

Unlocking the Power of Event Sponsorship: How Attitudes and Brand Image Fuel Purchase Intentions

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ABSTRACT

Event sponsorship, as part of promotion, offers opportunities for brands to increase visibility through involvement in events that match the interests of the target audience. The method used in this research is quantitative method and will be analyzed with the Structural Equation Model (SEM). The target of this research is the audience of the Reality Club Concert which is presented in Jakarta sponsored by the Kapal Api brand. The sampling method is a non-probability sampling technique with a convenience sampling approach, then continued with a snowball sampling approach which is carried out by relying on personal contacts taken from the results of the previous approach, namely the results of convenience sampling. total respondents were 200 in this study. This study found that sponsor-event congruence significantly improved brand image and attitude toward sponsor, which in turn, improved purchase intention. In contrast, involvement and exposure to the sponsored event had no significant influence on attitude towards the sponsor. Based on the results of the study, it can be concluded that involvement and exposure to sponsored events do not have a significant effect on attitudes towards sponsors. However, sponsor-event congruence has a positive and significant influence on attitude towards the sponsor and brand image. In addition, brand image also has a positive and significant impact on attitude towards the sponsor. Finally, attitude towards sponsor and brand image have a positive and significant influence on purchase intention in the case study of Brand Kapal Api at Reality Club Concert.

Keywords: Event sponsorship, Attitudes, Brand image, Purchase intentions

INTRODUCTION

Nowadays, brand awareness has become an important focus in marketing. In increasing brand awareness, the promotional mix has a strategic role, including the public relations aspect where event sponsorship plays a significant role (Grimaldi, 2014). The concept of marketing mix, or marketing mix, integrates important elements in a marketing strategy to achieve optimal results. Known as the 4Ps, which include product, price, distribution (place), and promotion, this concept guides organizations in managing these elements to achieve desired marketing objectives. In the context of promotion, communication activities regarding product advantages and persuasion to potential customers are key (Kayode, 2014).

Event sponsorship, as part of promotion, offers brands the opportunity to increase visibility through involvement in events that match the interests of the target audience (Cornwell, 2020). Kopi Kapal Api, for example, chose to be involved as a sponsor in the event “Reality Club Present: The Show Live in Jakarta,” which demonstrates the strategic application of event sponsorship in the promotional mix to build awareness and a positive brand image in the eyes of consumers. Through event sponsorship, brands can utilize music as a universal language and an attractive communication medium to deliver messages to targeted audiences, build brand identity, and ultimately, influence consumer purchase intentions.

The role of event sponsorship in the marketing industry is increasingly becoming a key focus, especially amidst fierce competition. Event sponsorship offers brands the opportunity to increase their visibility through involvement in events that are popular and appealing to their target audience. One popular form of event sponsorship is brand involvement in entertainment events, such as concerts or live performances. Kopi Kapal Api, as a well-known coffee brand, was involved as a sponsor in the event “Reality Club Present: The Show Live in Jakarta”. Sponsorship is a marketing communication activity carried out by a company by providing financial assistance to an event, organization or individual in return for the placement of corporate identity in the form of a brand name, symbol or logo of the company or product for publicity purposes. Sponsorship activities are often carried out by companies to increase their brand awareness and brand image in the minds of consumers. In addition, sponsorship is also usually done when a company launches a new product to introduce the product to consumers. Before providing sponsorship, marketers will usually analyze how much profit the company will get when providing sponsorship, how likely the sponsorship can increase the equity of a brand, and how likely the sponsored activity or institution will be seen by potential consumers and publicized through the media.

Event Sponsorship for events in the music sector is the most common. Many brands utilize music as a form of marketing, such as Sampoerna A Mild through the A Mild Live program, Indosat through the Collaboration Tour program, and Indomie with the Brave Indomie Jingle competition. According to Faisal (2005), Music is a universal language that can include many people. Music has now become a promising industry and triggered the growth of many businesses (El-Taher, 2017). Music is an interesting and unique communication tool because it can attract the attention of target consumers (Khan et al., 2021). In addition, of course, music can shape the image of a product brand. The way through music can also shape the identity of a brand that is desired by producers and form consumer brand loyalty.

