# THE EFFECT OF SPONSORSHIP ON BRAND AWARENESS GRAB AT THE EVENT 18TH ASIAN GAMES

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## ABSTRACT

This study aims to find out the effect of Sponsorship on Brand Awareness Grab At the Event 18th Asian Games. The data used in this study are primary data obtained from respondents through questionnaire questionnaires. The results showed that Sponsorship significantly influences Brand Awareness Grab At the 2018 Asian Games event with a sig value. t by (α) = 0.000 < 0.05 or 5%, so Ho was rejected and Ha accepted. This indicates that if there is an increase in sponsorship it will increase Grab's brand awareness, and vice versa if there is a decrease in sponsorship it will have an impact on the decline of Grab's brand awareness. Research is expected to be a reference for further research to add insight and knowledge in the field of marketing management, especially variables related to sponsorship and brand awareness. For Grab companies to improve themselves and respond to marketing methods through sports sponsorship that has been done to achieve the target as expected to improve the quality of the company.

**Keywords:** *Sponsorship, Brand Awareness, Sport Event, Grab*

## INTRODUCTION

Technology and communication are progressing fast enough to make businesses create and shape a variety of innovations. One of the technologies that can be utilized by businesses for innovation is the internet or also called E-Commerce. Various businesses that appear by utilizing the advancement of internet technology, one of which is application-based services such as online transportation mode services that provide solutions to the community to help mobility in supporting daily work with a sense of comfort and safety (Chan, Maharani & Tresna, 2017).

One of the online transportation service companies that are taking advantage of the advancement of internet technology is Grab. Where the company dominates the streets in major cities in Indonesia.

Grab started its operation in Indonesia as a taxi booking app and then evolved and gave a variety of options according to the needs of the community. The number of companies offering a variety of online transportation services in Indonesia makes competition increasingly tight so that the Ministry of Transportation issued Ministerial Regulation No. 118 of 2018 governing the implementation of special rental transportation related to the application of minimum service standards, setting tariff limits and the application of suspending (Wibawa, Rahmawati & Rainaldo, 2018).

Aaker (1996) say that brand awareness requires a Kontum range of uncertain feelings that the brand is known and it becomes a belief that the brand is the only one in the product category concerned.

Menurut Kotler dan Keller (2016), marketing is a form of activity carried out to meet various forms of consumer needs by generating profits for all parties, namely consumers and companies. Thus marketing can be said to be a goal to convey value to customers, satisfy customers and form customer loyalty. Kotler and Keller classify the four large groups of the most appropriate marketing ways, namely product, price, place, and promotion known as the marketing mix. Of the four ways, companies can use promotional methods to communicate with their customers.

Whereas according to Pasaribu dan magnadi (2018) One of the efforts that can also be used by the company to win the competition so that consumers want to buy products or services is marketing through sports, where the company can do Sports Sponsorship in a sports event.
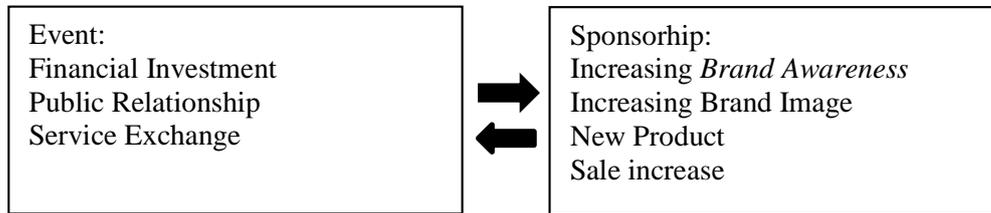
Sponsorship is a form of change in petrifying companies that have a desire in conducting event activities. The assistance in question is in the form of money or other forms. In the form of activities such as (sports, music events, festivals, or art) to achieve the desired destination. It means to shape the image and take the market now not only can be done through advertising but also can use or utilize event sponsorship (Meenaghan, 1991).

## LITERATURE REVIEW
### *Sponsorship*

Duncan (2008) argues that the goals to be achieved by a company through a sponsorship strategy are: First, the company wants to increase brand awareness. Through event sponsorship, the company can send a brand from the company itself at the event to increase brand awareness in consumers. Second, want to build a brand image. This is to help to strengthen the brand or image of the company through certain activities by conducting sponsorship strategies. Third, the

company wants to improve and maintain relationships and maintain relationships within an organization, be it among consumers or employees.

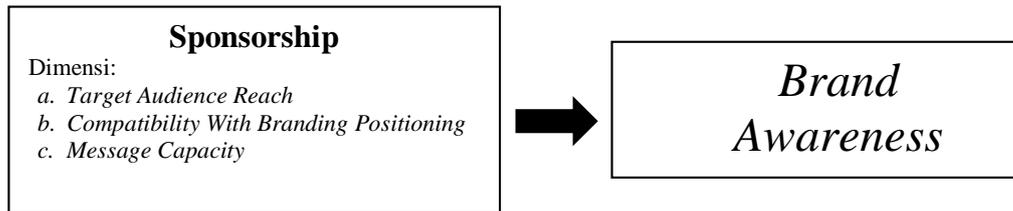| Event:<br>Financial Investment<br>Public Relationship<br>Service Exchange | ⇄ | Sponsorhip:<br>Increasing *Brand Awareness*<br>Increasing Brand Image<br>New Product<br>Sale increase |
|---|---|---|

## Brand Awareness

*Keller* (2003) reveals that Brand Awareness is a form of a brand's strength in consumer memory in identifying and distinguishing brands under certain conditions. Consumers can identify the brand through brand elements, consisting of name, log/symbol, character slogan, and packaging.

