

(Chi, Yeh, & Yang, 2009) Measured brand loyalty into two dimensions: affective loyalty and action loyalty. affective loyalty is the accumulation of satisfaction when using a particular brand but active loyalty only represent that a repurchase intention but it seems like there is nothing purchase action. This kind of consumers it's hard to say they have brand loyalty. Action loyalty shows that consumer not only have one preference of a specific brand but also they doing repurchase over and over.

(Tokmak & Aksoy, 2016) Described that brand loyalty in two manners: psychological and behavioral. Psychological brand loyalty is self-desire to the brand for doing repurchase behavior and the Behavioral loyalty means that customer has consistent for purchase particular brand and this purchasing behavior of the consumers gradually reinforce the relationship the customer and the brand itself. From table 2.5 we can see the journal matrix of Brand Loyalty.

Table 2. 5 Journal Matrix of Brand Loyalty

Titlle	Objective	Measure	Research Findings
Young consumers' insights on brand equity Effects of brand association, brand loyalty, brand awareness, and brand image	this paper is to examine the effects of brand association, brand loyalty, brand awareness, and brand image on brand equity among young consumers	There are several variable that used in this research • Brand Equity • Brand Awareness • Perceived quality of brand • Brand Association • Brand loyalty • Brand Image	Here some several result that found in this research • Marketers and practitioners should put more emphasis on brand awareness in inducing brand equity among young consumers and should make use of technology in the social networking media in order to improve the brand awareness of young consumers through the presentation of creative and informative

			product advertisements that could stimulate their purchase intention based on the effective message content and It is also noted that a company with a favorable
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Table 2. 5 Journal Matrix of Brand Loyalty (cont)

Title	Objective	Measure	Research Findings
			brand image gains a better position in the market and can sustain competitive advantage and enlarge its market share • young consumers' brand equity is also affected by factors such as brand association and brand loyalty
The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty	The purposes of the study are to explore the effects among brand awareness, perceived quality, brand loyalty and customer purchase intention and mediating effects of perceived quality and brand loyalty on brand	Here are several variable that used in this research • Brand Awareness • Perceived Quality • Brand Loyalty • Purchase Intention	Here some several result that found in this research • The study finds that brand identity and brand recall are positively related to purchase intention. It signifies that consumers will buy a familiar and well know product. In other

	awareness and Purchase intention.		words, the higher the brand awareness, the higher the purchase intention. In addition, the study reveals that action
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Table 2. 5 Journal Matrix of Brand Loyalty (cont)

Tittle	Objective	Measure	Research Findings
			loyalty and affective loyalty are positively related to purchase intention. brand loyalty represents a repurchase commitment in the future purchase which consumers will not change their brand loyalty under different situations and still buy their favorable brands • The study also testifies that brand awareness is significantly and positively related to perceived quality, brand loyalty is positively and significantly related to perceived quality and verifies that both

			perceived quality and brand loyalty act as a mediator between brand awareness and purchase.
Factors Affecting Brand Loyalty in Football: an Application on	The research aims to investigate the factors affecting brand loyalty in	Here are several variable that used in this research • Brand asosiasi(related	•

Table 2. 5 Journal Matrix of Brand Loyalty (cont)

Tittle	Objective	Measure	Research Findings
“The Big Four” Football Clubs in Turkish Super League	football industry in order to achieve this aim, the loyalty of the supporters of Beşiktaş, Fenerbahçe, Galatasaray, and Trabzonspor called as “The Big Four” since they have the highest brand value in Turkish Super League were investigated.	• product, unrelated product, benefit) • Demografical factors • Identification • Brand loyalty	Here are several result of this research • The research results indicate that psychological commitment has a statistically meaningful effect on behavioral loyalty • psychological commitment is a processor of behavioral loyalty which means that attitudes are also processors of behaviors • identification also has a statistically meaningful effect on both psychological commitment and behavioral loyalty • identification with the team affects both

			psychological commitment and behavioral loyalty towards football clubs • identification with the team affects both
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Table 2. 5 Journal Matrix of Brand Loyalty (cont)

Tittle	Objective	Measure	Research Findings
			psychological commitment and behavioral loyalty towards football clubs • Team identification is the major determinant of fans' loyalty • Team identification is the major determinant of fans' loyalty intentions. In the research, demographic variables' effects on brand loyalty were also investigated, and it was found that education level did not have statistically meaningful effect on psychological commitment • brand associations variables are found to have statistically meaningful effects on both psychological

			commitment and behavioral loyalty
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According to the article table of journal matrix above here are some hypothesis

H7 : Brand Loyalty is positively related with Purchase Intention (Chi, Yeh, & Yang, 2009)

2.7 Purchase intention

Purchase intention is an individual intention to buy specific goods or brand which they have chosen for them self after some certain process (Laroche, Kim, & Zhou, 1996). (Huang, Yen, Liu, & Huang, 2014) Say that purchase intentions can be used as an indicator to predict customer consumption behavior, representing the subjective consciousness or possibilities of customer purchases and also Purchase intentions can measure the possibilities of consumers purchasing a certain product.

From a sponsor's perspective, consumer purchase intention is the most useful indicator of sponsorship effectiveness to see the impact on future sales. In addition, the intent to purchase sponsors' products is an important indicator for sport entities to legitimize their relationships with actual sponsors and to negotiate future sponsorship contracts (Biscaia, Correia, Rosado, Ross, & Maroco, 2013).

Purchase intention is one of most used sponsorship outcomes, sponsorship changes customers reactions to sponsors and develops positives reaction to the sponsors, which then leads increase intention of people to buy sponsors product (Tsotsou & Alexandris, 2009). According to (Ibrahim, 2014) the highly attached a fans to a team will develop positive image to the sponsor team and will increase the intention to buy team or sponsor product. According to (Biscaia, Correia, Rosado, Ross, & Maroco, 2013) purchase intention is the final indicator to measure the sponsorship effectiveness. From table 2.6 we can see the journal matrix of Purchase Intention.

Table 2. 6 Journal Matrix of Purchase Intention

Title	Objective	Measure	Research Findings
Brand Familiarity and Confidence as Determinants of	this article examines the relationships among	This study have several variable • brand familiarity	Here are several result of this study • The results provide

Purchase Intention: An Empirical Test in a Multiple Brand Context	brand familiarity, confidence in brand evaluations, brand attitudes, and Purchase intention.	• confidence in brand evaluations • brand attitudes • purchase intention	additional evidence that confidence in brand evaluation is one of the determinants of purchase intention it is also influenced by the context, as
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Table 2. 6 Journal Matrix of Purchase Intention (cont)

Title	Objective	Measure	Research Findings
			defined by the set of alternatives under consideration. • Also confirmed was the influence of brand familiarity on confidence, suggesting that a consumer's confidence toward a brand may result from his/her familiarity or experience with the brand • Also the marketer needs to enhance his/her confidence in the brand
Sport Sponsorship: The Relationship Between Team Loyalty, Sponsorship	This study examines the relationships between both attitudinal and behavioral loyalty with	Here are several variable that used in this research • Sport sponsorship • Team Loyalty • Sponsorship	Here are the result of this research • Regarding the effect of the team loyalty constructs on sponsorship awareness,

Awareness, Attitude Toward the Sponsor, and Purchase Intentions	sponsorship awareness, attitude toward two actual sponsors, and purchase intentions	awareness • Purchase intention • Attitude toward sponsor	attitudinal loyalty was not found to be a significant predictor of this outcome variable, while behavioral
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Table 2. 6 Journal Matrix of Purchase Intention (cont)

Title	Objective	Measure	Research Findings
			loyalty was significantly related to the awareness of both sponsors. • defined by the set of alternatives under consideration. credible in the eyes of the consumer, the attitude toward the sponsor may not be influenced or even negatively affected and that fans who support the team for a long time are more conservative about the presence of sponsors on the team shirts • The role of attitudinal loyalty was also found to be significant in predicting purchase intentions for both sponsors, supporting previous literature

			indicating that fans with a strong attachment to the team likely to buy products of the sponsors •
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Table 2. 6 Journal Matrix of Purchase Intention (cont)

Tittle	Objective	Measure	Research Findings
			• This finding suggests that the effects triggered through exposure will favor fans' attitude toward the sponsoring brands • However, results from this study indicate that although fans may be aware of a great amount of team sponsors, their intentions to purchase sponsors' products will only increase if they develop a favorable attitude toward those sponsors • attitude toward the sponsor was found to be the major predictor of purchase intentions for both sponsors, and is consistent with the idea that consumer

			attitude toward the sponsor is more meaningful than pure awareness in predicting sales
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Table above shown the journal matrix of purchase intention that relate with statement of purchase intention above

2.8 Conceptual Framework

Researcher develop conseptual frame work based on several thesis that relate with variable

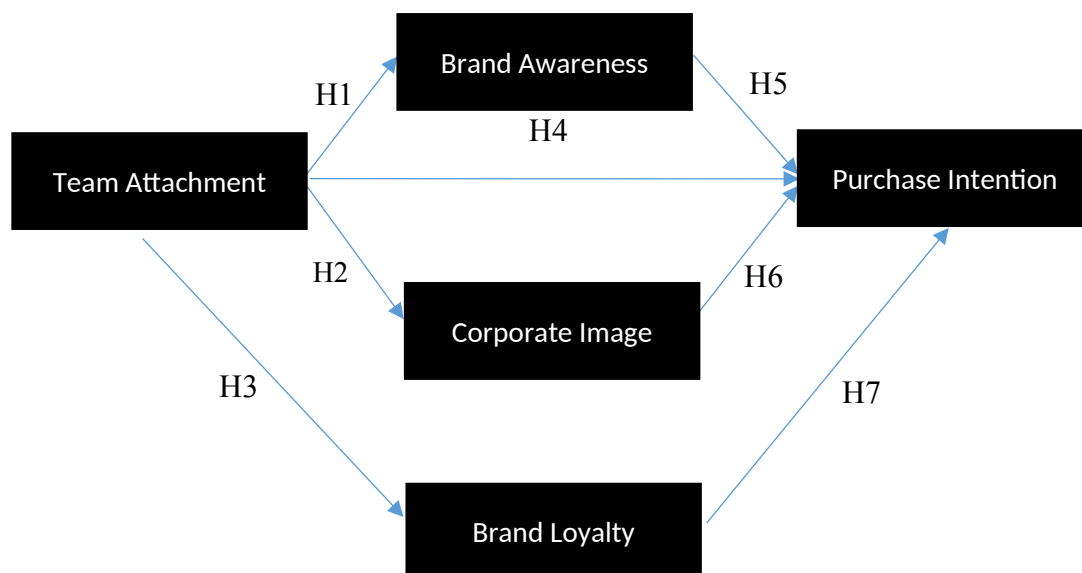


Figure 2.1 conseptual frame work

H1: Team Attachment is positively related with Brand Awareness (Ibrahim, 2014)

H2: Team Attachment is positively related with Coorporate Image (Eshghi, Kazemi, Aghazadeh, & Hedayatnia, 2013)

H3: Team Attachment is positively related with Brand Loyalty (Eshghi, Kazemi, Aghazadeh, & Hedayatnia, 2013)

H4: Team Attachment is positively related with Purchase Intention (Tsiotsou & Alexandris, 2009)

H5 : Brand Awareness is positively related with Purchase Intention (Chi, Yeh, & Yang, 2009)

H6 : Corporate Image is positively related with Purchase Intention (Huang, Yen, Liu, & Huang, 2014)

H7 : Brand Loyalty is positively related with Purchase Intention (Chi, Yeh, & Yang, 2009)

CHAPTER 3

METHODOLOGY

3.1 Research Design

Here the research design model Figure 8

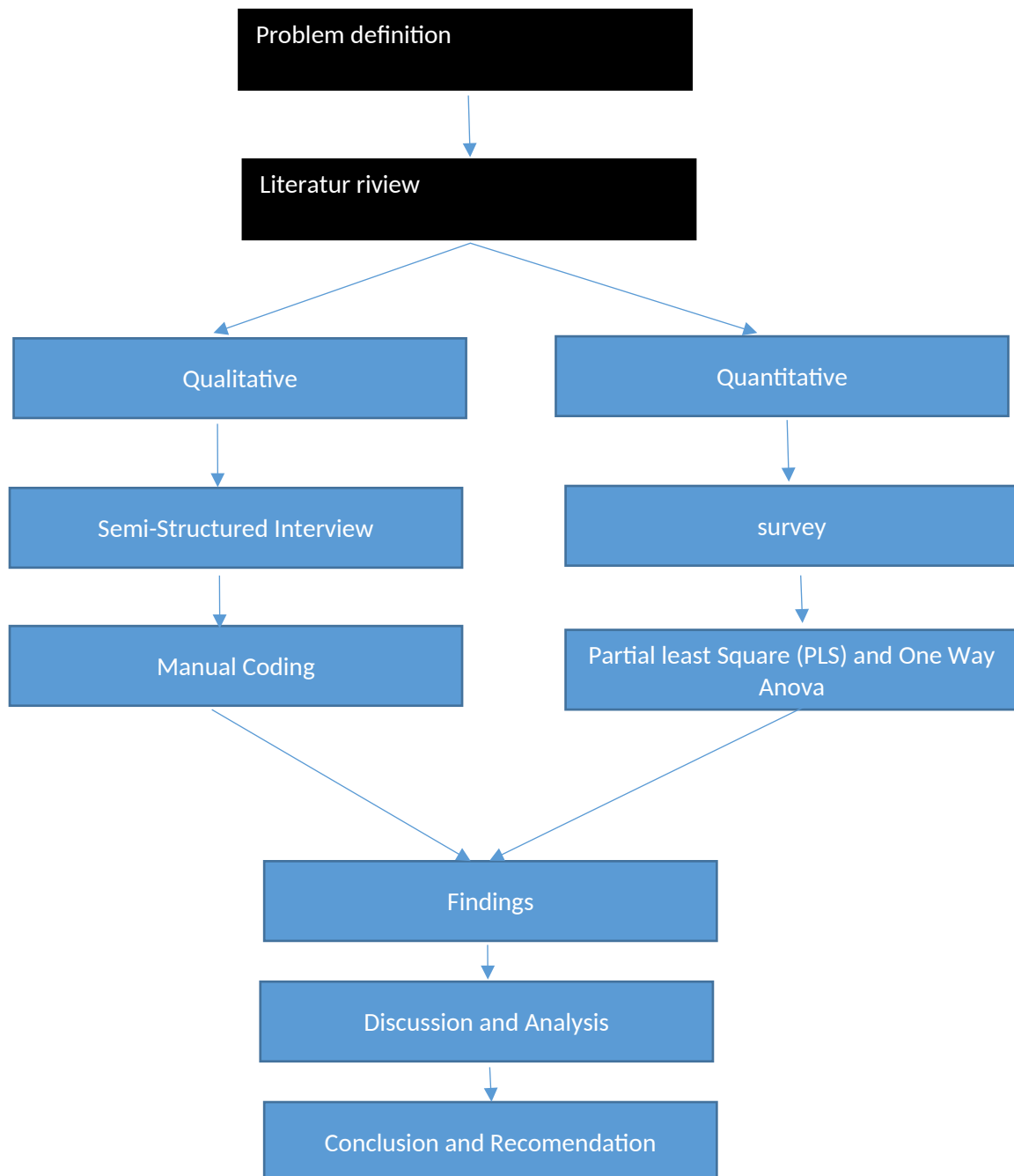


Figure 3. 1 Research Design

3.2 Research approach

Research approach is a plan and procedure that consists of the steps of broad assumptions to detailed method of gathered the data, analysis and interpretation. In this research we used both of qualitative and quantitative data.