In Indonesia itself, companies are also starting to enter the realm of sponsoring music events for certain artists. This is based on ensuring that the sponsorship given is right on target for the segment to be addressed. Examples of companies that do Event Sponsorship for artists are of course as seen in Table 1.1, usually a brand will do Event Sponsorship for an artist's Solo Concert / Tour. There are many more Indonesian companies that conduct sponsorship activities with single concerts of certain artists.

**Table 1 Companies that Become Famous Artist Solo Concert Sponsor
in 2019-2023**

Sponsor Company	Sponsored artist	Sponsored events
Indihome	Rossa	Rossa 25 Shining Years Concert
Mandiri Bank	Iis Sugianto	Iis Sugianto 44 Love Memories
Garuda Indonesia	Sincere	Sincere Sewindu Festival

Steamer	Ari Lasso	Festival Ari Lasso Coffee
Memories Coffee Just for you	Isyana Sarasvati	Lexiconconcert Tour
Aqua	Raisa	Raisa It's Personal Showcase

Source: Data management by the author

Event sponsorship has become a significant marketing strategy in supporting brand growth. Increased competition in the market and changing consumer behavior require companies to identify creative ways to reach and retain customers (Su & Kunkel, 2021). Through event sponsorship, companies can associate their brand with the positive experience generated by a particular event, thus creating positive associations among consumers.

According to the Ministry of Agriculture's Agricultural Data and Information System Center, national coffee consumption in 2023 will reach around 250 thousand tons and grow 10.54% to 276 thousand tons. Indonesia's coffee consumption during the 2021-2023 period grew by an average of 8.22% per year. In 2023, coffee supply is predicted to reach 795 thousand tons with consumption of 370 thousand tons, resulting in a surplus of 425 thousand tons (Widiastuti et al., 2024). One of Indonesia's well-known coffee producers is Kapal Api Coffee, which is a ground coffee product produced by PT Santos Jaya Abadi which was founded in 1927, now 90 years old, this Kapal Api coffee company has become an instant coffee drink. Kapal Api coffee has dominated the ground coffee market share in the last three years, although in 2022 Kapal Api coffee decreased to 42.10 percent and in 2023 it reached 52.90 percent, Kapal Api coffee remains the choice of consumers who remain loyal and have many consumers who enjoy instant ground coffee.

Several previous studies have explored the relationship between event sponsorship, attitudes towards sponsors, and consumer purchase intentions. However, there is still a knowledge gap regarding the specific context of event sponsorship in the coffee industry, particularly in entertainment events such as "Reality Club Present: The Show Live in Jakarta". Kopi Kapal Api, as one of the most widely recognized coffee brands in Indonesia, chose to be involved as a sponsor in the Reality Club event. This decision was probably made with the aim of increasing brand awareness, reaching a wider target audience, and capitalizing on the positive association with the entertainment event.

The band Reality Club was chosen as the focus of this research because it has various unique characteristics that make it an interesting subject. Firstly, Reality Club has significant popularity with over 3 million listeners per month, which shows its wide influence in the music industry. Secondly, the band has won various categories in Indonesian music awards, which confirms the quality of their music and achievements in the national music scene. Third, the large number of stages reflects intensive activities and opportunities for direct interaction with fans, which contributes to the formation of a loyal fan base (Zagnoli & Radicchi, 2015). Fourth, the presence of loyal fans indicates a strong emotional attachment between the band and its fans, which can influence the dynamics of interaction at music events.

In the context of research related to the effect of Event Sponsorship on Purchase Intention, there are three main concepts that play an important role in understanding the dynamics of interaction between an event and its audience. First, "Engagement with the Sponsored Event" refers to the extent to which individuals actively engage and interact with the sponsored event, indicating the importance of their emotional and cognitive attachment to the event. Secondly, "Exposure to the Sponsored Event" describes the extent to which an individual is exposed to an event, which could be through direct

attendance or other media, highlighting the importance of reach and frequency of exposure to the effectiveness of sponsorship (Aragonés-Jericó et al., 2023). Finally, "Sponsor-Event Congruence" emphasizes the importance of congruence between the sponsor's values and image and the sponsored event, where high congruence can increase audience trust and positive intentions towards the sponsor's brand. These three concepts together form the foundation for understanding how Event Sponsorship can influence consumer behavior in the context of sponsored events.