The dimension of brand awareness consists of two, namely brand recognition and brand recall which are both levels of brand awareness itself. Brand recognition can be interpreted as the ability of consumers in identifying their experience with the brand and being able to distinguish it from other brands. While the brand recall is a form of consumers who already know a brand from its product category (*Keller*, 2003).

## PREVIOUS RESEARCH

Previous research examining the influence of Sponsorship Influence on Brand Awareness has been researched by Khong dan Cha (2017) The Effect of Event Sponsorship on Customer's Brand Awarness and Purchase Intention: A case Study of Toyota Vietnam showed the results that Event Sponsorship has a positive relationship and affects the variables of Brand Awarness and Purchase Intention and Fauzi (2018) also conducted research that showed the results that the sponsorship event significantly affects the image of radio company KPFM Samarinda. Research also conducted by Rosita and Sosianika (2018) on The Role of Sponsorship Events in Raising Brand Awareness and Buying Interests: Study on Brand 361o at the 2018 Asian Games. Showing results that there is a positive relationship between brand awareness, towards the attitude of event sponsorship and the attitude of event sponsorship to the intention of purchase. In contrast to event involvement where it positively does not affect brand awareness and buying intentions.

**CONCEPTUAL FRAMEWORK**

| Sponsorship |
| --- |
| Dimensi:<br>a. *Target Audience Reach*<br>b. *Compatibility With Branding Positioning*<br>c. *Message Capacity* |

➡️ 

| *Brand Awareness* |
| --- |

**Source:** from various sources processed author

**Gambar 1. Conceptual Framework**

This research aims to test the relationship of variables independent of this research is sponsorship. While the dependent variable of this study is brand awareness in PT. Grab. The conceptual framework shows that sponsorship has a role to play in Grab's brand awareness.

**RESEARCH METHOD**

**Research design**

The design of this study causal-comparative research is aimed at finding and describing the existence of causal relationships between research variables. Variable (X) Sponsorship (Y) Brand Awareness.

**Ppulation and Sample**

To determine the sample size of respondents by using the Slovin formula. Based on information from the Central Bureau of Statistics it is known that the population of 40% of the population of Palembang is used as a population size assuming several people are considered homogeneous in age and motivation characteristics. then to draw the number of samples the author uses slovin formula as below:

$$n = \frac{N}{1+N(E)^2}$$

$$n = \frac{657.395}{1+657.3395(0,1)^2} = 99,98479$$

Based on the results that have been tested with the Slovin formula above, the number of samples obtained is 99.98479 which if rounded is 100. So the sample in this study was 100 respondents. The sample selection technique used in this study is the probability sampling technique with the Simple Random Sampling method. The simple Random Sampling method is a method that is used to facilitate sampling tests. The method is intended for people who use or have used the products /services studied.

**RESULT AND DISCUSSION**

**Validity and Realibility Tests**

Validity tests are required to measure the degree of accuracy in each question item to reveal an object measured by a questionnaire. There are several ways to determine the validity of a questionnaire are as follows:

1. If r calculates > r table then the question is valid

2. If r calculates the < r table then the question is declared invalid.

A validity test can be done by looking at the correlation between the score of each item in the questionnaire with the total score to be measured, i.e. by using Pearson Coefficient Correlation in SPSS. If the value of significance (P Value) > 0.05, then there is no significant relationship. Meanwhile, if (P Value) < 0.05, then there is a significant relationship.

Table 1. Sponsorship Variable Validity Tests Result

| Indicator questions | CITC | Table R | Information |
|---|---|---|---|
| **Target Audience** | | | |
| X1 | 0.599 | 0.196 | Valid |
| X2 | 0.715 | 0.196 | Valid |
| X3 | 0.713 | 0.196 | Valid |
| X4 | 0.709 | 0.196 | Valid |
| **Compability With The Company's Branding Positioning** | | | |
| X4 | 0.730 | 0.196 | Valid |
| X5 | 0.720 | 0.196 | Valid |
| X7 | 0.665 | 0.196 | Valid |
| **Message Capacity** | | | |
| X8 | 0.720 | 0.196 | Valid |
| X9 | 0.679 | 0.196 | Valid |
| X10 | 0.765 | 0.196 | Valid |