3.2.1 Qualitative

Qualitative Is a developing of concept which help us to understand social phenomena in natural (rather than experimental) settings, giving due to emphasize to meaning experience and views of the participant Examination of non-measurable data such as a firm's reputation, a brand' mage, or a customer's feelings about a product. See also quantitative analysis (Haregu, 2012).

Qualitative research purpose is seeking the motive, though, and push behind people buying circumstance and behavior. When measuring the quantity, qualitative research take the subjective and less measurable aspects which what drives people though, think, do and what people thinking before making a decision making. In qualitative research this is what went to know (https://interq-research.com/qualitative_research_goals/, 2017).

3.2.2 Quantitative

Quantitative Research is utilized to measure the issue by method for creating numerical information or information that can be changed into usable insights. It is utilized to evaluate demeanors, assessments, practices, and other characterized factors – and sum up comes about because of a bigger specimen population (<http://libguides.usc.edu>, 2017).

Quantitative research deals in numbers, logic, and an objective stance. The focused of Quantitative research is number and fix data and specified, convergent consideration than divergent consideration. Quantitative research goals study is to determine the relationship between one variable to another variable within a population. Quantitative research designs are either descriptive or experimental. A descriptive study establishes only associations between variables (<http://libguides.usc.edu>, 2017).

3.3 Method

3.3.1 Interview

As a variable noun interview is a formal conversation which someone is asked about particular question in order to find out if them suitable for an occupation, a course of a study

(<https://www.collinsdictionary.com>, 2017). For this research will be conducted an interview to several people who have knowledge about sponsorship in soccer.

3.3.1.1 Data collection

3.3.1.1.1 Sample

For knowing more about the sponsorship system in AREMA FC the data will be conducted with interviewing Mr. Yusrinal Fitriandi as the business manager of AREMA FC.

3.3.1.1.2 Sampling technic

Judgmental sampling is a non-probability sampling technique where the researcher choose units to be sampled based on their learning and expert judgment, a Sample of the Document. Population is drawn, based in parts on subjective factors, so as to include the “most interesting” Documents by some criterion; the Sample result from such method (<https://www.edrm.net>, 2013). Our respondent criteria is the person who know the system of the sponsorship in Arema FC and the system how AREMA FC choose their sponsor.

3.3.1.1.3 Interview procedure

For the interview will be asked several questions to know deeper about the sponsorship of AREMA FC:

- If there is a sponsor who entered how the process so that can become a sponsor of AREMA FC?
- What is the consideration so that the Arema decides to cooperate with a sponsor?
- Any sponsorship package offered by the Arema against the sponsor?
- What are the criteria in order to become a sponsor attached to the clothes worn by Arema FC?

3.3.2 Survey

Survey as a noun is defined as a thorough examination, or the process of measuring in order to find out its boundaries and as a verb to carefully review, make a detailed report of, or measure a piece of land to find out the limit (<http://www.yourdictionary.com/survey>, 2017). For this research the questionnaire was spreaded towards AREMANIA who have attendant AREMA games or watch AREMA FC through TV.

3.3.2.1 Data Collection

3.3.2.1.1 Population and sample

For population will be chosen Aremania as our population sample and we will conduct around 400 respondent sample. We use 400 respondent because to got the valid result we need 300-400 result of questionnaire. Sample size also based on sample size used in marketing analyzes by malhotra on table below

Table 3. 1 Sample Sizes Used in Marketing Research Studies

Type of Study	Minimum Size	Typical Range
Problem identification research	500	1,000-2,500
Problem-solving research	200	300-500
Product tests	200	300-500
Test-marketing studies	200	300-500
TV/radio/print advertising (per commercial or ad tested)	150	200-300
Test-market audits	10 stores	10-20 stores
Focus group	2 groups	6-15 groups

3.3.2.1.2 Sampling technique

Judgmental sampling is the sampling technique who use improbability when the researcher choose a unit to be sampled based on their learning and expert judgment, a Sample of the Document Population is drawn, based in parts on subjective factors, so as to include the most interesting Documents by some criterion; the Sample result from such method (<https://www.edrm.net>, 2013). The respondent criteria is the person who loved watching AREMA either in the stadium or in the home from their television.

3.3.2.1.3 Questionnaire and Operational Variable

3.3.2.1.3.1 Respondent profile

Table 3. 2 Question of respondent profile

No	Variable	Sub variable
1	Email adress	Short answer text
2	Age	Short answer text
3	Gender	Male
		Female
4	Domicile	Short answer text
5	Occupation	Short answer text
6	Did you Aremania	Yes
		No

3.3.2.1.3.2 Purchase Intention

Table 3. 3 Question of purchase intention

No.	Label	Indicator	Scale	Source
1	PI1a	When you know that Im3 sponsors Arema do you have intention to try using Im3	Interval Scale	(Ibrahim, 2014)
2	PI1b	When you know that Corsa sponsors Arema do you have intention to try using Corsa	Interval Scale	(Ibrahim, 2014)
3	PI1c	When you know that Ijen Nirwana sponsors Arema do you have intention to try living in Ijen Nirwana	Interval Scale	(Ibrahim, 2014)

Table 3. 3 Question of purchase intention (cont)

No.	Label	Indicator	Scale	Source
4	PI1d	When you know that Specs sponsors Arema do you have intention to try using Specs	Interval Scale	(Ibrahim, 2014)
5	PI1e	When you know that Tora Bika sponsors Arema do you have intention to try Tora Bika	Interval Scale	(Ibrahim, 2014)
6	PI2a	When you know that Tora Bika sponsors Arema do you have intention to consume Tora Bika	Interval Scale	(Ibrahim, 2014)
7	PI2b	When you know that Im3 sponsors Arema do you have intention to buy Im3 and use it as your provider	Interval Scale	(Ibrahim, 2014)
8	PI2c	When you know that Corsa sponsors Arema do you have intention to buy Corsa and use as your tire	Interval Scale	(Ibrahim, 2014)
9	PI2d	When you know that Ijen Nirwana sponsors Arema do you have intention to buy a house in Ijen Nirwana and live in Ijen Nirwana	Interval Scale	(Ibrahim, 2014)
10	PI2e	When you know that Specs sponsors Arema do you have intention to buy specs	Interval Scale	(Ibrahim, 2014)

3.3.2.1.3.3 Corporate Image

Table 3. 4 Question of corporate image

No.	Label	Indicator	Scale	Source
1	CI1a	Tora Bika is a brand who support soccer activity	Interval Scale	(Minkiewicz, Evans, Bridson, & Mavondo, 2009)
2	CI1b	Corsa is a brand who support soccer activity	Interval Scale	(Minkiewicz, Evans, Bridson, & Mavondo, 2009)
3	CI1c	Im3 is a brand who support soccer activity	Interval Scale	(Minkiewicz, Evans, Bridson, & Mavondo, 2009)
4	CI1d	Ijen Nirwana is a brand who support soccer activity	Interval Scale	(Minkiewicz, Evans, Bridson, & Mavondo, 2009)
5	CI1e	Specs is a brand who support soccer activity	Interval Scale	(Minkiewicz, Evans, Bridson, & Mavondo, 2009)
6	CI2a	Specs as a sponsor of AREMA FC have a good reputation and credibility	Interval Scale	(Minkiewicz, Evans, Bridson, & Mavondo, 2009)
7	CI2b	Corsa as a sponsor of AREMA FC have a good reputation and credibility	Interval Scale	(Minkiewicz, Evans, Bridson, & Mavondo, 2009)

				2009)
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Table 3. 4 Question of corporate image (cont)

No.	Label	Indicator	Scale	Source
8	CI2c	Im3 as a sponsor of AREMA FC have a good reputation and credibility	Interval Scale	(Minkiewicz, Evans, Bridson, & Mavondo, 2009)
9	CI2d	Ijen Nirwana as a sponsor of AREMA FC have a good reputation and credibility	Interval Scale	(Minkiewicz, Evans, Bridson, & Mavondo, 2009)
10	CI2e	Tora Bika as a sponsor of AREMA FC have a good reputation and credibility	Interval Scale	(Minkiewicz, Evans, Bridson, & Mavondo, 2009)

3.3.2.1.2.4 Brand Awareness

Table 3. 5 Question of brand awareness

No.	Label	Indicator	Scale	Source
1	BA1	I know the specs brand as a product of Arema FC sponsor	Interval Scale	(Eshghi, Kazemi, Aghazadeh, & Hedayatnia, Evaluating Sport Sponsorship Model among Soccer Fans in Iran, 2013)

Table 3. 5 Question of brand awareness (cont)

No.	Label	Indicator	Scale	Source
2	BA2	I know the Corsa company as a sponsor of Arema FC	Interval Scale	(Eshghi, Kazemi, Aghazadeh, & Hedayatnia, Evaluating Sport Sponsorship Model among Soccer Fans in Iran, 2013)
3	BA3	I know the Ijen Nirwana and hotel company as a sponsor of Arema FC	Interval Scale	(Eshghi, Kazemi, Aghazadeh, & Hedayatnia, Evaluating Sport Sponsorship Model among Soccer Fans in Iran, 2013)
4	BA4	I know the Im3 company as a sponsor of Arema FC	Interval Scale	(Eshghi, Kazemi, Aghazadeh, & Hedayatnia, Evaluating Sport Sponsorship Model among Soccer Fans in Iran, 2013)

Table 3. 5 Question of brand awareness (cont)

No.	Label	Indicator	Scale	Source
5	BA5	I know the tora bika company as a sponsor of Arema FC	Interval Scale	(Eshghi, Kazemi, Aghazadeh, & Hedayatnia, Evaluating Sport Sponsorship Model among Soccer Fans in Iran, 2013)

3.3.2.1.2.5 Team Attachment

Table 3. 6 Question of team attachment

No.	Label	Indicator	Scale	Source
1	TA1	When there is an AREMA match I always take the time to watch	Interval scale	(Ibrahim, 2014)
2	TA2	I am happy to talk about AREMA FC with my friends	Interval scale	(Ibrahim, 2014)
3	TA3	The news about AREMA FC attract my	Interval scale	(Ibrahim, 2014)

		attention		
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Table 3. 6 Question of team attachment (cont)

No.	Label	Indicator	Scale	Source
4	TA4	I always follow AREMA FC update news	Interval scale	(Ibrahim, 2014)

3.3.2.1.2.6 Brand Loyalty

Table 3. 7 Question of brand loyalty

No.	Label	Indicator	Scale	Source
1	BL1a	I would recommend about specs to my friend	Interval Scale	(Ibrahim, 2014)
2	BL1b	I would recommend about Tora Bika to my friend	Interval Scale	(Ibrahim, 2014)
3	BL1c	I would recommend about Im3 to my friend	Interval Scale	(Ibrahim, 2014)
4	BL1d	I would recommend about Ijen Nirwana to my friend	Interval Scale	(Ibrahim, 2014)

5	BL1e	I would recommend about Corsa to my friend	Interval Scale	(Ibrahim, 2014)
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Table 3. 7 Question of brand loyalty (cont)

No.	Label	Indicator	Scale	Source
6	BL2a	I am a regular user of Corsa	Interval Scale	(Ibrahim, 2014)
7	BL2b	I am a regular user of specs	Interval Scale	(Ibrahim, 2014)
8	BL2c	I am a regular user of Im3	Interval Scale	(Ibrahim, 2014)
9	BL2d	I am a regular user of Ijen Nirwana	Interval Scale	(Ibrahim, 2014)
10	BL2e	I am a regular consumer of Tora bika	Interval Scale	(Ibrahim, 2014)
11	BL3a	I would repurchase Tora bika	Interval Scale	(Ibrahim, 2014)
12	BL3b	I would repurchase Corsa	Interval Scale	(Ibrahim, 2014)
13	BL3c	I would repurchase Im3	Interval Scale	(Ibrahim, 2014)
14	BL3d	I would repurchase Ijen	Interval Scale	(Ibrahim, 2014)

		Nirwana		
15	BL3e	I would repurchase Specs	Interval Scale	(Ibrahim, 2014)

3.4 Data Analysis

The process of processing the data using analytical and logical reasoning to examine each data that provided. This form of analysis is just one of the many steps that must be done when conducting a research.

