

Analisis pengaruh kongruitas sponsorship dalam strategi pemasaran merek halal (Studi kasus: Wardah & acara festival) = The sponsorship congruity impact analysis on halal brand marketing strategy (Study case: Wardah & festival events).

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Abstrak

Pertumbuhan populasi Muslim di dunia turut mendorong peningkatan permintaan terhadap produk halal. Kosmetik halal menjadi salah satu komoditas yang paling diminati, termasuk di Indonesia. "Wardah", merek kosmetik halal pertama di Indonesia milik PT Paragon Technology and Innovations, memiliki pangsa pasar kosmetik terbesar di Indonesia pada tahun 2018. Salah satu strategi yang dilakukan Wardah untuk meraih posisi tersebut adalah dengan men-*sponsor*-i acara Prambanan Jazz, Jazz Goes To Campus, dan The 90's Festival. Penelitian ini bertujuan untuk menganalisis pengaruh *sponsorship* terhadap merek halal berdasarkan Teori Kongruitas, melalui hubungan antarvariabel citra dari acara, merek *sponsor*, dan diri pengunjung acara. Hipotesis diuji menggunakan sampel berupa gabungan 331 orang pengunjung acara tersebut dan *structural equation modeling* (SEM). Hasil penelitian menunjukkan bahwa kongruitas *sponsorship* memiliki pengaruh positif terhadap pengembangan merek halal melalui penciptaan sikap positif atas merek yang nantinya juga mempengaruhi loyalitas konsumen.

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World's Muslim population growth has contributed to an increase in demand for halal products. Halal cosmetic is one of the most demanded commodities, including in Indonesia. "Wardah", Indonesia's first halal cosmetic brand owned by PT Paragon Technology and Innovations, had the largest share of Indonesia's cosmetics market in 2018. One of Wardah's strategies to achieve this position was by sponsoring the Prambanan Jazz, Jazz Goes To Campus, and The 90's Festival events. Using Congruity Theory, the purpose of this study was to examine sponsorship effects on halal brands based on the relationship among the images of the event, sponsoring brand, and visitor's self. The hypothesis was tested by 331 event visitors using structural equation modeling (SEM). The findings indicate that sponsorship congruity has positive influences on the development of the halal brand through the creation of positive brand attitude which, in turn, influence consumer's brand loyalty.