

ABSTRAK

Meningkatnya intensitas pensponsoran olahraga di Indonesia menuntut pemasar memahami bagaimana persepsi konsumen terhadap motivasi sponsor memengaruhi respons sikap dan niat beli. Meskipun penelitian terdahulu telah banyak mengkaji efektivitas pensponsoran dalam konteks liga profesional internasional, studi yang menguji mekanisme psikologis tersebut dalam konteks nasionalisme tinggi seperti pendukung Tim Nasional Indonesia masih terbatas. Untuk menjawab kesenjangan tersebut, penelitian ini mengadopsi *Self-Determination Theory* (Deci & Ryan, 1985) untuk menganalisis bagaimana persepsi motivasi pensponsoran AQUA yang bersifat altruistik dan egoistik memengaruhi sikap konsumen serta niat beli, dengan sikap sebagai variabel mediasi. Data dikumpulkan dari 190 pendukung Tim Nasional Indonesia yang mengetahui pensponsoran AQUA dan dianalisis menggunakan *partial least squares structural equation modeling* (PLS-SEM) SmartPLS 4. Hasil menunjukkan persepsi motivasi altruistik berpengaruh positif signifikan terhadap sikap konsumen, serta sikap memediasi secara penuh hubungan altruistik-niat beli. Sebaliknya, persepsi motivasi egoistik tidak signifikan terhadap sikap maupun niat beli. Temuan ini memperkuat *Self-Determination Theory* bahwa motivasi intrinsik (altruistik) menghasilkan internalisasi yang lebih kuat dibanding ekstrinsik dalam konteks nasionalisme tinggi. Secara praktis, AQUA disarankan menonjolkan komitmen tulus dalam komunikasi pensponsoran untuk membangun sikap positif dan konversi pembelian pendukung Timnas.

Kata kunci: Persepsi motivasi pensponsoran, sikap konsumen, niat beli, *Self-Determination Theory*, PLS-SEM, Tim Nasional Indonesia.

ABSTRACT

The growing intensity of sports sponsorship in Indonesia demands marketers understand how consumer perceptions of sponsor motivation influence attitude responses and purchase intention. While prior studies extensively examined sponsorship effectiveness in international professional league contexts, research testing these psychological mechanisms in high-nationalism settings, such as Indonesian National Team supporters, remains limited. Addressing this gap, this study adopts Self-Determination Theory (Deci & Ryan, 1985) to analyze how perceptions of AQUA sponsorship motivation—altruistic and egoistic—affect consumer attitude and purchase intention, with attitude serving as the mediating variable. Data were collected from 190 Indonesian National Team supporters aware of AQUA sponsorship and analyzed using partial least squares structural equation modeling (PLS-SEM) via SmartPLS 4. Findings reveal that perceived altruistic motivation positively and significantly influences consumer attitude, while attitude fully mediates the altruistic motivation-purchase intention relationship. Conversely, perceived egoistic motivation demonstrates no significant effect on either attitude or purchase intention. These findings strengthen Self-Determination Theory by demonstrating that intrinsic motivation (altruistic) produces stronger internalization compared to extrinsic motivation in high-nationalism contexts. Practically, AQUA is recommended to emphasize genuine commitment in sponsorship communication to build positive attitudes and enhance purchase conversion among National Team supporters.

Keywords: *sponsorship, motivation perception, consumer attitude, purchase intention, Self-Determination Theory, PLS-SEM, Indonesian National Team*