3.4.1 Data analysis survey

For analyze the survey data will be used several test

1. Partial least square (PLS).

Partial least squares regression is a technique that eliminate the predictors to a smaller set of uncorrelated components and performs minimum squares regression on these components, instead of on the real data (Tobias, 2016). This is a method for build predictive models when the factors are many and highly collinear. Note that the emphasis is on predicting the responses and not necessarily on trying to know the underlying connection between the variables (minitab 18, 2017). To do the Partial least squares regression will be used smartpls software for helping analyze the data. There several parts that must have to do on analysis data using smartpls

- Reliability test

According to (Wong, 2013)evaluating indicator reliability can be done my comparing the outer loading result with minimum preferred score is 0,7. To check the internal consistent reliability composite reliability should be 0,7 or more.

- Validity test

According to (Wong, 2013)to pass the convergent validity AVE score must be more than 0,5 and to pass the discriminant validity the square root of AVE of each variable must be more than correlation between the variable

- Colinearity test

Collnearity issue can be seen on the result of VIF (Wong, 2013). To avoid colinaerity issue VIF score must be 5 or lower.

- Structure path significant in bootstraping

According to (Wong, 2013) to test the significant of outer model and inner model bootstrapping procedure can be used to know the t- statistic value. this can be used for the hypothesis testing to know the significant level between variable,. Using two tailed t-test with 5% significant level the result of path coefficient t- statistic must be more than 1,96.

- Coefficient of determination (R^2) and stone geiser test (Q^2)

According to (Wong, 2013) To measure the coefficient of determination R^2 value must be between 0 and 1 and stone geiser test (Q^2) to identify extent prediction of succes. R^2 and Q^2 is processed to generate result of GoF (Goodnes of Fit) value to know validity model. The GoF score must be more than 0,1.

- F^2 Square effect size

According to (Wong, 2013) F^2 effect size is used to evaluate relationship's strenght between variable

- Total indirect effect and total effect

Total indirec effect value is to know the persentation of indirect effect from independent variable to dependent variable, then total effect is to know percentage of total effect from independent and mediating variable to dependent variable

- Mediating result

According to (Yuliy V. , Cindy B, & Suri Weisfeld, 2014) Mediating test is conducted to to identify relationship between independent variable to dependent variable through mediating variable.

2. One Way ANOVA

The one-way analysis of variance (ANOVA) is used to determine if there are any statistically significant differences between the means of two or more unrelated groups (although you tend to only see it used when there are a minimum of three, rather than two groups) (<https://statistics.laerd.com>, t.thn.). SPSS Statistical Product and Service Solution (SPSS) is a data management and statistical analysis tool which has a very versatile data processing capability. SPSS can be useful for electronically storing questionnaire data, Generating routine descriptive statistical data for question responses, creating graphical presentations of questionnaire data for reporting, presentations or publications, Exploring relationships between responses to different questions, Collating open question responses

- **Post Hoc Test**

The Tukey Test (or Tukey procedure), also called Tukey's Honest Significant Difference test, is a post-hoc test based on the studentized range distribution. An ANOVA test can tell you if your results are significant overall, but it won't tell you exactly where those differences lie (Stephanie, 2016). You have run an ANOVA and found significant results, then you can run Tukey's HSD to find out which specific group's means (compared with each other) are different. The test compares all possible pairs of means.

3.4.2 *Data analysis interview*

As one of qualitative research, phenomenology has a goal to know the meaning of an event, so in this research phenomenology is used to understand about phenomenon sport sponsorship in Indonesia. There are several important procedures in conducting phenomenological study

a. Determine the scope of the phenomenon to be researched

Author tries to understand the philosophical perspective behind the approach used and finds the phenomenon to be researched from informant.

b. Compile a list of questions

Researcher develops research questions that will be asked to the informant to know the phenomenon and important experience.

c. Data collection

Researcher gathers data from informant who have experienced the phenomenon. The data is gathered from in-depth interviews.

d. Data analysis

The researcher analyzed the phenomenological data.

Early phase: Researcher explains the phenomenon experienced by the informants. All the recording material of interview is transcribed into written language.

Horizontalization phase: Researcher gathers all important statements from the informant transcript result. Researcher must rule out the subjectivity.

Cluster of meaning phase: Researcher divides the statements into meaning units and sets aside repetitive statements. This phase is divided into two:

- **Textural description:** Researcher writes of the experience of the informant on the description
- **Structural description:** Researcher finds out the meaning of phenomenon experiences based on researcher reflection. It can be opinions, judgement, feeling or expectation.

e. Description of essence

With careful research, researcher constructs the meaning and essence of the informant experience

f. Researcher report the research's results

The statement report gives easier understanding to the reader about the phenomenon. It shows one unity meaning and has important structure

CHAPTER 4

DATA ANALYSIS

4.1. Demographic result

There are several question we ask on the questionnaire including age, occupation, sex, and domicile here are some demographic result.

4.1.1 Age

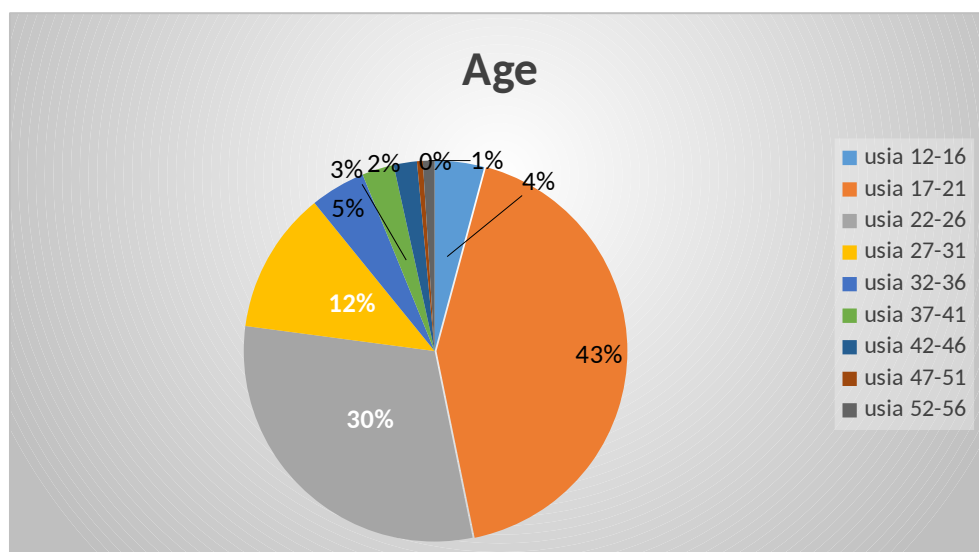


Figure 4. 1 Age Chart

From the Figure 4.1 above we can see that most of Aremania age around 17-21 years old with 173 person (43%), after that people with age 22-26 is the second on football viewers with 123 person (30%) and on third people with age 27-31 with 49 person (12%), beside that group of age there are many people with different age watch football such people from age 12-16 with 17 person (4%), people with age 32-36 with 19 person (5%), people with age 37-41 with 11 person (3%), people with age 42-46 with 8 person (2%), people with age 47-51 with 2 person (0%) and people with age 52-56 with 4 (1%). According to the result most of football viewers around age 17-31 years old, that's because people with that age is categorize as a young people and they already know what team they support.

4.1.2 Occupation

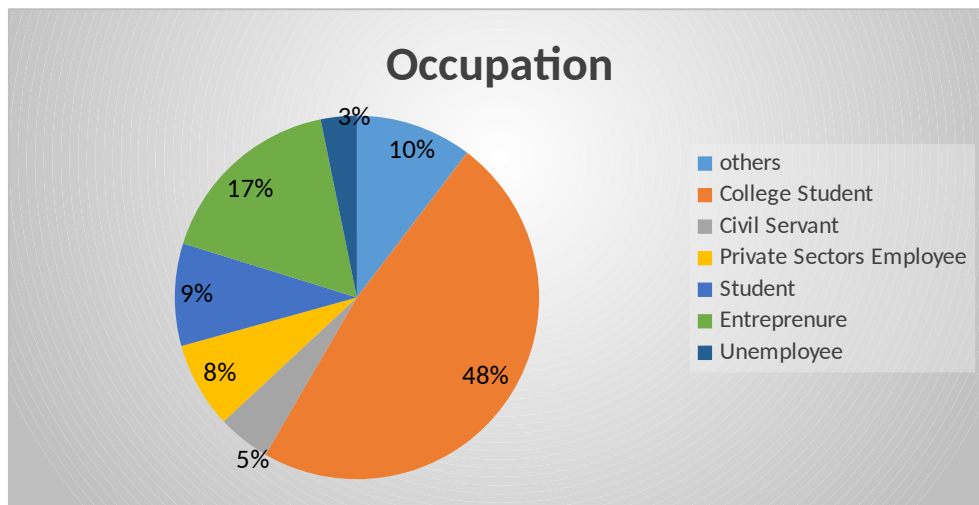


Figure 4. 2 Occupation Chart

From the Figure 4.2 we can see that most of Aremania occupation is a college student with 195 people (48%) and entrepreneur with 69 people (17%). After that there are several occupation of aremania like student with 37 people (9%), private sectors employee with 31 people (8%), civil servant with 19 people (5%), and others job like chef, sales, and teacher. Also there are several unemployed people.

4.1.3 Gender

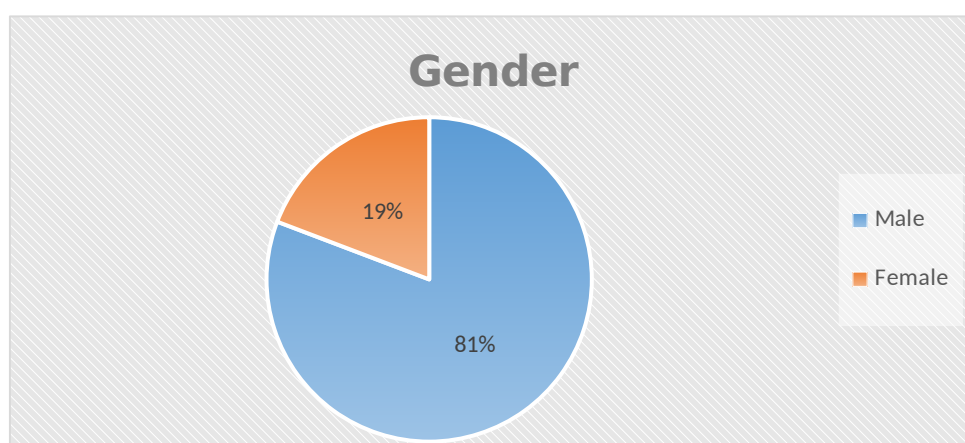


Figure 4. 3 Gender chart

From the figure 4.3 above most of Aremania is a men with 328 person (81%) and female with 78 person (19%). This result because football usually play by men and beside that football is the most the most favorite sport in the world and we grow up with soccer that's why we like football.

4.1.4 Domicile

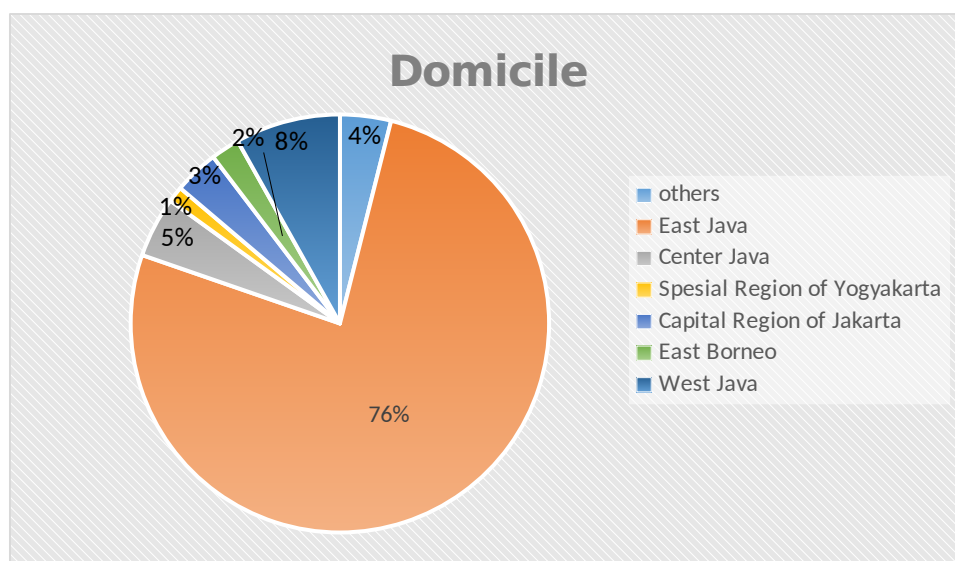


Figure 4. 4 Domicile Chart

From the figure 4.4 above we can see most of Aremania were live in east java with 310 people (76%) it is very obvious because Arema FC located in Malang East Java and it is make most of Aremania is East Java people, but the graph above shown Aremania not just in East Java like in West Java with 33 people (8%), Center Java with 19 people (5%), capital region of Jakarta with 14 people (5%), East Borneo with 9 people (2%), Special region of Yogyakarta with 5 people (1%), and other region like Palembang, Denpasar, Batam, and others.