In a study conducted by Chen & Zhang (2011), a theoretical framework was created to recognize the components that fans perceive as consequences or effects of sponsorship (Lim et al., 2018). Madrigal (2001) emphasizes that a deep understanding of consumers' feelings and views towards sponsors is an important aspect that has a significant influence on consumers' interest in making purchases. The importance of event sponsorship is not only limited to brand exposure, but can also influence consumer behavior, especially in terms of purchase intention (Melovic et al., 2019). In research by Nguyen & Vu (2022) Involvement with sponsored events, Sponsor-event congruence, Exposure to a sponsored event has a positive effect on Attitude towards sponsors, and attitude towards sponsors has a positive effect on purchase intention when explained at a concert event of one of the rappers in Vietnam. In this study, there are gaps related to the brand image of the brand that does the sponsorship, whether the sponsorship event has an impact on purchase intention alone or has an impact on brand image (Nguyen & Vu, 2022). Meanwhile, the author also found in Hutabarat, Penny and Gayatri, Gita's (2014) research that Sponsor-Event Congruence has a positive influence on brand image as well as brand image and attitude, then brand image and attitude have a positive influence on purchase intention at the Java Jazz Festival, but this study only examines the congruence between sponsors and sponsored events, so there is a gap regarding how other event sponsorship factors affect attitude and brand image. From these two studies, the authors are interested in researching and completing the gap from previous research, where event sponsorship can affect the brand image of the brand sponsoring the music event and also examine how brand image affects purchase intention. Therefore, further research needs to be conducted to understand the extent of the influence of event sponsorship on purchase intention, by considering the mediating role of attitude and brand image.

The objectives of this study are: 1) Analyzing the influence of Involvement with sponsored event, Sponsor-event congruence, and Exposure to a sponsored event on Sponsor Attitude in the case study of Brand Kapal Api at Reality Club Concert; 2) Analyzing the influence of Sponsor-event congruence factors on Brand Image in the case study of Brand Kapal Api at Reality Club Concert; 3) Analyzing the influence of Brand Image on Attitude towards sponsors in the case study of Brand Kapal Api at Reality Club Concert; and 4) Analyzing the influence of Attitude towards sponsors and Brand Image on Purchase intention in the case study of Brand Kapal Api at Reality Club Concert. The benefits of this research are intended for further research and for management, namely companies that can sponsor music events. The theoretical benefit is to add insight and become a reference for further research related to event sponsorship and concert marketing. The practical benefit is to provide a reference for companies in developing marketing strategies in the form of sponsorship that is directly related to event consumers at music events, as well as knowing the effect of Event Sponsorship on Brand Image and Purchase Intention on the brand's products.

RESEARCH METHODS

The research design used in this study is a cross sectional design, which is a research design formed by collecting data from one particular respondent who can only be done once in a certain period of time. The primary data collection technique uses a questionnaire, which contains written questions that must be answered by respondents. In this study, the intended respondents were Indonesian people who

came and attended the Reality Club Concert held at Balai Sarbini, Jakarta on November 17, 2023 in Indonesia as spectators and had never bought Kapal Api coffee as a form of purchasing decision. In this study, the method used is quantitative method and will be analyzed using Structural Equation Models (SEM). The target of this research is the Reality Club concert audience who are present and watch live and know that the Reality Club concert in Jakarta is sponsored by the Kapal Api brand. The sampling method is a non-probability sampling technique with a convenience sampling approach, then continued with a snowball sampling approach which is carried out by relying on personal contacts taken from the results of the previous approach, namely the results of convenience sampling. The sample size needed in this study is 5n, which is 5 times 40 (total question items) (questionnaire attached in appendix 1), so that the total number of respondents is 200 people. In this study, a single cross-sectional research method was used where only one sample of respondents was selected from the target population. The proposed hypothesis aims to examine the influence of Involvement with sponsored events, Exposure to sponsored events, Sponsor-event congruence, on attitude towards sponsors, and Brand Image and on Purchase Intention.

