

**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis pengaruh *Sports Sponsorship* terhadap brand image dan purchase intention. Sponsorship yang dimaksud adalah Indihome, sedang *sport event* yang dimaksud adalah event NBL. Focus penelitian ini terdiri atas (1) pengaruh *Sports Sponsorship* terhadap brand image; (2) pengaruh brand image terhadap purchase intention; (3) pengaruh *Sports Sponsorship* terhadap purchase intention. Pendekatan yang digunakan dalam penelitian ini adalah pendekatan kuantitatif dengan pengumpulan data menggunakan kuesioner dan observasi. Populasi data dari penelitian ini adalah pengunjung yang mengunjungi stan IndiHome di acara NBL Indonesia yang digelar di Surabaya pada tanggal 8-20 April 2015. Sampel dalam penelitian ini adalah sebagian pengunjung yang mengunjungi stan IndiHome di acara NBL Indonesia di Surabaya. Teknik sampling dalam penelitian ini adalah *random sampling*. Analisis data menggunakan *Partial Least Square* (PLS). Hasil dari penelitian ini adalah *Sports Sponsorship* terbukti berpengaruh positif signifikan terhadap *brand image*. *Brand image* terbukti berpengaruh positif signifikan terhadap *purchase intention*. *Sports sponsorship* terbukti berpengaruh positif signifikan terhadap *purchase intention*.

**Key Word:** *Sports Sponsorship*, brand image, purchase intention, *Partial Least Square* (PLS)



### ABSTRACT

This study aimed to analyze the effect of Sports Sponsorship for brand image and purchase intention. Sponsorship question is Indihome, being a sports event in question is the NBL event. Focus of this study consisted of (1) the effect of Sports Sponsorship for brand image; (2) the effect on purchase intention of brand image; (3) the effect of Sports Sponsorship for purchase intention. The approach used in this study is a quantitative approach to data collection using questionnaires and observation. Population data from this study was the visitors who visited their booth at the event IndiHome NBL Indonesia, held in Surabaya on April 8 to 20, 2015. The sample in this study were mostly visitors who visited their booth at the event IndiHome NBL Indonesia in Surabaya. Sampling in this study is a random sampling. Data analysis using Partial Least Square (PLS). Results from this study is the Sports Sponsorship proven significant positive effect on the brand image. Brand image proven significant positive effect on purchase intention. Sports sponsorship proven significant positive effect on purchase intention.

**Key Word:** *Sports Sponsorship*, brand image, purchase intention, *Partial Least Square* (PLS)