4.2 Descriptive Statistics

There are five variables in this research, every variable have several indicators. Table 4.1 present the statistic escriptive result that each indicator of the variable have. Question or

indicators in this questionnaires using 5 likert scale. Table 4.1 also shows mean, standart deviation, median, mode, minimum value and maximum value of each indicators.

Table 4. 1 Descriptive Statistics

No	Variable	Indicator	Mean	Std. Deviation	Median	Mode	Min	Max
1	Purchase Intention	When you know that (Im3,corasa,ijen nirwana,specs,Tora Bika) sponsors Arema do you have intention to try using (Im3,corasa,ijen nirwana,specs,Tora Bika)	3,13399	0,998061	3,2	3	1	5
		When you know that (Im3,corasa,ijen nirwana,specs,Tora Bika) sponsors Arema do you have intention to consume (Im3,corasa,ijen nirwana,specs,Tora Bika).	3,093596	0,998719	3,1	3,8	1	5
2	Corporate Image	(Im3,corasa,ijen nirwana,specs,Tora Bika) is a brand who support soccer activity	3,826108	0,754776	3,8	4	1	5

Table 4. 1 Descriptive Statistics (cont)

N o	Variable	Indicator	Mean	Std. Deviation	Media n	Mod e	Mi n	Ma x
		(Im3,corasa,ijen nirwana,specs,Tor a Bika) as a sponsor of AREMA FC have a good reputation and credibility	3,933005	0,748888	4	4	1	5
3	Team Attachmen t	When there is an AREMA match I always take the time to watch	4,110837	1,077276	5	5	1	5
		I am happy to talk about AREMA FC with my friends	4,152709	0,979458	4	5	1	5
		The news about AREMA FC attract my attention	4,317734	0,869244	5	5	1	5
		I always follow AREMA FC update news	4,258621	0,976065	5	5	1	5
4	Brand Awareness	I know the (Im3,corasa,ijen nirwana,specs,Tor a Bika) brand as a	4,200985	0,82504	4,2	5	1	5

Table 4. 1 Descriptive Statistics (cont)

No	Variable	Indicator	Mean	Std. Deviation	Median	Mode	Min	Max
		product of Arema FC sponsor						
5	Brand Loyalty	I would recommend about (Im3,corasa,ijen nirwana,specs,Tora Bika) to my friend	3,237931	1,07838	3,2	3	1	5
		I am a regular user of (Im3,corasa,ijen nirwana,specs,Tora Bika)	3,047783	1,073489	3	3	1	5
		I would repurchase (Im3,corasa,ijen nirwana,specs,Tora Bika)	3,086207	1,035163	3	3	1	5

The biggest mean is found on team attachment's indicator which is 'The news about AREMA FC attract my attention', and the smallest mean is found on the purchase intention's indicator which is 'When you know that (Im3, corasa, ijen nirwana, specs, Tora Bika) sponsors Arema do you have intention to consume (Im3, corasa, ijen nirwana, specs, Tora Bika)'.

The biggest standard deviation is found on team attachment's indicator which is stated 'When AREMA is playing at home I always take the time to come to the stadium', and the smallest standard deviation is found on corporate image's indicator which is '(Im3, corasa, ijen nirwana, specs, Tora Bika) as a sponsor of AREMA FC have a good reputation and credibility'.

While the median and mode have a unique and different value for each indicator. And for the minimum value and maximum value, this questionnaire is designed using likert scale 1-5, so the minimum value is 1 while the maximum value is 5.

4.3 Qualitative Approach

4.3.1 Interview

Interview people is done for understand the the soccer sponsorship mechanism in indonesia. The qualitative data obtain from direct opinion of people who know about sport sponsorship mechanism in Indonesia.

The informant is is media officer of Arema FC Mr. Sudarmadji. First reseracher contact informant by whatsapp aplication to make an appointment to doing an interview. The researcher say greetings to the informant and ask him when he can doing an interview . He replied that he can doing an interview on Friday. Interview was held on arema office building in kertanegara street No 7. Here below is the table 4.2 of important statement from Mr Sudarmadji as media officer of Arema FC:

Table 4. 2 Important statement from Mr Sudarmadji

1. criteria of Sponsors refers to govrenment rules 2. however on 2012-2013 on reality thats a alchohol company but we focus on their foundation who initiative sponsoring Arema. 3. For sponsors that approaching based on their initiative we study their proposal 4. Internal meeting not only with business division but others division too because sponsors not only on business contex, 5. We are talking 2 important thinks things how much is the contribution and what kind of compensation that will be given 6. intertwined communication between club and company, after that we have a meeting and manifested on MoU, we study again contribution and compensation if we think thats enough hand signature will be conducted and sponsorship activity will be be held 7. if the inisiative on us, usually we helad a gathering. Usually we invited previous sponsors and invited potential sponsors that we think can be arema sponsors next season. 8. On the proposal contain product knowloedge and next season program. After 1 weeks marketing division confirm to the company about progres after there is answer from company we doing finalization then move to MoU aster MoU actualyzation. 9. surely we offer several packet which GOLD, SILVER, RETAIL. 10. We can't say that on digit but average income sponsorship contribute around 30-40 percent to operational club.
Statement 1-2 according to transcript below: surely there some criterias of sponsors that refers to govrenment rule which forbid alchohol company, cigarete company and gambling company sponsoring sport activity. however on 2012-2013 thats a alchohol company sponsoring arema but we focus on their foundation who initiative sponsoring Arema. Our prinsip forbid ciggarete, alcohol, gambling and protitution company. Statement 3-8 according to transcript below: So actually two, first company who have initiative by they own and second arema doing approach to company and the step is diffrent. For sponsors approaching on their initiative we study their proposal. We will held an internal meeting not only with business division but others division too because sponsors not only on business contex,

Table 4. 2 Important statement from Mr Sudarmadji (cont)

when we doing a meeting we talking 2 things contribution and compensation how much and what the compensation after we held a meeting about compensation and contribution then come up some price offer, after that we send the price offer to the company, then the company study about our price offer, intertwined communication between club and company, we study again contribution and compensation if we think thats enough hand signature will be conducted and sponsorship activity will be be held. if the inisiative on us, usually we held a gathering. Usually we invited previous sponsors and invited potential sponsors that we think can be arema sponsors next season on that case business division doing an presentation about the picture of competition next season, what arema is about. Then after gathering we spread proposal to all sponsors that attend the gathering. On the proposal contain product knowloedge and next season program. After 1 weeks marketing division confirm to the company about progres, after there is answer from company we doing finalization then move to MoU signed between company and arema.

Statement 9 according to statement below: surely we offer several packet which GOLD, SILVER, RETAIL. For gold package almost 80% of promotional space can be filled, if silver 50% if retail counted on every match

Statement 10 according to statement below: If the actual digit number data We can't say that on digit but average income sponsorship contribute around 30-40 percent to operational club.

After grouping the important statement from mr sudarmaji, on the table 2 the interpret result of the important statement.

Table 4. 3 interpret the important staement from Mr Sudarmadji

1. Arema have restricted criteria to choose and sponsors
2. Arema will study the proposal of company who want to be a sponsors of arema based on contribution and compensation
3. arema held a gathering to show all company that sponsors arema last years and predicted to be an arema sponsors next years
4. business division will keep contact with the company to check about the progress of company
5. arema provide several sponsorship package to company.

On the table 3 below here are the grouping of common subject from the interpret result.

Table 4. 4 grouping of common subject

1. Choosing sponsors
 - a) Sponsors selecting system based on govrenment rules
2. Sponsors approach
 - a) If company approach to arema they will study and learn about they offer is that appropriate or not and will make decision
 - b) If arema approach to company they will helad gathering, explain about arema, spread proposal and waiting the answer from company then they will make the decision
3. Sponsoring package
 - a) Arema offers gold, silver and retail as their sponsorship package

4.3.2 Decision

In Indonesia there are 2 types of sport sponsorship system first when sponsors approach to the team and when team approach to company. When company approach to the team, the team will examine proposal that propose by company and will see about compensation and contribution then they will have meeting to all aspect on team then they will decide. If team approach to the company they will gather all of company that sponsors team last season and company that potentially sponsors arema next season than they will about arema vision mision and goals next year than give proposal to all that company, than business division will keep contact with that company to maintain about the sponsorship. Then they will make a decision about sponsorship activity.

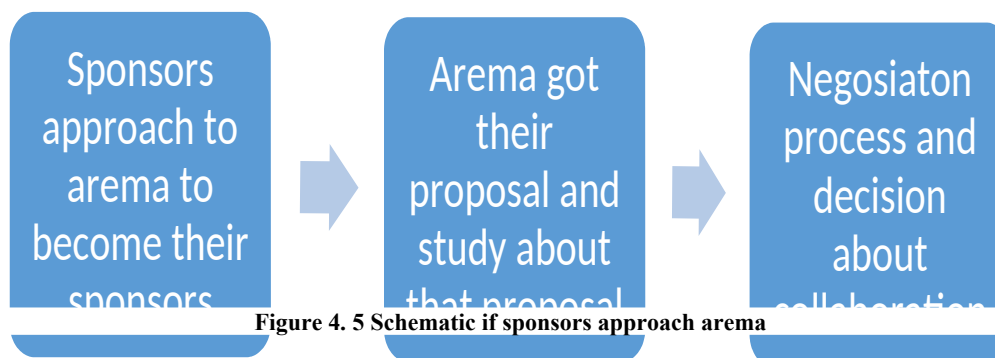


Figure 4. 5 Schematic if sponsors approach arema

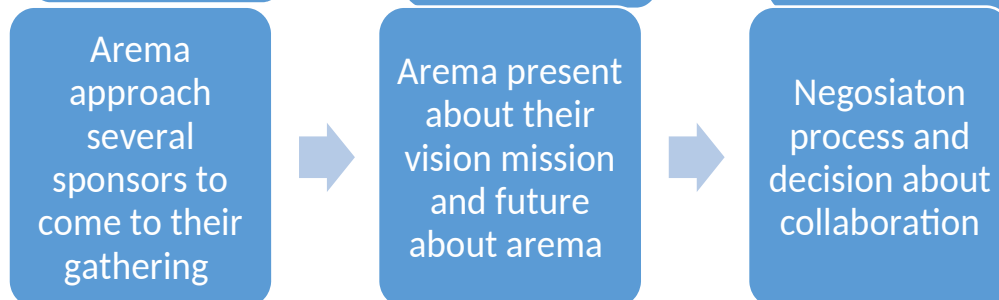


Figure 4. 6 Schematic if arema approach sponsors

4.4 Quantitative Approach

4.4.1 One Way Anova – SPSS

IBM SPSS Statistics 24 helped to identify the model such as Team Attachment, Brand Awareness, Corporate Image, Brand Loyalty and Purchase intention In reflective

measurement model, there are several topics that needs to be determined to accomplish the fitness of the measurement model, namely; internal consistency reliability, indicator reliability, convergent validity and discriminant validity.

4.4.1.1 Purchase Intention

Based on one way anove test the result found there is significant diffrent between purchase intention of specs, tora bika, ijen nirwana, corsa in sport sponsorship $p=0,000<0,05$. The post hoc tukey test result shown in table 4.5 below

Table 4. 5 Purchase Intention

Purchase_intention			
Tukey HSD ^a			
NAMA_BRAND	N	Subset for alpha = 0.05	
		1	2
IN	406	2,7365	
CO	406	2,8596	
ID	406	2,8670	
TB	406		3,4372
SP	406		3,6687
Sig.		0,572	0,064

According to the Tukey test on the table 4.5 the highest results brand in purchase intention is Specs (3,668). While the lowest is Ijen Nirwana brand. Actually, Tora Bika brand have quite similar results with Specs brand because these two brands categorize in one subset (subset 2). While Corsa dan Indosat have similar results with Ijen Nirwana as the lowest purchase intention brands (subset 1).

4.4.1.2 Brand Loyalty

Based on one way anove test the result found there is significant diffrent between brand loyalty of specs, tora bika, ijen nirwana, corsa in sport sponsorship $p=0,000<0,05$. The post hoc tukey test result shown in table 4.6 below

Table 4. 6 Brand Loyalty

Brand_Loyalty		
Tukey HSD ^a		
NAMA_BRAND	N	Subset for alpha = 0.05

		1	2	3	4
IN	406	2,8271			
ID	406	3,0084	3,0084		
CO	406		3,0729	3,0729	
TB	406			3,2483	3,2483
SP	406				3,4643
Sig.		0,171	0,933	0,199	0,062

According to the Tukey test on the table 4.6 the highest results brand in Brand Loyalty is Specs (3, 4643). While the lowest is Ijen Nirwana brand. Actually, Tora Bika brand have quite similar results with Specs and Corsa brand because these two brands categorize in one subset (subset 3 and subset 4). While Indosat have similar results with Corsa and Ijen Nirwana as the lowest brand loyalty brands (Subset 1, Subset 2, and Subset 3).

4.4.1.3 Corporate Image

Based on one way anove test the result found there is significant diffrent between corporate image of specs, tora bika, ijen nirwana, corsa in sport sponsorship $p=0,000<0,05$. The post hoc tukey test result shown in table 4.7 below.

Table 4. 7 Corporate Image

Corporate_Image					
Tukey HSD ^a					
NAMA_BRAND	N	Subset for alpha = 0.05			
		1	2	3	4
IN	406	3,4938			
ID	406		3,6872		
CO	406		3,7980		
TB	406			4,0480	
SP	406				4,3707
Sig.		1,000	0,389	1,000	1,000

According to the Tukey test on the table 4.7 the highest results brand in corporate image is Specs (4, 3707). While the lowest is Ijen Nirwana brand (3, 4938). Actually, Corsa and Indosat brand have quite similar corporate image results because these two brands categorize in one subset (subset 2).