RESULTS AND DISCUSSION

Structural Model Testing

Based on the research paradigm, there are 3 (three) sub-structure model equations that will be tested in this research. The results of statistical testing on the structural model measurements in this research resulted in the path coefficient values for each sub-structural equation as follows:

$$BI = 0.822*SEC + 0.324; R^2 = 0.676$$

$$ATS = 0.029*ISE + 0.075*ESE + 0.475*SEC + 0.440*BI + 0.148; R^2 = 0.852$$

$$PI = 0.227*ATS + 0.685*BI + 0.209; R^2 = 0.791$$

Information:

BI : Brand Image
 SEC : Sponsor-event congruence
 ISE : Involvement with sponsored event
 ESE : exposure to sponsored events
 ATS : Attitude toward sponsor
 PI : Purchase Intention

Before testing the hypothesis on the structural model, the level of model suitability is first tested using the goodness of fit index approach. This was done with the aim of finding out whether the model built on a theoretical basis has a good match with empirical data collected through questionnaire instruments in the field. The test results are presented in Table 2 below:

Table 2 Results of Model Fit Testing (Goodness of Fit Model)

GOF	Acceptable Match Level	Model Index	Explanation
Chi-square	chi-square $\leq 2df$ (good fit), $2df < \text{chi-square} \leq 3df$ (marginal fit)	673.1 < 2df (628)	Good Fit
P-value	$P \geq 0.05$	0.001	Bad Fit
GFI	$GFI \geq 0.9$ (good fit), $0.8 \leq GFI \leq 0.9$ (marginal fit)	0.832	Marginal Fit
RMR	$RMR \leq 0.5$	0.054	Good Fit
RMSEA	$0.05 < RMSEA \leq 0.08$ (good fit), $0.08 < RMSEA \leq 1$ (marginal fit)	0.068	Good Fit
NNFI	$NNFI \geq 0.9$ (good fit), $0.8 \leq NNFI \leq 0.9$ (marginal fit)	0.979	Good Fit
NFI	$NFI \geq 0.9$ (good fit), $0.8 \leq NFI \leq 0.9$ (marginal fit)	0.966	Good Fit

GOF	Acceptable Match Level	Model Index	Explanation
AGFI	$AGFI \geq 0.9$ (good fit), $0.8 \leq AGFI \leq 0.9$ (marginal fit)	0.798	Bad Fit
RFI	$RFI \geq 0.9$ (good fit), $0.8 \geq RFI \leq 0.9$ (marginal fit)	0.962	Good Fit
CFI	$CFI \geq 0.9$ (good fit), $0.8 \leq CFI \leq 0.9$ (marginal fit)	0.981	Good Fit

Source : Results of research data processing

Based on Table 2, it can be seen that of the 10 Goodness of fit indicators, there are 2 indicators that are in the bad fit category. Meanwhile, the other indicators have marginal fit and good fit categories. So in this way the research model continues with testing the research hypothesis. Next, the research hypothesis was tested. The results of research hypothesis testing are shown in Figure 1.