| | 0.688 | 0.196 | Valid |
|---|---|---|---|
| X11 | | | |

Table 2. Brand Awareness Variable Validity Test Results

| Indicator questions | CITC | Table R | Information |
|---|---|---|---|
| *Personality* | | | |
| Y1 | 0.701 | 0.196 | Valid |
| Y2 | 0.726 | 0.196 | Valid |
| Y3 | 0.683 | 0.196 | Valid |
| Y4 | 0.780 | 0.196 | Valid |
| *Reputation* | | | |
| Y5 | 0,717 | 0,196 | Valid |
| Y6 | 0,760 | 0,196 | Valid |
| Y7 | 0,735 | 0,196 | Valid |
| Y8 | 0,686 | 0,196 | Valid |
| *Value* | | | |
| Y9 | 0,789 | 0,196 | Valid |
| Y10 | 0,811 | 0,196 | Valid |
| Y11 | 0,748 | 0,196 | Valid |
| Y12 | 0,796 | 0,196 | Valid |
| *Corporate Identity* | | | |
| Y13 | 0,504 | 0,196 | Valid |
| Y14 | 0,543 | 0,196 | Valid |

Based on tables 1 and 2 to determine the level of trust (p) to be used in this study, in this study the level of trust (p) is 95% which

means the standard error or possible error in the study that occurred in 5% or 0.05.

Table 3. Reliablity Tests Result

| Variable | *Cronbach's Alpha* | Reliability Limits | Inf. |
|---|---|---|---|
| *Sponsorship* | 0.895 | 0.60 | Reliabel |
| *Brand Awareness* | 0.925 | 0.60 | Reliabel |

**Source:** Primary Data processed by researchers with SPSS 26

Based on Table 3 which describes the results of reliability tests against the data, Cronbach Alpha can be seen variable sponsorship and variable brand awareness which all show a figure greater than 0.60, meaning that the second variable measuring instrument in this study is all declared reliable.

**Static Analysis**

The analysis method used in this study is a simple linear regression method. Simple linear regression analysis is based on the functional and causal relationship of one independent variable with one dependent variable. The simple linear regression models in this study are:

$$Y = a + bx + e$$

Information :
Y       = Brand Awareness
X       = Sponsorship
*a*       = Constant
*b*       = Coefficient Regresion
*e*       **=** Coefficient Error

Table 4. Simple Linear Regresion Test Result
Coefficients[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 26.698 | 5.176 | | 5.158 | 0.000 |
| | *Sponsorship* | 0.659 | 0.119 | 0.487 | 5.526 | 0.000 |

a. Dependent Variable: *brand awareness*

**Source:** Primary Data processed by researchers with SPSS 26

The simple linear regression test result obtained a constant value of 24,639 and a sponsorship variable coefficient value of 0.696. So the equation of regression is:

$$Y = 26,698 + 0,659X + e$$

Discussion of the results of the regression equation above, then variables can be interpreted the effect on brand awareness as follows:

1. Constants (α)

α = a constant value of 26,698 meaning that if an independent variable (sponsorship) is considered constant (worth 0) then brand awareness is worth 26,698.

2. Sponsorship coefficient

The value of the sponsorship coefficient is 0.659. This means that every 1 percent increase will increase Grab's brand awareness by 0.659.

**Hypothesis Test**

In table 4 or simple linear regress results show the value of sponsorship variable significance of (α) = 0.000 < 0.05 or 5%. Because the significance value is less than 5%, sponsorship affects the establishment of Grab's brand awareness after the 2018 Asian Games. This means that if there is an increase in sponsorship, it will increase Grab's brand awareness, and vice versa if there is a decrease in sponsorship then Grab's brand awareness will also decrease.

**Coefficient of Determination Analysis**

Table 5. Coefficient of Determination
Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-----|----------|-------------------|----------------------------|
| 1 | 0.487a | 0.238 | 0.230 | 5.808 |

a. Predictors: (Constant), *Sponsorship*
**Source:** Primary Data processed by researchers with SPSS 26

Based on Table 5 it can be known that the R-value as the correlation coefficient is 0.487 which means that it can be interpreted that the sponsorship variable has a sufficient level of relationship to increase the

brand awareness variable in Grab companies after the 2018 Asian games.

In this study based on the analysis of data that has been conducted it is known that this research hypothesis was accepted, namely sponsorship has a significant positive effect on Grab's brand awareness at the 2018 Asian Games. In this study, the value of R Square ($R^2$) was 0.238 or 23.8%.

This shows that the ability to explain sponsorship variables to brand awareness that can be explained by this equation model by 23.8%, while the remaining 76.2% is influenced by other factors that are not studied.

## CONCLUSIONS AND SUGGESTIONS

### Conclusion

Based on the results of discussions and research that has been conducted, it can be concluded as follows:

1. That the results of the discussion showed that respondents strongly agreed that the 2018 Asian Games event sponsored by Grab was an interesting sporting event and respondents also strongly agreed that Grab is an online transportation company responsible to passengers.
2. That the test results showed that sponsorship variables had a significant positive influence on Grab's brand awareness at the 18th Asian Games.

### Suggestion

From the conclusions that have been obtained, the following suggestions can be given:

1. The results of this research can be used as a science in the field of sports event management, marketing management, and also corporate actors engaged in the field of event organizers.
2. The results of this study as one of the considerations in establishing and addressing policies based on factors that affect brand awareness to improve the quality of the company so that consumers are more interested in subscribing.

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