4.4.1.4 Brand Awareness

Based on one way anove test the result found there is significant diffrent between brand awareness of specs, tora bika, ijen nirwana, corsa in sport sponsorship $p=0,001<0,05$. The post hoc tukey test result shown in table 4.8 below

Table 4. 8 Brand Awareness

Brand Awareness			
Tukey HSD ^a			
NAMA_BRAND	N	Subset for alpha = 0.05	
		1	2
ID	406	4,0148	
IN	406	4,1502	4,1502
CO	406		4,2635
TB	406		4,2882
SP	406		4,2882
Sig.		0,394	0,375

According to the Tukey test on the table 4.8 the highest results brand in Brand Awareness is Specs (4, 2882). While the lowest is Indosat brand. Actually, Tora Bika, Corsa, and Indosat brand have quite similar results with Specs brand because these three brands categorize in one subset (subset 2). While Ijen Nirwana have similar results with Indosat as the lowest brand awareness brand (Subset 1).

4.4.2 Partial Least Square- SEM Result

Partial Least Square (PLS) was used to identify the relatitionsip modelling for the latent variables. Smart PLS 3.0 helped to identify the model such as Team Attachment, Brand Awareness, Corporate Image, Brand Loyalty and Purchase intention In reflective measurement model, there are several topics that needs to be determined to accomplish the fitness of the measurement model, namely; internal consistency reliability, indicator reliability, convergent validity and discriminant validity. The first result of calculation model using SmartPLS 3.0 can be seen in Figure. 4.5

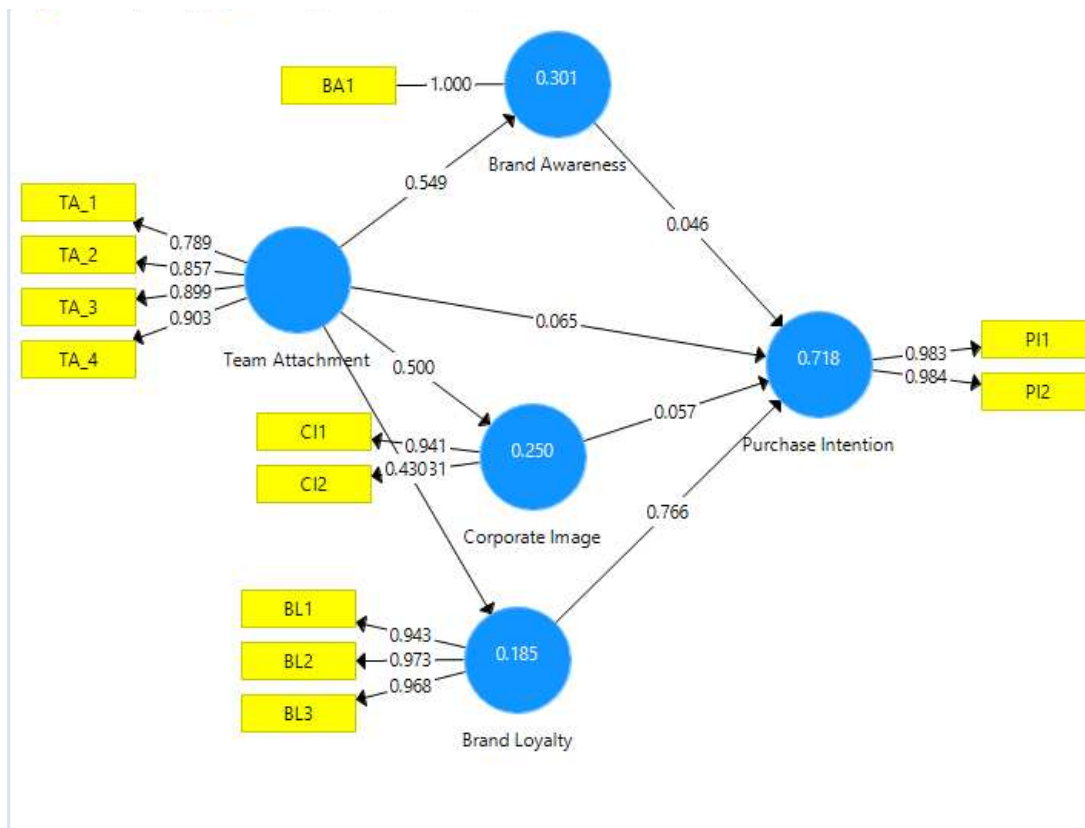


Figure 4. 7 PLS-SEM Model Result

This built model consists of five variables with seven paths connecting each other. Referring to the diagram, below are the calculations that are shown in the reflective measurement model.

4.4.2.1 Indicator Reliability Test

The value of indicator reliability should be 0.70 or higher, but for the exploratory research, 0.4 or higher is acceptable (Wong, 2013). The result of indicator reliability can be obtained in SmartPLS in “Outer Loadings” numbers, here is the result for the indicator reliability that shown in Table 4.9.

Table 4. 9 Indicator Reliability Result (Cont’)

Variable	Indicators	Outer Loadings	Reliability
Team Attachment	TA 1	0,789	Reliable
	TA 2	0,857	Reliable
	TA 3	0,899	Reliable

	TA 4	0,903	Reliable
Brand Awareness	BA 1	1,000	Reliable
Corporate Image	CI 1	0,941	Reliable
	CI 2	0,931	Reliable
Brand Loyalty	BL 1	0,943	Reliable
	BL 2	0,973	Reliable
	BL 3	0,968	Reliable
Purchase Intention	PI 1	0,983	Reliable
	PI 2	0,984	Reliable

Based on the calculation shown in Table 4.9, all of the variables more than 0, 7 so it can be conclude that all variable are reliable.

4.4.2.2 Internal Consistency Reliability

Internal composite reliability is aimed to evaluate the construct measures (Hair *et al*, 2014). To know the reliability we can see from Cronbach's alpha (α) and composite reliability. Composite reliability should be 0.7 or higher, but for exploratory research, 0.6 or higher is acceptable (Wong, 2013). The result for internal consistency reliability shown in Table 4.10 that derived from SmartPLS 3.0 in the Construct Reliability and Validity result.

Table 4. 10 Internal Consistency Reliability Result

Variable	Cronbach's Alpha (α)	Composite Reliability	Reliability
Brand Awareness (BA)	1	1	Reliable
Brand Loyalty (BL)	0,959	0,974	Reliable
Corporate Image (CI)	0,86	0,934	Reliable
Purchase Intention (PI)	0,966	0,983	Reliable
Team Attachment (TA)	0,885	0,921	Reliable

From Table 4.10, we can see that all of variables more than 0.6, it means that high level of internal consistency reliability has been demonstrated among all five reflective latent variables.

4.4.2.3 Construct Validity Test

Another step in evaluating reflective indicators is the assessment of validity. Validity is examined by noting a construct's convergent validity and discriminant validity. (Hair *et al*, 2014).

a. Convergent Validity

To have all indicators valid, convergent validity for each item should have average variance extracted (AVE) is 0.50 or higher. The result of convergent validity can be seen in Table 4.11

Table 4. 11 Convergent Validity Result

Variable	Average Variance Extracted (AVE)	Validity
Brand Awareness (BA)	1,000	Valid
Brand Loyalty (BL)	0,925	Valid
Corporate Image (CI)	0,877	Valid
Team Attachment (TA)	0,746	Valid
Purchase Intention (PI)	0,967	Valid

b. Discriminant Validity

Discriminant validity is the extent to which the construct is empirically distinct from other constructs or, in other words, the construct measures what it is intended to measure. One of the method to assess the discriminant validity is Fornel and Larcker (1981) criterion. This methods states that the construct shares more variance with its indicators than with any other constructs (Hair *et al*, 2014). This is the result for discriminant validity;

Table 4. 12 Discriminant Validity Result

	BA	BL	CI	PI	TA
BA	Single item construct				
BL	0,287	0,962			
CI	0,525	0,581	0,936		
PI	0,330	0,840	0,558	0,983	

Table 4. 13 Discriminant Validity Result (cont)

	BA	BL	CI	PI	TA
TA	0,549	0,430	0,500	0,447	0,864

Comparing the result shown in the table 4.12 to the criteria, it can be understood that the square root values of AVE are greater than the correlation values in all latent variables row and column. Thus, it can be concluded that all variables passed the discriminant validity result.

4.4.2.4 Collinearity Test

According to Wong (2013), assessing Collinearity issues can be done by getting the Variance Inflation Factor (VIF) values. VIF is counted as “1/Tolerance” with its preferred value of 5 or lower to avoid Collinearity problem.

Table 4. 14 Outer VIF Values

	VIF
BA 1	1
BL 1	4,246
BL 2	9,95
BL 3	9,029
CI 1	2,316
CI 2	2,316
PI 1	7,793
PI 2	7,793
TA 1	1,73
TA 2	2,403
TA 3	3,319
TA 4	3,007

According to Table 4.13, 5 the VIF values indicators passed the preferred criteria, 3 VIF Value indicators are moderate and 4 VIF values indicators didn't passed the criteria. It can be concluded that there are multicollinearity problem found among all independent variables.

4.4.2.5 Structural Path Significance

Inner model evaluation determined after eliminating some not significant indicators. The assessment to evaluate the hypothesized relationships within inner model is based on its ability to predict the endogenous construct. (Hair *et al*, 2013). Testing the structural model purpose was to know the relationship exogenous construct such as Brand awareness, corporate image, brand loyalty. From this result researcher know about the hypothesis wheter that rejected or accepted

This model was consist of five constructs that measured by seven indicators. Team attachment consist of four indicators, brand awareness two indicators, corporate image two indicators, brand loyalty three indicators and purchase intention two indicators.

There are some criteria to evaluate the model quality such as; Coefficient of determination (R^2), path coefficients, and cross-validated redundancy (Q^2). To test the structural path, t-values that must be more than ≥ 1.96 . All attribute can be evaluated using bootstrapping in smartPLS and result can be seen below

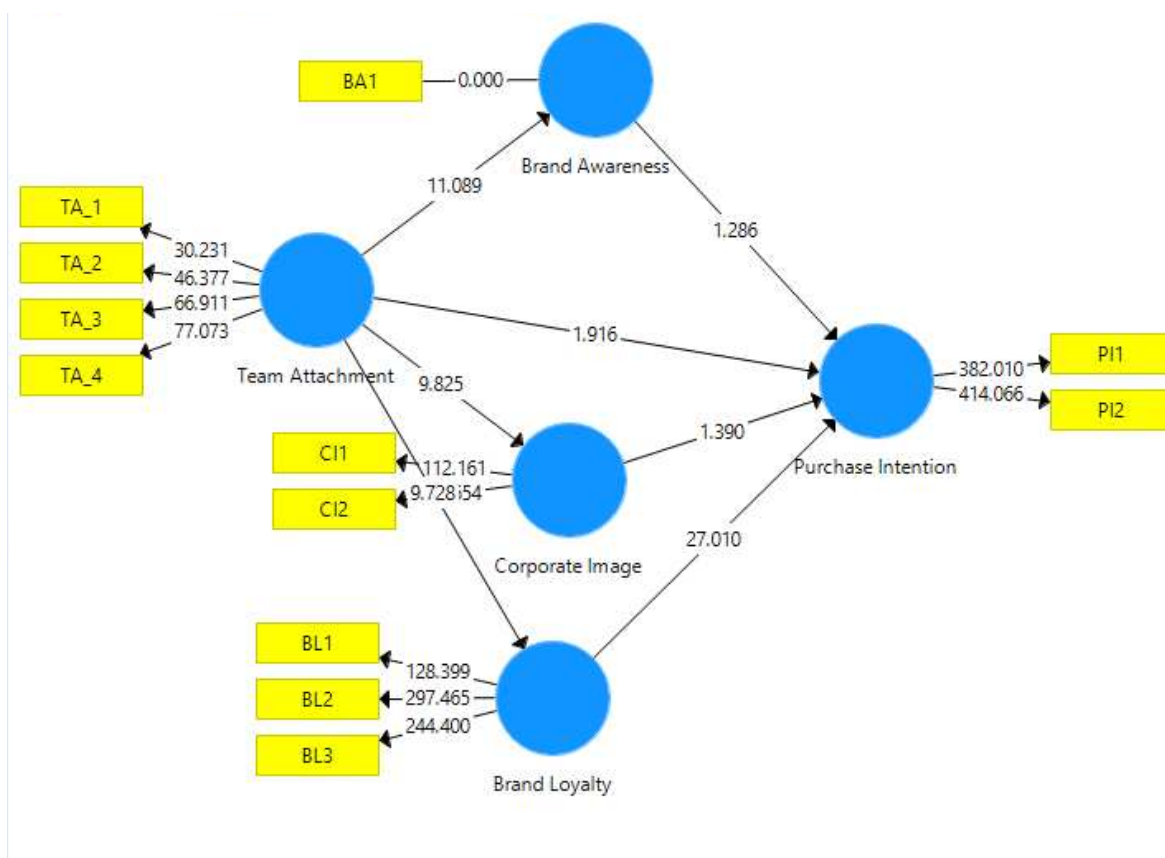


Figure 4. 8 Bootstrapping Result

The bootstrap re-sampling technique, performed on 5000 sub-samples and 100 cases. The result of the bootstrap model that can be seen in Figure 4.8 it shown that all the hypothesized relationships are significant at the 95% confidence level. It can be concluded that the model is empirically supported and externally validated by means of the interrelationships among its constructs

Table 4. 15 Effects, Variance Explained and Stone-Geisser Tests

Structural Path	Path Coefficients	T Statistics (O/STDEV)	Coefficients of Determination (R²)	Cross-validated redundancy (Q²)
Brand Awareness -> Purchase Intention	0,046	1,286	0,718	0,880
Brand Loyalty -> Purchase Intention	0,766	27,010		
Corporate Image -> Purchase Intention	0,057	1,390		
Team Attachment -> Purchase Intention	0,065	1,916		
Team Attachment -> Brand Awareness	0,549	11,089	0,301	0,803
Team Attachment -> Brand Loyalty	0,430	9,728	0,185	0,770
Team Attachment -> Corporate Image	0,500	9.825	0,250	0,789

Wong (2013) stated that the R^2 is a measure of coefficients of determination or the model's predictive accuracy. Its value varies from 0 to 1 with 1 describing perfect predictive accuracy. According to the table 4.14 The R^2 value for Purchase Intention is 0.718 meaning that the four latent variables (brand awareness, brand loyalty, corporate image, and team attachment) explain 71.8% of the variance in purchase intention. Then, the R^2 value for brand awareness is 0.301 meaning that the team attachment variables explain 30.1% of the variance in intimacy. After that, the R^2 values for brand loyalty is 0.185 meaning that the team attachment variables explain 18.5% of the variance in brand loyalty. The last, the R^2 value for

team attachment is 0,250 meaning that the team attachment variable explain 25, 0% of the variance corporate image. According to Urbach & Ahleman (2010), the R^2 values ranging from 0.33 but lower than 0.67 show moderate level of predictive accuracy.