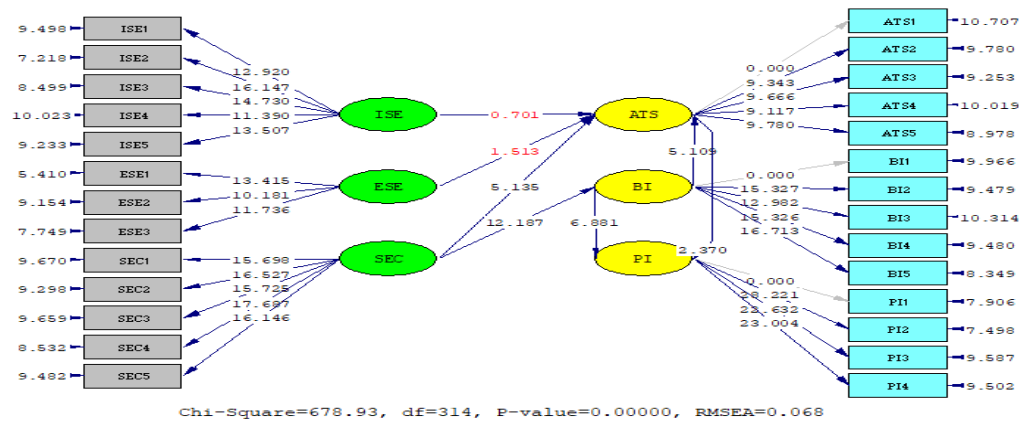


Figure 1 Structural Model Diagram of T-Value Research

Source: Results of research data processing

The values that appear in the t-value structural model show the calculated t value of each variable relative to other variables. The condition is that if the calculated t value is greater than 1.96 then it means there is a significant influence of one variable on another variable and vice versa if the value is less than 1.96 then it means there is no significant influence. This explanation will be discussed in more detail in hypothesis testing (Park, 2015). Then the magnitude of the influence between the resulting latent variables can be determined by looking at the value of the path coefficient formed. The path coefficient values formed in this study are shown in Figure 2.

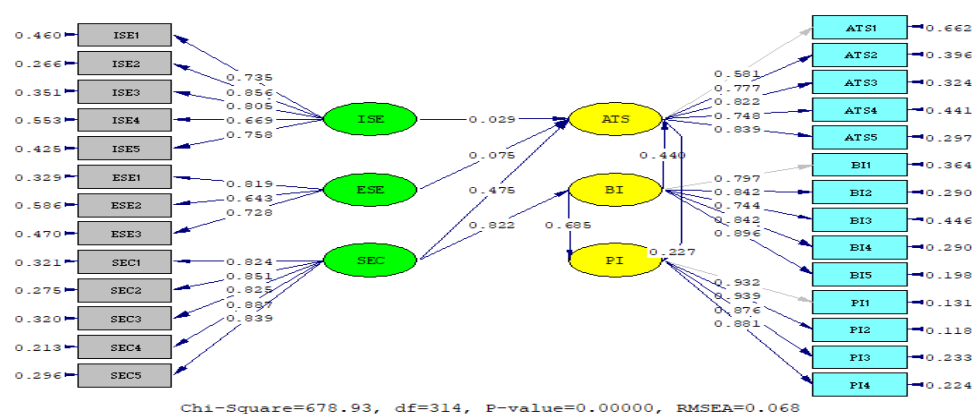


Figure 2 Standard Solutions Structural Model Diagram

Source: Results of research data processing

The values that appear in the standardized solution structural model are the path coefficient values used in the equation and to see the direction of the relationship between variables (Loehlin & Beaujean, 2016). If the value is positive, it means that when there is an increase in one variable, other variables will increase according to the magnitude of the path coefficient. And conversely, if the direction of the relationship is negative, then when there is an increase in one variable, the other variables will decrease according to the magnitude of the path coefficient. After obtaining the path coefficient and t-statistic values, statistical hypothesis testing is then carried out which will be explained in more detail in the discussion of hypothesis testing.

Statistical Hypothesis Testing

Based on the research framework and structural model drawing, hypothesis testing can be made as follows.

1. Hypothesis Testing 1

Hypothesis 1 in this research is that **Involvement with sponsored events has a direct positive effect on attitude towards sponsor brand Kapal Api at the Reality Club Concert**. The following are the results of the description of the hypothesis 1 model.

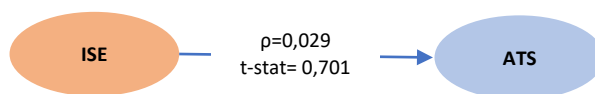


Figure 3 Image results for Hypothesis 1

Based on this figure, it can be seen that the path coefficient obtained from the influence of the Involvement with sponsored event variable on the attitude towards sponsor variable is $p = 0.029$ with a calculated t value = 0.701, where this value is smaller than 1.96, thus stating that there is no significant influence between Involvement. with sponsored event towards attitude towards sponsor y. The coefficient value of 0.029 in the parameter coefficient means that the more you agree with Involvement with sponsored events, the more you agree with the attitude towards sponsors (Koronios et al., 2022). These results do not support the proposed hypothesis, where involvement with sponsored events has a direct positive effect on attitude towards the sponsor brand Kapal Api at the Reality Club Concert, but it is not significant.

2. Hypothesis Testing 2

Hypothesis 2 in this research is that **Exposure to sponsored events has a direct positive effect on attitude towards sponsor brand Kapal Api at the Reality Club Concert**. The following are the results of the description of the hypothesis 2 model.

