

+++++

The Effect of Sponsorship and Customer Engagement Program in Improving Brand Awareness (Case Study of Nike as The Official Sport Apparel of The Indonesian National Team)

Miranda Laditya Magdalena and Agus Dharmanto*

Universitas Bhayangkara
e-mail: agus.dharmanto@dsn.ubharajaya.ac.id

Abstract

Soccer is a fairly large sport in Indonesia, this makes the companies compete to become sponsors of this one sport. In this study the results show that sponsors do not have a significant influence on brand awareness, customer engagement programs have an influence on brand awareness, then sponsors and customer engagement programs related to brand awareness. This research is expected to contribute to the academic field and become an additional reference for other researchers interested in the field of special sponsors in the field of sports.

Keywords: Sponsorship, Customer Engagement Program, Brand Awareness.

1. Introduction

The Indonesian professional soccer competition which began in 1994 was the beginning of the development of sponsorship in the world of soccer. The large number of soccer lovers in the country is one way for companies to market their products. In Indonesian soccer itself, the most frequent sponsors are from cigarette companies for Events / League and Sport Apparel companies for official sport apparel teams.

Table 1. Official sport apparel for the Indonesian National Team from season to season

SEASON	SPONSOR
1997-2000	Mikasa
2000-2004	Nike
2004-2006	Adidas
2007-2008	Nike
2008-2010	Nike
2010-2012	Nike
2012-2014	Nike
2014-2019	Nike

Source: www.goal.com/id (2014)

From these data it can be concluded that Nike is one of the official sport apparel that is loyal in supporting the advancement of Indonesian national team soccer, by becoming the official sport apparel from season to season.

2. Literature Review

Sponsorship is provision of funds for a sporting of cultural event in exchange for a direct association with the event (Boone and Kurtz in Priansa, 2017: 202). The sponsor becomes a provider of funds in a sporting event culture that rewards directly with the event. Sponsorship is also defined as a marketing activity that causes the organization to get the right to use the company, product or brand name and logo with monetary award contracts and other support to the organization (Lamb et al. in Priansa, 2017: 202).

Based on the two definitions above, it can be concluded that sponsorship is a company's marketing activity carried out by providing funds or providing other facilities in the context of organizing certain events. These activities usually provide rewards in the form of attaching a name or logo to the event. Sponsorship activities will also have various positive impacts on the company, including the enhancement of the company's image, the intensity of the company's emotional involvement with consumers, and the recognition of the various products the company produces. According to (Rossiter and Percy in Salma, 2017: 8) the components of sponsorship planning consist of:

1. Target audience reach

In choosing the type of sponsorship to be used, it is necessary to pay attention to which segment the company wants to reach. The sub indicator is the segment.

2. Compeibility with the company's or brand positioning

Some types of sponsorship are directly related to or use products from companies on a par. The sub-indicators consist of product and service.

3. Message capacity

Companies that sponsor an activity usually get facilities to benefit from these activities, for example at a sports event, companies get facilities to get the brand name of their product or company around the location of the activity, as well as coverage by television if it is covered by TV stations. Therefore it is hoped that the public or the audience can understand the message of the event conducted by the company and have an opinion that the company-sponsored activity has positive goals so that a positive view of the community will be created towards the company. The sub-indicators consist of official apparel, print media, electronic media, social media and merchandise.

Customer engagement is any effort to involve the customer in the emotional interaction between the company and the customer" (Novianti and Mulyana, 2014: 3). Gemmerus also stated that "Customers engage in a number of behaviors that strengthen their relationship with the product, company, or brand that go beyond simply purchasing behavior" (Gummerus et al. In Fernandes and Esteves, 2016: 127).

Chrissy (2015) revealed that customer engagement has 3 concept variables consisting of:

1. Cognitive Attachment

Cognitive attachment refers to the cognitive stage of the consumer, for example sharing information and experiences with other consumers. This variable is related to how consumers receive, perceive, study, reason, remember, and think about information about a company or brand. This dimension has indicators consisting of:

- a. Contingency Interactivity To measure consumer interest in brand products.

- b. Self Company Connection Refers to the company's ability to treat consumers well and refers to treating consumers with respect, a feeling of pride in being a consumer of a brand. This indicator refers to consumers' feelings that the company is able to treat them optimally.

2. Attitudinal attachment

Attitudinal attachment refers to the attitude which is one of the variables measuring customer engagement because it covers the stage of positive affection, being open to new experiences, and social and interpersonal involvement that is associated with taking consumer attitudes that can increase personal growth. The indicators used in this dimension are:

a. Extraversion

This dimension refers to social assertiveness, strong activity, and positive effects. In this dimension, it can be obtained if consumers get various variations the resulting sensation affects their attitude.

b. Openness to Experience This dimension relates to a creative, imaginative and open attitude to change and new ideas.

3. Behavioral attachment

Behavioral attachment refers to customer behavior or participation in a company or brand engagement effort, which is the highest expectation that can bring about behavior change and motivate other customer behavior. This strategy is an effort to create a strong relationship between customers and brands by engaging them in a two-way dialogue and cooperative interactions. This involvement must be able to provide social support to the brand. The indicators on this dimension are:

a. Company Behavior

This dimension refers to the company's attitude which refers to the company's ability to provide digital content that is able to motivate consumers to interact.

b. Customer Behavior

The last dimension is a measure which is a form of consumer participation or involvement when they voluntarily promote or recommend and say positive things about a product to family, friends, other consumers, or other people who ask questions.