Meanwhile, to evaluate the predictive relevance can be explored with Stone-Geisser test (Q^2). It aims to identify the extent to which the prediction is successful. Wong (2013) stated that it can be obtained by conducting the blindfolding procedure in smartPLS. The Q^2 result for brand awareness was 0.880, brand loyalty was 0.770, corporate image was 0.789 and purchase intention was 0,880. Positive Q^2 values confirm the predictive relevance in respect of a particular construct. Furthermore, the goodness of fit (GoF) value can be generated from R^2 and Q^2 by multiplying the average value of Q^2 with the square root of the average value of R^2 . The result is as shown below in Table 4.15.

Table 4. 16 Goodness of Fit

	R Square	Q2
Brand Awareness	0,301	0,803
Brand Loyalty	0,185	0,770
Corporate Image	0,250	0,789
Purchase Intention	0,718	0,880
GoF	0,489	

Gaining a value of GoF is 0,489 (greater than 0.1) means that the model is capable to describe empirical data which leads to a conclusion that the model formed can be considered valid.

4.4.2.6 Hypothesis Testing

The discussion of the hypothesis testing result through inner model path coefficient and significance will be discuss as follow and also can be seen in Table 4.16.

Table 4. 17 Hypothesis Testing Result

Hypothesis	Structural Path	t-Value	Result
H1	Team Attachment -> Brand Awareness	11,089	Accepted
H2	Team Attachment ->	9,825	Accepted

Table 4. 17 Hypothesis Testing Result

Hypothesis	Structural Path	t-Value	Result
	Corporate Image		
H3	Team Attachment -> Brand Loyalty	9,728	Accepted
H4	Team Attachment -> Purchase Intention	1,916	Rejected
H5	Brand Awareness -> Purchase Intention	1,286	Rejected
H6	Corporate Image -> Purchase Intention	1,390	Rejected
H7	Brand Loyalty -> Purchase Intention	27,010	Accepted

a. The relationship between Brand Awareness on purchase intention

H1. Team Attachment has positive effect on Brand Awareness

Hypothesis 1 stated that team attachment has positive effect on Brand Awareness. Based on table 4.11 this hypothesis was accepted as the result show that the t value was $11,089 > 1,96$ at significance level of 0.05 (5%). This mean that team attachment have positive effect with Brand awareness.

b. The relationship between Team Attachment on Corporate Image

H2. Team Attachment has positive effect on Corporate Image

Hypothesis 2 stated that team attachment has positive effect on corporate image. Based on table 4.11 this hypothesis was accepted as the result show that t value was $9,285 > 1,96$ at significance level of 0.05 (5%). This mean that team attachment have positive effect with corporate image.

c. The relationship between Team Attachment on Brand Loyalty

H3. Team Attachment has positive effect on Brand Loyalty

On the hypothesis 3 it is stated that team attachment have positive effect on purchase intention. From the table 4.11 this hypothesis was accepted as the result show that t value was

9,728 > 1,96 at significant level of 0.05 (5%). This means that team attachment have positive effect on Purchase Intention.

d. The relationship between Team Attachment on Purchase Intention

H4. Team Attachment has positive effect on Purchase Intention

On the hypothesis 3 it is stated that team attachment have positive effect on purchase intention. From the table 4.11 this hypothesis was accepted as the result show that t value was $1,916 < 1,96$ at significant level of 0.05 (5%). This means that team attachment did not have positive effect on Purchase Intention.

e. The relationship between Brand Awareness on Purchase Intention

H5. Brand Awareness has positive effect on Purchase intention

According to hypothesis 5 Brand awareness has positive effect on Purchase intention and on the table 4.11 is written that t value $1,286 < 1,96$ at significant level of 0,05 (5%) and that's did not fulfill the requirement. This means that brand awareness did not have positive effect of Purchase intention.

f. The relationship between Corporate Image on Purchase intention

H6. Corporate Image has positive effect on Purchase Intention

On the hypothesis 6 stated that corporate image has positive effect on purchase intention. According to table 4.11 t value is $1,390 < 1.966$. At significant level of 0, 05 (5%). this means corporate image has no positive impact of purchase intention

g. The relationship between Brand Loyalty on Purchase Intention

H7. Brand Loyalty has positive effect on Purchase Intention

According to hypothesis 7 Brand Loyalty has positive effect on Purchase Intention. According to the table 4.11 the t value was $27,010 > 1,966$ at significant level of 0, 05 (5%). This means that brand loyalty has positive effect on Purchase Intention.

4.4.2.7 f Square Effect Size

According to Wong (2013) model's f^2 effect size can be conducted to evaluate the relationship's strength between latent variables. Beside identify the significance of the variables in the model, Researcher should evaluate the effect size between the variables. If the f^2 more than 0.15 it is indicates

as a strong effect size, more than 0.01 indicates moderate effect size, and less than 0.01 indicates weak effect size. Accordingly, the f^2 result is as shown below (Table 4.17).

Table 4. 18 f Square Result

	Brand Awareness	Brand Loyalty	Corporate Image	Purchase Intention	Team Attachment
Brand Awareness				0,05	
Brand Loyalty				1,308	
Corporate Image				0,006	
Purchase Intention					
Team Attachment	0,431	0,226	0,334	0,009	

Based on Table 4.17, it can be concluded that the relationship of brand loyalty–purchase intention, team attachment-brand awareness, team attachment-brand loyalty, team attachment-corporate image has a strong effect size. Then, the relationship of brand awareness-purchase intention have moderate effect size. Last, the relationship of corporate image-purchase intention and team attachment-purchase intention have weak effect size.

4.4.2.8 Total Indirect Effect and Total Effect

SmartPLS also providing bootstrapping procedure is the total indirect effect and total effect result. Total indirect effect and total effect is used to evaluate percentage of indirect influence of independent variable on dependent variable through mediating process

Table 4. 19 Total Indirect Effect Result

	Purchase Intention
Team Attachment	0,382

Table 4.18 shows the total indirect effect result of team attachment as the independent variables on purchase intention dependent variable. Based on the result, the result is as below:

- Team Attachment affects the purchase intention by 38.2% through Brand Awareness, Brand Loyalty, Corporate Image

Table 4. 20 Total Effect Result

	Purchase Intention
Brand Awareness -> Purchase Intention	0,046
Brand Loyalty -> Purchase Intention	0,766
Corporate Image -> Purchase Intention	0,057
Team Attachment -> Purchase Intention	0,829

Meanwhile, the total effect result evaluates the percentage of influence brought by both independent and mediating variables on dependent variable. Based on Table 4.19, the overall result is as below:

- Brand Awareness affects purchase intention by 4,6%
- Brand Loyalty affects purchase intention by 76,6%
- Corporate Image affects purchase intention by 5,7%
- Team Attachment purchase intention by 82,9%

4.4.2.9 Mediating Result

Mediating test is conducted to know the effect of mediating variables such as brand awareness, brand loyalty, corporate image. It aims to evaluate the relationship between independent and dependent variables through the mediating variables. According to Jogyanto & Abdillah (2014) there are several requirements to get the mediating effect such as:

1. Test the effect of independent variables on dependent variables and the result of this part must be significant.
2. Test the effect of independent variables on mediating variables and this result must be significant too.
3. Test the effect of independent and mediating variables on the dependent variables. The result between independent variables and mediating variables must be not significant while the result between mediating variables and dependent variables must be significant.

Referring to the requirements, several stages were conducted and the result is as shown below.

Table 4. 21 Total Effect Result of Independent on Dependent Variables

Variables	T Statistics	P Values
Team Attachment -> Purchase Intention	11,268	0,000

Table 4.20 indicates the total effect result of team attachment as and independent on Purchase Intention as dependent variables. Based on the result, $11,268 > 1,96$ team attachment to purchase intention is significant so the first requirement is fulfilled.

Table 4. 21 Total Effect Result of Independent on Mediating Variables

Variables	T Statistics	P Values
Team Attachment -> Brand Awareness	11,164	0,000
Team Attachment -> Brand Loyalty	9,700	0,000
Team Attachment -> Corporate Image	10,012	0,000

Table 4.21 explains the total effect result of team attachment as an independent variable on mediating variables (brand awareness, brand loyalty, corporate image). According to the result, all variable (brand awareness, brand loyalty, corporate image) have significant result.

Table 4. 22 Total Effect Result of Independent and Mediating Variables on Dependent Variables

Variables	T Statistics	P Values
Brand Awareness -> Purchase Intention	1,286	0,199
Brand Loyalty -> Purchase Intention	27,010	0,000
Corporate Image -> Purchase Intention	1,390	0,164
Team Attachment -> Brand Awareness	11,089	0,000
Team Attachment -> Brand Loyalty	9,728	0,000
Team Attachment -> Corporate Image	9,825	0,000

Team Attachment -> Purchase Intention	1,916	0,055
---------------------------------------	-------	-------

Table 4.22 explains the total effect result of team attachment as the independent variable and mediating variables (brand awareness, brand loyalty, purchase intention) on dependent variable and purchase intention as the independent variables. From the table, the result of independent variable to mediating variable are all significant so all the mediating variable (brand awareness, brand loyalty, purchase intention) didn't meet the criteria of step 3. So brand awareness, brand loyalty and corporate image are not mediating variable.

4.4.3 Discussion

In marketing their products, company do many ways and one of them is sponsorship. Through the year sponsorship activities done by the company is increasing. That activity pretty much help the financial condition of a football club. Therefore it is necessary to conduct a further study to find out how the impacts are getting by both parties in the activity. The elements and models used for this research were taken from previous study by (Ibrahim, 2014).

First researcher will discuss correlation between team attachment to brand loyalty, corporate image, brand awareness and purchase intention. On the first hypothesis proposed that team attachment have positive impact with brand awareness. When a person supports a particular club the person will tend to pay attention to all the activities that are done by the club that they like and this make supporter often see the name of a brand in a club then the person will tend to remember the name of the brand because it is associated with the club and this result. This result also support previous finding by Ibrahim 2011 who say that highly involve supporter make awareness of the product increasing. The second hypothesis is team attachment have positive impact on corporate image. This hypothesis was accepted and this is support previous research done by Ibrahim 2014. Ibrahim say that more highly involved supporter to the team more good image got by company, and when a company sponsorship of a club, the company will save the club's finances and make the club and it is make that company have good image on the fans. The third hypothesis is team attachment have positive relationship with brand loyalty this hypothesis also accepted and it support previous research done by esghi, kazemi 2013. By doing a sponsorship company help financial of the club and if fans highly involved with the team it will increasing their loyalty level to the brand when

they provide high quality product and when supporter need to buy some goods product who support the club will come up first. The fourth hypothesis is team attachment did not have significant effect with purchase intention. According to the result this hypothesis was rejected. This result support previous result done by Ibrahim 2014. Highly involved fans not directly cause the purchase decision because there are many things to consider when we want to make purchase decision. This result not align with Eshgi and Kazemi (2013) who stated that team attachment have positive impact with purchase intention

For the second phase of the research, it talked about the relationship of brand awareness, brand loyalty, and corporate image towards purchase intention. The fifth hypothesis was brand awareness have positive impact on purchase intention. According to the result this hypothesis was rejected and it same with previous study done by (Ibrahim 2014). High aware of product not always direct to purchase intention, it depends on what product that sponsors the club. Specs is one of Arema sponsors even though they aware of specs they will think twice if want to buy that because that's a regular used product. The sixth hypothesis was corporate image have positive impact on purchase intention. The result that hypothesis six was rejected and this contrast with research conduct with Huang and Yen (2014). Good corporate image is not enough to make fans make purchase decision, after doing sponsors activity it company will gain good image among the supporters but good image did not high enough to make people make purchase decision that is because there other consideration such as price, income, competitors and others. The last is seventh hypothesis was brand loyalty have positive impact on purchase intention. According to the result this hypothesis was acceptance and it is supported previous result by chi,yeh 2009 loyalty will increase the possibility on repurchase and they will say just on one brand.