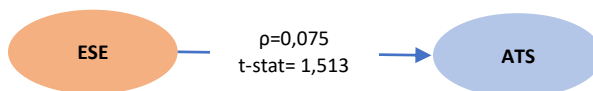


Figure 4 Image results for Hypothesis 2

Based on this figure, it can be seen that the path coefficient obtained from the influence of the Exposure to sponsored event variable on the attitude towards sponsor variable is $p = 0.075$ with a calculated t value = 1.513, where this value is smaller than 1.96, thus stating that there is no significant influence between Exposure. to sponsored event on attitude towards sponsor. The coefficient value of 0.075 in the parameter coefficient means that the more you agree with Exposure to sponsored events, the more you agree with your attitude towards sponsors (Harms et al., 2022). These results do not support the

proposed hypothesis, where Exposure to sponsored events has a direct positive effect on attitude towards sponsor brand Kapal Api at the Reality Club Concert, but it is not significant .

3. Hypothesis Testing 3a

Hypothesis 3a in this research is that **Sponsor-event congruence has a direct positive effect on attitude towards sponsor brand Kapal Api at the Reality Club Concert**. The following are the results of the description of hypothesis model 3a.

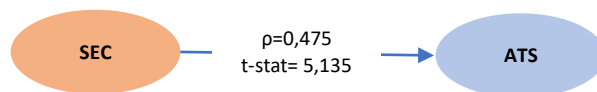


Figure 5 Results of Hypothesis 3a

Based on this figure, it can be seen that the path coefficient obtained from the influence of the Sponsor-event congruence variable on the attitude towards sponsor variable is $p = 0.475$ with a calculated t value = 5.135 where this value is greater than 1.96, thus stating that there is a significant influence between Sponsor- event congruence towards attitude towards sponsor . The coefficient value of 0.475 in the parameter coefficient means that the more you agree with sponsor-event congruence , the more you agree with your attitude towards sponsor. These results support the proposed hypothesis, where Sponsor-event congruence has a direct positive effect on attitudes towards sponsor brand Kapal Api significantly at the Reality Club Concert .

4. Hypothesis Testing 3b

Hypothesis 3b in this research is that **Sponsor-event congruence has a direct positive effect on the Kapal Api brand image at the Reality Club Concert**. The following are the results of the description of hypothesis model 3b.

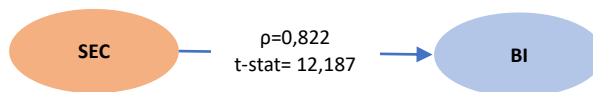


Figure 6 Image results for Hypothesis 2

Based on this figure, it can be seen that the path coefficient obtained from the influence of the Sponsor-event congruence variable on the brand image variable is $p = 0.822$ with a calculated t value = 12.187 where this value is greater than 1.96, thus stating that there is a significant influence between Sponsor-event. congruence with brand image y . The coefficient value of 0.822 in the parameter coefficient means that the more you agree with sponsor-event congruence , the more you agree with the brand image . These results support the proposed hypothesis, where Sponsor-event congruence has a direct positive effect on the brand image of the Kapal Api brand at the Reality Club Concert significantly (Su & Kunkel, 2021).

5. Hypothesis Testing 4a

Hypothesis 4a in this study is that **Brand image has a direct positive effect on attitudes towards the Kapal Api brand sponsor at the Reality Club Concert**. The following is the result of the description of hypothesis model 4a.

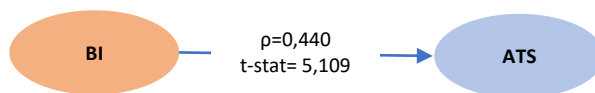


Figure 7 Results of Hypothesis 4a

Based on this figure, it can be seen that the path coefficient obtained from the influence of the Brand image variable on the attitude towards sponsor variable is $p = 0.440$ with a calculated t value = 5.109 where this value is greater than 1.96, thus stating that there is a significant influence between Brand image and attitude. towards sponsors . The coefficient value of 0.440 in the parameter coefficient means that the more you agree with the brand image , the more you agree with the attitude towards sponsors . These results support the proposed hypothesis, where brand image has a direct positive effect on attitudes towards the Kapal Api brand sponsor at the Reality Club Concert significantly .

