

# Pengaruh event sponsorship dan publicity terhadap corporate image = The influence of event sponsorship and publicity towards corporate image

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## Abstrak

[<b>ABSTRAK</b><br>

Penelitian ini dilatarbelakangi kegiatan corporate dalam membentuk image positif dengan menggunakan event dan publisitas Penelitian ini meneliti event sponsorship dalam olahraga lari yaitu pada event Runforiver UI Half Marathon 2015 Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan metode survei Penelitian ini menggunakan angket sebagai teknik pengumpulan data yang dibagikan kepada 255 responden penelitian Penelitian ini menggunakan analisis regresi berganda sebagai teknik analisis data untuk pengujian hipotesis penelitian Hasil penelitian ini menemukan adanya pengaruh yang ditimbulkan oleh kegiatan event sponsorship dan publisitas terhadap pembentukan corporate image Universitas Indonesia Hasil penelitian menunjukkan bahwa semakin tinggi nilai event sponsorship dan publisitas yang dimiliki oleh suatu corporate akan berdampak pada semakin tinggi pula citra dari corporate tersebut.

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<b>ABSTRACT</b><br>

The research showed the positive image the corporate activity had by using event and publicity as its background The research used the Runforiver UI University of Indonesia Half Marathon 2015 a track and field sponsorship event as the sample case This research used a quantitative approach with a survey method The data were collected using questioners which were distributed to 255 respondents It used a double regression analysis as the data analyzing technique to test the researcher's hypothesis The result showed that there was an influence from the event sponsorship activity and publicity towards building UI's corporate image The result showed that the better the corporate's event sponsorship and publicity is then the better the corporate image will be ;The research showed the positive image the corporate activity had by using event and publicity as its background The research used the Runforiver UI University of Indonesia Half Marathon 2015 a track and field sponsorship event as the sample case This research used a quantitative approach with a survey method The data were collected using questioners which were distributed to 255 respondents It used a double regression analysis as the data analyzing technique to test the researcher's hypothesis The result showed that there was an influence from the event sponsorship activity and publicity towards building UI's corporate image The result showed that the better the corporate's event sponsorship and publicity is then the better the corporate image will be , The research showed the positive image the corporate activity had by using event and publicity as its background The research used the Runforiver UI University of Indonesia Half Marathon 2015 a track and field sponsorship event as the sample case This research used a quantitative approach with a survey method The data were collected using questioners which were distributed to 255 respondents It used a double regression analysis as the data analyzing technique to test the researcher's hypothesis The result showed that there was an influence from the event sponsorship activity and publicity

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