About his opinion in using the product brand awareness or what is called brand awareness is a person's ability to recognize, recall a brand as part of a certain product and service (Keller in Salma, 2017: 9). In short, brand awareness is related to how consumers are able to remember a brand that is conveyed by the company through the application of IMC. According to (Aaker in Zuraida and Novitasari, 2016: 4) the measurement of brand awareness is based on definitions that include actions in brand awareness, namely unaware of brand, brand recognition, brand recall, and top of mind. There are four dimensions that can be used to determine how much consumers are aware of a brand, among others (Kriyantono in Sukoco, 2013: 5):

1. Recall

How far can consumers remember the brand, when asked what brands are remembered.

2. Recognition

How far can consumers recognize that the brand is included in a type of brand.

3. Purchase

How far will consumers enter the brand into alternative choices when buying products.

4. Consumption

How far do consumers remember the brand when using competitors' products / services

3. Methods

In this study, researchers used quantitative research methods, namely grouping data based on variables and types of respondents, tabulating data based on variables from all respondents, presenting data for each variable studied, performing calculations to answer the problem formulation, and performing calculations to test the proposed hypotheses. Meanwhile, the data sources used in this research are primary and secondary data.

4. Results and Discussion

Based on the SPSS output above, the following data are obtained:

Partial Test

If the value is sig. <0.05 , or t count $>$ t table, then there is an effect of variable X on variable Y. If the value is sig. > 0.05 , or t count $<$ t table, so there is no effect of variable X on variable Y. Then get the following results: t table = t ($\alpha / 2$: n-k-1) = t (0.025: 97) = 1.98472

Goodness of Fit

If the sig value < 0.05 , or F count $>$ F table, then there is an effect of variable X simultaneously on variable Y. If the sig value > 0.05 , or F count $<$ F table, then there is no effect of variable X simultaneously on variable Y. F table = F (k: n-k) = F (2: 98) = 3.09

Hypothesis Test

The Sig. for the effect of variable X1 on variable Y is equal to 0.491 $>$ 0.05 and the value of t count 0.691 $<$ 1.98472 so it can be concluded that H1 is rejected, which means that there is no influence of variable X1 on variable Y. The Sig. for the effect of variable X2 on variable Y is equal to 0.001 $<$ 0.105 and the value of t count 3.583 $>$ t table 1.98472 so it can be concluded that H2 is accepted, which means there is an influence of variable X2 on variable Y. Based on the output in the ANOVA table above, it is known that the significance value for the effect of variables X1 and X2 simultaneously on variable Y is 0.000 $<$ 0.05 and the F value is calculated as 13,367 $>$ F table 3.09 so it can be concluded that H3 is accepted, which means that there is a simultaneous influence of the variables X1 and X2 on Y.

5. Conclusion

Based on the research that has been done, the following conclusions can be drawn, based on the research results, sponsorship has no positive and significant effect on Nike brand awareness as the official sport apparel for the Indonesian National Team. Based on the research results, the customer engagement program has a positive and significant effect on Nike brand awareness as the official sport apparel for the Indonesian National Team. This means that the better the customer engagement program that is carried out, the higher it will be Garuda Fans interest in Nike. It is proven in this case that the customer engagement program carried out by Nike with PSSI as a federation of the Indonesian National Team can be a consideration for Garuda Fans to visit the Pop Up Booth, Fan Shop and Nike Tenant available. It is proven that sponsorship and customer engagement programs have a simultaneous and significant effect on Nike brand awareness as the official sport apparel for the Indonesian National Team.

References

- Chrissy, C. 2015. *Jurnal Pengaruh Customer Engagement Melalui Sosial Media Terhadap Kepercayaan Merek*, 1, 1-17.
- Fernandes, T. & Esteves, F. 2016. *Customer Engagement and Loyalty: A Comparative Study Between Service Contexts*, 37, 125-139.
- M. Sukoco, 2013. *Brand Awareness Perempuan di Kota Solo Terhadap Produk The Body Shop*, Salatiga, UKSW.
- Novianti, R. & Mulyana, M. 2014. *Pengaruh promosi media digital dan social media marketing terhadap customer engagement studi kasus pada teh botol sosro*.
- Priansa, D. J. 2017. *Komunikasi Pemasaran Terpadu*. Bandung, Pustaka Setia.
- SALMA, A. N. 2017. *Interdisciplinary Journal of Communication*, 1, 1-26.
- Wirastomo, A. 2014. *Catatan Sepakbola Nasional*. [Online] Available at:
<https://www.goal.com/id/news/1387/nasional/2014/11/01/5672421/catan-sepakbola-nasional-jersey-merah-putih-sebuah-evolusi> [Accesed 12 Februari 2019].
- Zuraida, L. & Novitasari, D. 2016. *Analisis Positioning Dan Brand Awareness Terhadap Keputusan Pembelian*. Yogyakarta, STIE Widya Wiwaha.