

Pengaruh attachment dan penggunaan social media terhadap attitude toward sponsor study kasus: sponsorship pada europe big five football league = The impact of attachment and social media usage to attitude toward sponsor: case study sponsorship to europe big five football league

Hanif Raka Aditya, author

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Abstrak

Proporsi terbesar pada Global Sponsorship Spending tahun 2015 terletak pada sponsorship pada bidang olahraga. Sepak bola merupakan olahraga yang paling banyak menyerap dana sponsorship di Eropa. Sponsorship pada sepak bola Eropa dikuasai oleh lima liga terbesar Eropa (Big Five Leagues) yaitu Liga Primer Inggris, Liga BBVA Spanyol, Liga Italia Serie A, Bundesliga Jerman, dan Ligue 1 Perancis. Penelitian ini menguji Team Attachment, Perceived Fit, Perceived Sincerity, dan Social Media Consumption penggemar sepak bola di Indonesia terhadap Attitude toward Sponsor dan Purchase Intention produk sponsor klub-klub liga tersebut. Olah data penelitian ini menggunakan metode PLS-SEM. Hasilnya, Team Attachment memiliki pengaruh positif terhadap Perceived Sincerity yang berujung pada pengaruh positif pada Attitude toward Sponsor dan Purchase Intention. Perceived Fit juga memiliki pengaruh positif terhadap Purchase Intention. Sedangkan Social Media Consumption tidak memiliki pengaruh positif terhadap Purchase Intention.

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The biggest proportion in Global Sponsorship Spending 2015 is on the Sport Sponsorship. Football is kind of sport which absorb the most sponsorship money in Europe. Sponsorship in European Football is dominated by English Premier League, Spain's Liga BBVA, Italy's Serie A, Bundesliga Germany, and France's Ligue 1. This research examines the impact of Team Attachment, Perceived Fit, Perceived Sincerity, and Social Media Consumption of Indonesian football fans to Attitude toward Sponsor and Purchase Intention toward sponsor products. The research data is run by PLS-SEM. The results show that Team Attachment has positive impact on Perceived Sincerity which in the end also has a positive impact on Attitude toward Sponsor and Purchase Intention. Perceived Fit also has positive impact on Purchase Intention. In other way, Social Media Consumption doesn't have positive impact on Purchase Intention.