6. Hypothesis Testing 4b

Hypothesis 4b in this research is that **brand image has a direct positive effect on purchase intention for the Kapal Api brand at the Reality Club Concert**. The following are the results of the description of hypothesis model 4b.

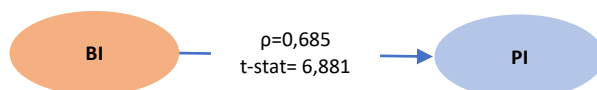


Figure 8 Results of Hypothesis 4b

Based on this figure, it can be seen that the path coefficient obtained from the influence of the Brand image variable on the purchase intention variable is $p = 0.685$ with a calculated t value = 6.881 where this value is greater than 1.96, thus stating that there is a significant influence between Brand image and purchase intention. The coefficient value of 0.685 in the parameter coefficient means that the more you agree with the brand image, the more you agree with the purchase intention (Ni et al., 2020). These results support the proposed hypothesis, where brand image has a direct positive effect on purchase intention for the Kapal Api brand at the Reality Club Concert significantly .

7. Hypothesis Testing 5

Hypothesis 5 in this research is that **Attitude towards sponsors has a direct positive effect on purchase intention for the Kapal Api brand at the Reality Club Concert**. The following are the results of the description of the hypothesis 5 model.

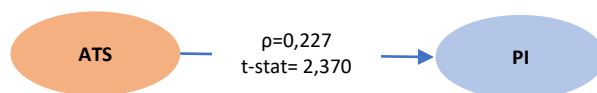


Figure 9 Image results for Hypothesis 5

Based on this figure, it can be seen that the path coefficient obtained from the influence of the Attitude towards sponsor variable on the purchase intention variable is $p = 0.227$ with a calculated t value = 2.370 where this value is greater than 1.96, thus stating that there is a significant influence between Attitude towards sponsor and purchase intention. The coefficient value of 0.227 in the parameter coefficient means that the more you agree with the attitude towards sponsors , the more you agree with the purchase intention (Al Mamun et al., 2023). These results support the proposed hypothesis, where Attitude towards sponsors has a direct positive effect on purchase intention of the Kapal Api brand at the Reality Club Concert significantly .

All hypothesis testing has been carried out, so that if a recapitulation of hypothesis testing is made it will look like the following table.

Table 3 Recapitulation of Hypothesis Testing Results

Hypothesis	Variable	Path Coefficient	t count >1.96	Hypothetical Conclusion
1	ISE ATS	0.029	0.701	Rejected
2	ESE ATS	0.075	1,513	Rejected
3a	SEC ATS	0.475	5.135	Accepted
3b	SEC BI	0.822	12,187	Rejected
4a	BI ATS	0.440	5.109	Rejected
4b	BI PI	0.685	6,881	Accepted
5	ATS PI	0.227	2,370	Accepted

Table 4 Calculation of Direct and Indirect Effects

Variable	Influence
ISE to PI via ATS	$0.029 \times 0.227 = 0.007$
ESE against PI via ATS	$0.075 \times 0.227 = 0.017$
SEC against PI via ATS	$0.475 \times 0.227 = 0.108$
SEC against PI via BI	$0.882 \times 0.685 = 0.563$
ATS against PI	0.227
BI against PI	0.685

CONCLUSION

Referring to the results of the research and discussion carried out in the previous chapter, the following conclusions can be made: First, involvement with sponsored events and exposure to a sponsored event do not have a significant effect on attitudes towards sponsors. However, sponsor-event congruence has a positive and significant effect on attitudes towards sponsors in the case study of the Kapal Api Brand at the Reality Club Concert. Second, sponsor-event congruence has a positive and significant influence on brand image in the case study of the Kapal Api Brand at the Reality Club Concert. Third, brand image has a positive and significant influence on attitude towards sponsors in the case study of the Kapal Api Brand at the Reality Club Concert. Fourth, attitude towards sponsors and brand image have a positive and significant influence on purchase intention in the case study of the Kapal Api Brand at the Reality Club Concert.

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