According to the result and the relationship of the model sport sponsorship is effective enough to get the purchase intention level of football fans so the researcher come up with new model of sport sponsorship

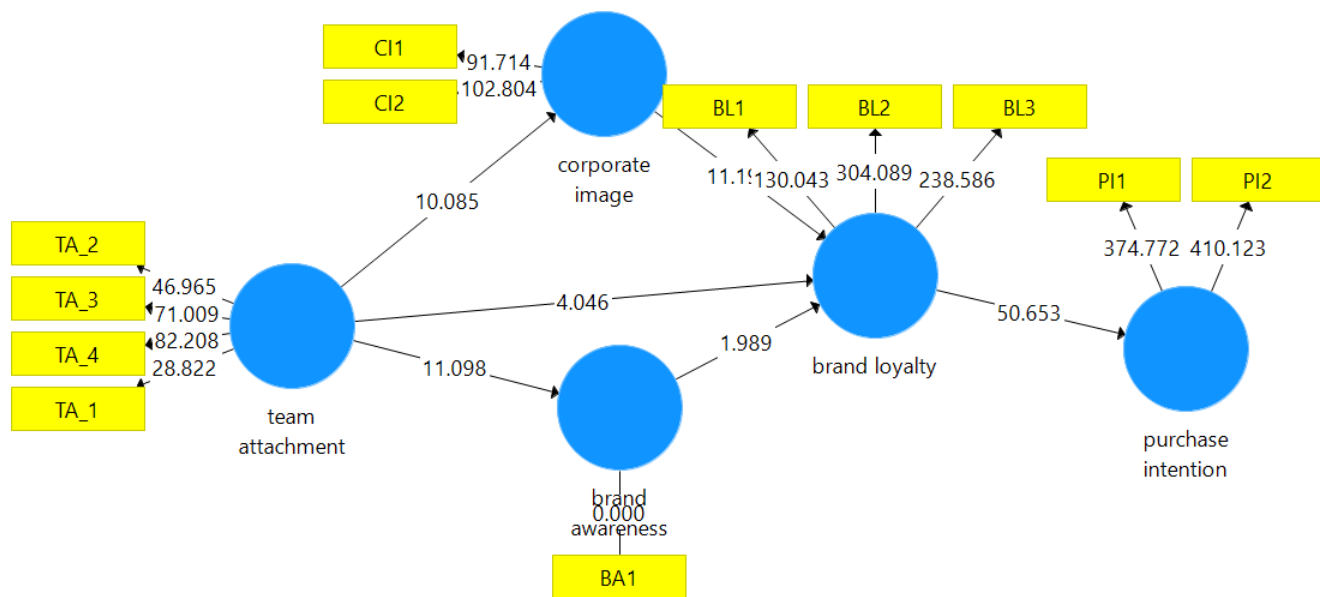


Figure 4.9 new rekomendasi model

Hypothesis	Structural Path	t-Value	Result
H1	Team Attachment -> Brand Awareness	11,098	Accepted
H2	Team Attachment -> Corporate Image	10,085	Accepted
H3	Team Attachment -> Brand Loyalty	4,046	Accepted
H4	Corporate image -> Brand Loyalty	11,190	Accepted
H5	Brand Awareness -> Brand Loyalty	1,989	Accepted
H6	Brand Loyalty -> Purchase Intention	50,653	Accepted

With the new model that come up above all of the result was above 1,96 and all hypothesis was accepted. The difference between previous model is the researcher move the brand loyalty variable make it after the variable corporate image and brand loyalty

Researcher also conducted one way ANOVA analysis to know the significant difference among 5 brand sponsors with 4 variable that conducted. The result show that in 4 variables (brand awareness, brand loyalty, corporate image, and purchase intention) Specs brand always have the highest result. That is make sense because specs is soccer apparel who support soccer kits such as shoes, jersey and the others that's make specs always on top on 4 variable. However, there is some differences of the lowest post hoc test results on each variable.

On purchase intention, brand loyalty, and corporate image variables, Ijen Nirwana always have the lowest results. It is predicted that Ijen Nirwana is name of luxury housing company brand that the company brand image did not have any relation with soccer, so the AREMA FC supporter quite hard to build the corporate image perception with soccer. In addition, House is a quite high risk product and consumers need a very complicated and comprehensive buying decision process towards it so it is not easy to create purchase intention and brand loyalty just because the soccer team attachment. While, for the brand awareness variable, the lowest results is Indosat brand because indosat logo is on the top of the jersey and that's make that logo quite hard to see and identified by AREMA FC supporters.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

This chapter will summarize the result of all research and give the recommendations for company before make a decision to doing sponsorship activity.

5.1 Conclusion

The purpose of this research is to evaluating sport sponsorship model among soccer fans in indonesia. Researcher has analyzed the relationship between team attachment, brand awareness, brand loyalty, corporate image to purchase intention. The required data was collected with a survey through spread questionnaire to people who love watch arema game and then analyzed that using PLS analysis. Beside that researcher also doing an interview with media officer of Arema FC mr sudarmadji. In the end, this research not just about effectivity of sponsorship activity in indonesia but also providing practical suggestion on what should company see and think before doing sponsorship activity.

RQ 1: How is the sport sponsorship Mechanism in Indonesia?

In sponsorship sports activities usually companies will look for a popular sport and have a lot of mobs, after that they will choose what kind of sport sponsorship they will choose whether clubs, players, or others. After that they will negotiate with the parties who will be ask to cooperate. After both parties agree with the contract memorandum of agreement will sign. Beside that club will usually invite the company to hear the presentation of the club after hearing the presentation of the club the company will have a meeting to see the profit and loss side in sponsorship activities with the club. When the company interested the company will contact the club to negotiate if both of company and club agreed with each other than the contract signature will occur. For club side clubs will usually invite companies that have sponsored last season and some potential sponsors to sponsor club in next season, then the sponsorship division will make a presentation about the vision of the club's mission and targets carried forward club. After that each of them will be given a proposal about the vision of the mission arema and target next season. After that the company will consider about the presentation in this step company and club will doing a negotiation. When company and club agree each other both of them will sign memorandum of understanding about their partnership

RQ 2: How is the relationship between variables of sport sponsorship in Indonesia?

On this research, researcher use 5 variable with 7 connection between H1 (team attachment-brand awareness), H2 (team attachment-corporate image), H3 (team attachment-brand loyalty), H4 (team attachment-purchase intention), H5 (brand awareness-purchase intention), H6 (corporate image-purchase intention), H7 (brand loyalty-purchase intention).

According to the result the the connection between team attachment with brand awareness, brand loyalty, and corporate image is proven that the greater the team attachment, the greater the brand awareness, brand loyalty and corporate image, thats because when a fans attachment level is high to a soccer club they will follow what club do and they will aware about what everthing that club does and thats make them aware about sponsors company and make them loyal to that club and also image of the sponsors is good but if fans level of attachment is high, is didn't equals with the purchase intention level because to make a purchase decision need a lot of consideration.

For the connection between brand awareness, brand loyalty, corporate image to purchase intention, the connection between 2 variable is rejected. High level of brand awareness and corporate image did not cause high of purchase intention thats cause when person make a purchase decision, they have another consideration and thats affect them to make a purchase decision, but on hypothesis brand loyalty to purchase intention the hypothesis is accepted thats because when sponsors brand become priority on their mind that will make that brand number one priority and if supported with good quality product repurchase decision will high.

5.2 Recommendation

According to the result of the research, author has some recommendation for company if they want to doing sport sponsorship activity and future research to gain deeper understanding about related things.

5.2.1. Sport sponsorship activities

When doing sport sponsorship activity company must decide what goal that they want to achieve. Researcher has presented of fans point of view regarding sponsorship activity regarding team attachment to brand awareness, brand loyalty, corporate image to purchase intention. It highly recommended to company set their goals before doing sport sponsorship activity. If company want to just increasing their corporate image and brand awareness they can do sport sponsorship activity but if they want increasing purchase intention they need to got they loyalty so company can get purchase intention from the fans. Also if company want to doing sport sponsorship activity their company image have to match or slightly match with the soccer team for example their brand have to be sports apparel or like indosat who declare want to help indonesian soccer so they got attention from people who watch soccer

5.2.2. Future Research

Evaluating the effectiveness of sponsorship in indonesia we cannot see just from one side only because supporter behaviour toward their favorite football team is different from each other. Therefore researcher recommend for future research to take data from sponsor companies so the research results will be comprehensive. The authors also recommended for future research on

sponsorship decision making from company point of view. Finally researcher recommend his future research to examine the company sales result after spnsoring the soccer club

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APPENDIX 1

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Purchase_intention	Between Groups	276,257	4	69,064	44,091	,000
	Within Groups	3171,957	2025	1,566		
	Total	3448,214	2029			
Brand_Loyalty	Between Groups	95,561	4	23,890	17,710	,000
	Within Groups	2731,681	2025	1,349		
	Total	2827,242	2029			
Corporate_Image	Between Groups	187,581	4	46,895	59,195	,000
	Within Groups	1604,221	2025	,792		
	Total	1791,802	2029			
Brand_Awareness	Between Groups	22,885	4	5,721	4,789	,001
	Within Groups	2419,113	2025	1,195		
	Total	2441,998	2029			

APPENDIX 2

Rizky : selamat siang pak sudarmadji

Bapak sudarmadji : selamat siang rizky

Rizky : saya rizky aditya maulana mahasiswa tingkat akhir di institut teknologi Bandung mungkin bapak bisa memperkenalkan diri

Bapak Sudarmaji : baik nama saya sudarmaji di AREMA sebagai manager media officer, media manager officer dalam club bola sama hal nya di perusahaan yaitu sebagai public relation tapi tugas media officer cukup luas tidak hanya sebagai public relation tapi lebih ke membangun image dari club terutama AREMA,

Rizky : mungkin bisa dijelaskan secara singkat mengenai club AREMA

Bapak Sudarmaji : AREMA lahir 11 agustus 1987 didirikan dengan latar belakang karena saat itu lahir beberapa club bola yang di kelola oleh pemerintah dalam konteks mengikuti perserikatan dan liga yang di sponsori beberapa utama. Tentunya malang sanagt ingin memiliki sebuah club bola yang di kelola secara mandiri dan dikelola secara profesional. Pada saat itu anak – anak muda malang memiliki lifestyle yaitu menonjolkan kedaerahan masing – masing jadi fanatsme sempit di setiap gang – gang dan beberapa wilayah mereka mendirikan kelompok yang mnegarah pada kekerasan dan kurang bersatunya anak – anak muda di malang dan akhirnya munculah sebuah inspirasi dari seorang jendral yaitu jendral acub zainal yang juga kebetulan merupakan seorang petinggi PSSI saat itu. Beliau berkeinginan untuk mendirikan sebuah club bola yang kelak tidak hanya sekedar menjadi kebanggaan sebagai ckub bola dan juga bisa menjadi pemersatu arek - arek malang. Kebetulan jendral acub zainal memiliki anak yaitu lucky acub zainal yang juga respek terhadap sepak bola. Beliau berdua ini mempelopori lahirnya sebuah club yang mandiri yang pada 11 agustus 1987 di beri nama AREMA saat itu AREMA mendapatkan respon yang luar biasa dari warga malang. Anak – anak muda yang waktu itu fanatisme sempit di gang nya masing – masing di wilayahnya masing – masing menjadi beraatu memberikan dukungan yang luar biasa terhadap AREMA saat itu pun AREMA tidak mendapatkan sponsor yang besar, AREMA di kelola secara kemandirian, jadi sumber dananya tidak hanya sebagai dari pak acub zainal sebagai pendiri tapi juga di bangun dari pendanaan dari tiket. Lahir tahun 1987 hampir kurang lebih mengikuti kompetisi 6 tahun AREMA berhasil mendapat gelar

galatama pada tahun 1993 juara inilah hyang menjadi modal daya tarik bagi banyak orang , banyak perusahaan dan banyak sponsor, dari situ kemudian nama AREMA menjadi sebuah nama club besar yang disegani banyak orang dan banyak club dan setelah juara mampu mempengaruhi kultur masyarakat malang bahwa AREMA ini mampu menjadi sebuah kebanggaan khusus nya untuk warga malang dan menjadi ikon kota malang dan juga menjadi jati diri warga malang. Setelah itu silih berganti perubahan pongelola sampai tahun 2003. Di malang pada saat itu terdapat sebuah club besar perusahaan rokok terbesar di jawa timur bernama Bentoel, pada saat itu Bentoel ingin sekali mengembangkan AREMA di level lebih provesional akhirnya masuklah Bentoel untuk ikut mengelola AREMA meskipun saat masa transisi kepemilikan yayasan AREMA ke Bentoel di warnai dengan turunya kasta, pada saat itu AREMA sempat degradasi ke divisi 1 pada tahun 2002/2003 namun karena pengelolaan yang cukup baik dari Bentoel hanya butuh 1 tahun untuk AREMA kembali ke kasta tertinggi liga sepakbola indonesia. Tahun 2004 sampai tahun 2008 Bentoel mengelola AREMA ini dengan profesionalisme bahkan AREMA sempat bermain di level asia yang pada saat 2005/2006 AREMA menjuari piala indonesia dan mnedapat tiket bermain di LCA (Liga Champion Asia) saat itu lah AREMA mulai dikenal di kawasan asia pada saat away ke beberapa negara yang maju sepak bolanya dan AREMA juga berkesempatan menimba ilmu mengenai profesionalisme sebuah klub, pengelolaan sponsorship dan pengelolaan banyak hal yang berkaitan dengan sepak bola termasuk era pada saat itu sebuah club sepak bola harus berbentuk perseroan terbatas (PT) akhirnya keudia AREMA dikelolal murni berbadan hukum perusahaan. Pada tahun 2009 keluar kebijakan pemerintah yang melarang sebuah perusahaan rokok dan minuman keras untuk mensponsori aktivitas olahraga akhirnya itu juga menjadi keputusan bahwa Bentoel harus melepas AREMA dan juga di internal Bentoel sendiri terdapat take over kepemilikan dan juga internal nya tidak memperbolehkan, Bentoel pada saat itu menyerahkan kepada sebuah konsorsium yang berisi beberapa tokoh birokrat, tokoh – tokoh pengusaha yang respek terhadap sepak bola masuk dalam konsorsium mengelola AREMA. Pada 2010 AREMA berhasil menjuarai liga untuk kedua kalinya, pada tahun 2010 terjadi gonjang ganjing federasi yang juga berdampak buat AREMA lalu kemudian terjadi dualisme kompetisi dan AREMA juga ingin menyelamatkan AREMA di dua kompetisi akhirnya ada AREMA yang berkompetisi di IPL dan AREMA yang berkompetisi di ISL 2010 sampai 2014 dan akhirnya FIFA memberikan sanksi terhadap AREMA melarang untuk tidak mengikuti kompetisi saat itu terjadi pergolakan AREMA yang bermain di kompetisi IPL tidak lanjut karena kompetisi bubar sedangkan AREMA

