

Intisari

Tujuan penulisan penelitian ini untuk mengukur pengaruh *sponsorship* terhadap respon konsumen pada produk rokok “Djarum Super” dan minuman berenergi “Extra Joss”. Hipotesis yang diajukan terdiri dari (1) Kesukaan pribadi terhadap acara berpengaruh positif dengan respon acara olah raga, (2) Status acara berpengaruh positif dengan respon acara olah raga, (3) Sikap terhadap sponsor akan berpengaruh positif dengan tingkat respon acara olah raga, (4) Pandangan ketulusan perusahaan berhubungan positif dengan tingkat respon acara olah raga, (5) Pandangan ketidakfokusan berhubungan negatif dengan tingkat respon acara olah raga, (6) Tingkat kesesuaian antara perusahaan yang mensponsori acara dan acara yang disponsori memiliki hubungan positif dengan respon acara olah raga, (7a) Semakin tinggi level kesesuaian antara perusahaan yang mensponsori acara dan acara yang disponsori, semakin kuat hubungan antara kesukaan pribadi terhadap acara dan respon acara, (7b) Semakin tinggi level kesesuaian antara perusahaan yang mensponsori acara dan acara yang disponsori, semakin kuat hubungan antara status acara dan respon acara, (7c) Semakin tinggi level kesesuaian antara perusahaan yang mensponsori acara dan acara yang disponsori, semakin kuat hubungan antara sikap terhadap perusahaan dan respon acara.

Penelitian ini dilakukan di Universitas Gadjah Mada (UGM) dengan menggunakan responden mahasiswa UGM sejumlah 150 mahasiswa. Sedangkan jenis penelitiannya adalah nonprobability sampling dengan menggunakan convenience sampling sebagai metode pengambilan sample dan menggunakan skala Likert skala 1 sampai 7 untuk mengukur kuesionernya.

Hasil penelitian menunjukkan ada pengaruh yang signifikan terhadap PT. Djarum Kudus pada variabel kesesuaian antara sponsor dan acara, status acara, dan ketulusan sponsor untuk variabel ketertarikan (interest). Variabel kesesuaian antara sponsor dan acara, kesukaan pribadi terhadap acara, status acara, ketulusan sponsor, kesesuaian antara sponsor dan acara terhadap status acara untuk variabel perasaan positif (favorable). Variabel kesukaan pribadi, status acara, kesesuaian antara sponsor dan acara terhadap status acara, kesesuaian antara sponsor dan acara dengan sikap responden terhadap perusahaan untuk variabel ketertarikan responden untuk menggunakan produk perusahaan (use). Pengaruh yang signifikan juga terjadi pada variabel-variabel untuk PT. Bintang Tojoe, yaitu variabel status acara, dan ketulusan sponsor, serta kesesuaian antara sponsor dan acara dengan sikap responden terhadap perusahaan akan berpengaruh signifikan pada variabel ketertarikan (interest). Variabel sikap terhadap sponsor, kesesuaian antara sponsor dan acara, ketidakfokusan perusahaan, kesesuaian antara sponsor dan acara dengan sikap responden terhadap perusahaan akan berpengaruh signifikan pada variabel perasaan positif (favorable). Variabel sikap terhadap sponsor, kesukaan pribadi, kesesuaian antara sponsor dan acara terhadap status acara, kesesuaian antara sponsor dan acara dengan sikap responden terhadap perusahaan akan berpengaruh signifikan pada variabel ketertarikan responden untuk menggunakan produk perusahaan (use).

Kata kunci: Sponsorship, sponsor, respon

Abstract

This research was based on the competition which was happened between two or more company in order to examine the influence of the sponsorship to the consumer response on PT. Djarum Kudus “Djarum Super” cigarette and PT. Bintang Toejoe “Extra Joss” energy drink. The Hypothesis tested were (1) Personal liking for the sponsored event will be positively associated with sport sponsorship response, (2) Perceived status of the sponsored event will be positively associated with sport sponsorship response, (3) Attitude toward the sponsor will be positively associated with the level of sports sponsorship response, (4) Perceived sincerity of the sponsor is positively associated with the level of sports sponsorship response (5) Perceived ubiquity of the sponsor is negatively associated with the level of sport sponsorship response, (6) The level of fit between the sponsoring company and the sponsored event is positively associated with level of sports sponsorship response, (7a) The higher the level of fit between the sponsoring company and the sponsored event, the stronger the positive association between a personal liking for the event and sponsorship response, (7b) The higher the level of fit between the sponsoring company and the sponsored event, the stronger the positive association between perceived status of the event and sponsorship response, (7c) The higher the level of fit between the sponsoring company and the sponsored event, the stronger the positive association between attitudes about the company and sponsorship response.

The research was done in Gadjah Mada University, the respondent were 150, taken by nonprobability sampling with convenience sampling method and used likert scale 1 to 7 scaling to measure the questionnaire

The research result indicate significant influences to PT. Djarum Kudus on the level of fit between the sponsoring company and the sponsored event, event status, and perceived sincerity of the sponsor for interest variables. The level of fit between the sponsoring company and the sponsored event, personal liking for the sponsor, status event, and perceived sincerity of the sponsor will significantly influence to the favorable variables. Personal liking for the sponsored, event status and the level of fit between the sponsoring company and the sponsored event will significantly influence to the consumer willing to use the sponsored products. The significant influences to PT. Bintang Toejoe on the status event, perceived sincerity of the sponsor, the level of fit between the sponsoring company and the sponsored event to the company will significantly influence to the interest variables. Attitude toward the sponsor, the level of fit between the sponsoring company and the sponsored event, perceived ubiquity of the sponsor will significantly influence to the favorable variables. Attitude toward the sponsor, personal liking for the sponsor, the level of fit between the sponsoring company and the sponsored event will significantly influence to the consumer willing to use the sponsor products.

Key words: Sponsorship, sponsor, response