yang berkompetisi di ISL terus lanjut meskipun indonesia terkena sanksi. 2016 sanksi fifa di cabut akhirnya kemudian ada kongres yudifikasi. Kongres tersebut menggabungkan semua club – club yang pernah berkompetisi di 2 liga tersebut akhirnya 18 club isl termasuk AREMA dan 4 club ipl yang di gabung menjadi 22 club di 1 kompetisi namun dalam 4 club ipl itu tidak ada nama AREMA ipl. 22 club berkompetisi dan akhir nya pada 2018 di putuskan kompetisi diikuti 18 club dan AREMA yang sebelumnya di isl eksis sampai sekarang dan mengikuti liga yang sekarang di namai gojek traveloka liga 1. Mungkin itu sekelumit singkat mengenai sejarah AREMA. Yang jelas dalam konteks prestasi setiap tahun AREMA selalu menadapat kan piala juara walaupun hanya di level turnamen. Dalam pengelolaanya pun AREMA mengalami profesionalisme di setiap divisinya dalam perkembangan terhair AREMA yang di kelola oleh PT AREMA AREMA nia bersatu berprestasi indonesia mengalami perubahan karena kemaren ada sengketa di PT yang lama yang akhirnya PT yang lama tidak boleh di gunakan dalam aktivitas sepak bola oleh BOPI dan untuk mengikuti sepakbola indonesia harus di bentuk PT yang baru sehingga di bentuklah PT AABBI tahun 2015. Dari pembentukan PT yang baru tersebut terjadi evaluasi badan organisasi di internal club.

Rizky : AREMA sebagai salah satu club besar yang juga sudah berbadan hukum tentunya menarik perusahaan untuk mensponsor AREMA kalau dari AREMA sendiri ada gak kriteria tertentu dalam pemilihan sponsor ?

Bapak sudarmadji : tentunya ada kriteria kriterianya kita mengacu pada peraturan pemerintah yang tidak diperbolehkan mensponsori aspek olahraga misalkan ytidak boleh berbau minuman keras, tidak berbau rokok dan berbau judi. Tapi ada pengalaman tahun 2012-2013 secara performance itu merupakan sebuah perusahaan minuman beralkohol tapi di sana kita tidak memasang minuman kerasnya namun kita lebih ke foundationya. Jadi ada namanya yayasan anker. Prinsip kita melarang perusahaan rokok, minuman beralkohol, judi dan juga prostitusi.

Rizky : jadi ketika ada sebuah perusahaan ingin menjadi sponsor AREMA lalu masuk ke bagian meneger bisnis prosesnya supaya akhirnya menjadi sponsor AREMA bagaimana ?

Bapak sudarmadji : jadi sebenarnya ada 2. perusahaan yang inisiatif sendiri yang ingin ber sponsor dengan AREMA ada juga yang pendekatan dari kita dan tahapanya berbeda – beda. Untuk yang sponsor yang mengajukan atas inisiatif pihak sendiri itu akan kita

pelajari proposalnya, kita akan melakukan rapat internal tidak hanya bagian bisnis tapi juga ada bagian yang lain karena sponsor tidak hanya dalam konteks bisnis, perusahaan itu ingin di pasang di jersey atau e-board atau produk produk jurnalistik. Karena itu ketika masuk kita rapatkan komponennya, lalu kita berbicara 2 hal yaitu kontribusi dan kompensasi kontribusinya berapa dan kompensasinya apa. Setelah kita rapat kompensasi dan kontribusi munculah sebuah harga tawaran lalu harga penawaran tersebut kita sampaikan ke perusahaan lalu perusahaan yang bersangkutan mengkaji terjalin komunikasi lalu kita rapat dan akhirnya tertuang dalam MoU di pelajari lagi kontribusi dan kompensasinya jika di rasa cukup terjadi tanda tangan lalu terjadi pelaksanaan sponsorship tersebut. Kalau yang inisiatif kita, biasanya kita melakukan gathering, biasanya kita undang sponsor – sponsor yang lama dan juga mengundang beberapa sponsor yang di rasa potensial tahun depan mensponsori kita dalam hal itu teman – teman bisnis melakukan presentasikan gambaran kompetisi tahun depan seperti apa, gambaran AREMA seperti apa, lalu selesai gathering semua di bagikan proposal. Dalam proposal tersebut terdapat produk knowledge terus kemudian event program kedepan seperti apa dan kemudian dalam waktu 1 minggu teman – teman marketing mengkonfirmasi sejauh apa proses yang yang kita berikan. Selanjutnya ketika ada jawaban kita melakukan finalisasi, lalu maju ke MOU setelah MOU aktualisasi.

Rizky : untuk AREMA sendiri apakah ada paket – paket sponsorship ? dan juga ketika ingin menjadi sponsor yang di tempel di baju apakah ada kriteria khusus

Bapak sudarmadji : kita tentunya sudah memiliki beberapa paket yaitu GOLD, SILVER, RETAIL. Untuk gold meliputi hampir 80% space promosi bisa diisi. Kalau silver 50% kalau retail dihitung per pertandingan.

Rizky : berapakah income dari sponsor yang arema dapatkan dari traveloka liga 1 tsc 2016, liga indonesia 2014, liga indonesia 2013

Bapak sudarmadji: Kalau data secara digit, kami tidak dapat menyampaikan. Namun rata-rata income sponsorship memberikan kontribusi sekitar 3- sd 40 persen terhadap operasional klub.

Rizky : baik mungkin untuk sementara itu bapak terima kasih atas informasinya

Bapak sudarmadji : baik sama - sama

APPENDIX 3

Survey pengaruh dari sponsor tim terhadap sikap fans bola

* Required

Email address *

Your email

Usia *

Your answer

Jenis Kelamin *

- ☐ Laki - Laki
- ☐ Perempuan

Domisili *

Your answer

Domisili *

Your answer

Pekerjaan *

Your answer

Apakah anda merupakan fans AREMA FC *

- ☐ Ya
- ☐ Tidak

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Survey pengaruh dari sponsor tim terhadap sikap fans bola

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Survey pengaruh dari sponsor tim terhadap sikap fans bola

Ketika AREMA FC Bermain Saya Selalu Meluangkan Waktu Untuk Menonton pertandingan *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Ketika AREMA FC Bermain Kandang Saya Selalu Meluangkan Waktu Untuk Menonton Ke Stadion *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya senang membicarakan AREMA FC dengan teman - teman saya *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya sangat tertarik jika ada berita mengenai AREMA FC *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

saya selalu mengikuti perkembangan berita mengenai AREMA FC *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

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Survey pengaruh dari sponsor tim terhadap sikap fans bola

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Survey pengaruh dari sponsor tim terhadap sikap fans bola

Saya Mengetahui Bahwa SPECS Adalah Sponsor AREMA FC

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Saya Mengetahui Bahwa Corsa Adalah Sponsor AREMA FC *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Saya Mengetahui Bahwa Ijen Suite Adalah Sponsor AREMA FC *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Saya Mengetahui Bahwa Im3 Adalah Sponsor AREMA FC *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Saya Mengetahui Bahwa Tora Bika Adalah Sponsor AREMA FC *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

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Ketika saya mengetahui brand Im3 merupakan sponsor AREMA FC saya ingin mencoba menggunakan produk Im3 *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Ketika saya mengetahui brand Corsa merupakan sponsor AREMA FC Saya ingin mencoba menggunakan produk Corsa *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Ketika saya mengetahui brand Ijen Nirwana merupakan sponsor AREMA FC saya ingin mencoba hunian di Ijen Nirwana *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Ketika saya mengetahui brand Specs merupakan sponsor AREMA FC saya ingin mencoba menggunakan produk Specs *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Ketika saya mengetahui brand Tora Bika merupakan sponsor AREMA FC Saya ingin mencoba mengonsumsi Tora Bika *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Ketika saya mengetahui brand Tora Bika merupakan sponsor AREMA FC Saya ingin membeli produk Tora Bika *

1	2	3	4	5
☐	☐	☐	☐	☐

Ketika saya mengetahui brand Tora Bika merupakan sponsor AREMA FC Saya ingin membeli produk Tora Bika *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Ketika saya mengetahui brand Im3 merupakan sponsor AREMA FC Saya ingin membeli produk Im3 *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Ketika saya mengetahui brand Corsa merupakan sponsor AREMA FC Saya ingin membeli produk Corsa *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Ketika saya mengetahui brand Ijen Nirwana merupakan sponsor AREMA FC Saya ingin membeli hunian di Ijen Nirwana *

1	2	3	4	5
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Ketika saya mengetahui brand Ijen Nirwana merupakan sponsor AREMA FC Saya ingin membeli hunian di Ijen Nirwana *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Ketika saya mengetahui brand Specs merupakan sponsor AREMA FC Saya ingin membeli produk Specs *

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sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

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Survey pengaruh dari sponsor tim terhadap sikap fans bola

Tora Bika Merupakan salah satu brand yang mendukung aktivitas sepakbola di Indonesia *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Corsa Merupakan salah satu brand yang mendukung aktivitas sepakbola di Indonesia *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Im3 Merupakan salah satu brand yang mendukung aktivitas sepakbola di Indonesia *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Ijen Nirwana Merupakan salah satu brand yang mendukung aktivitas sepakbola di Indonesia *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Specs Merupakan salah satu brand yang mendukung aktivitas sepakbola di Indonesia *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Specs sebagai sponsor AREMA FC memiliki reputasi dan kredibilitas yang cukup bagus *

	1	2	3	4	5	
	☐	☐	☐	☐	☐	

Specs sebagai sponsor AREMA FC memiliki reputasi dan kredibilitas yang cukup bagus *

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sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Corsa sebagai sponsor AREMA FC memiliki reputasi dan kredibilitas yang cukup bagus *

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sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Im3 sebagai sponsor AREMA FC memiliki reputasi dan kredibilitas yang cukup bagus *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Ijen Nirwana sebagai sponsor AREMA FC memiliki reputasi dan kredibilitas yang cukup bagus *

1	2	3	4	5
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Ijen Nirwana sebagai sponsor AREMA FC memiliki reputasi dan kredibilitas yang cukup bagus *

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sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Tora Bika sebagai sponsor AREMA FC memiliki reputasi dan kredibilitas yang cukup bagus *

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Ketika saya mengetahui Brand Specs Merupakan sponsor AREMA FC, saya akan merekomendasikan produk brand tersebut kepada orang lain *

	1	2	3	4	5	
Sangat Tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Ketika saya mengetahui Brand Tora Bika Merupakan sponsor AREMA FC, saya akan merekomendasikan produk brand tersebut kepada orang lain *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangta setuju

Ketika saya mengetahui Brand Im3 Merupakan sponsor AREMA FC, saya akan merekomendasikan produk brand tersebut kepada orang lain *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Ketika saya mengetahui Brand Ijen Nirwana Merupakan sponsor AREMA FC, saya akan merekomendasikan produk brand tersebut kepada orang lain *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Ketika saya mengetahui Brand Corsa Merupakan sponsor AREMA FC, saya akan merekomendasikan produk brand tersebut kepada orang lain *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Ketika saya mengetahui Brand Corsa merupakan sponsor AREMA FC, saya menjadi Pengguna setia produk - produknya *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Ketika saya mengetahui Brand Specs merupakan sponsor AREMA FC, saya menjadi Pengguna setia produk - produknya *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Ketika saya mengetahui Brand Im3 merupakan sponsor AREMA FC, saya menjadi Pengguna setia produk - produknya *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Ketika saya mengetahui Brand Ijen Nirwana merupakan sponsor AREMA FC, saya menjadi Pengguna setia hunianya *

1	2	3	4	5
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Ketika saya mengetahui Brand Ijen Nirwana merupakan sponsor AREMA FC, saya menjadi Pengguna setia hunianya *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Ketika saya mengetahui Brand Tora Bika merupakan sponsor AREMA FC, saya menjadi Pengguna setia produk - produknya *

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sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Ketika Saya mengetahui brand Tora Bika merupakan sponsor AREMA FC, saya akan membeli lagi produk - produknya *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Ketika Saya mengetahui brand Corsa merupakan sponsor AREMA FC, saya akan membeli lagi produk - produknya *

1	2	3	4	5
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Ketika Saya mengetahui brand Corsa merupakan sponsor AREMA FC, saya akan membeli lagi produk - produknya *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Ketika Saya mengetahui brand Im3 merupakan sponsor AREMA FC, saya akan membeli lagi produk - produknya *

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sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Ketika Saya mengetahui brand Ijen Nirwana merupakan sponsor AREMA FC, saya akan membeli lagi hunian yang ada di sana *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Ketika Saya mengetahui brand Specs merupakan sponsor AREMA FC, saya akan membeli lagi produk - produknya *

1	2	3	4	5
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Ketika Saya mengetahui brand Ijen Nirwana merupakan sponsor AREMA FC, saya akan membeli lagi hunian yang ada di sana *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

Ketika Saya mengetahui brand Specs merupakan sponsor AREMA FC, saya akan membeli lagi produk - produknya *

	1	2	3	4	5	
sangat tidak setuju	☐	☐	☐	☐	☐	sangat setuju

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