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The Role of Attitudinal Loyalty, Behavioral Loyalty, Sponsor Awareness, and Attitude Toward Sponsorship in Creating Purchase Intention on Specs

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Abstract

The JakMania Jakarta is one of the football club's supporters in Indonesia. This research aims to analyze the determinants of Specs purchase intention within the Jakmania Jakarta Supporters perception, such as attitudinal loyalty, behavioral loyalty, sponsor awareness, and attitude toward sponsorship. Data collection methods used in this research were surveyed by disseminating a questionnaire to the 100 respondents who members of the JakMania Jakarta Supporters. The analysis of the data used Structural Equation Model (SEM). The results showed that attitudinal loyalty, behavioral loyalty, and attitude towards the sponsor have a positive influence to purchase intention on specs. Behavioral loyalty and attitude towards the sponsor have a positive influence on sponsorship awareness. Behavioral loyalty has a positive influence on attitude towards the sponsor, and attitudinal loyalty has a positive influence on behavioral loyalty. Meanwhile, attitudinal loyalty has no influence on sponsorship awareness and attitude towards the sponsor. Last, sponsorship awareness does not influence purchase intention on specs.

Keywords: attitudinal loyalty, behavioral loyalty, sponsorship awareness, attitude toward sponsor, purchase intention

Abstrak

JakMania Jakarta adalah salah satu pendukung klub sepakbola di Indonesia. Penelitian ini bertujuan untuk menganalisis faktor-faktor penentu niat pembelian Specs dalam persepsi Pendukung Jakmania Jakarta, seperti loyalitas sikap, loyalitas perilaku, kesadaran sponsor, dan sikap terhadap sponsor. Metode pengumpulan data yang digunakan dalam penelitian ini disurvei dengan menyebarkan kuesioner kepada 100 responden yang anggota Pendukung JakMania Jakarta. Analisis data menggunakan Structural Equation Model (SEM). Hasil penelitian menunjukkan bahwa loyalitas sikap, loyalitas perilaku, dan sikap terhadap sponsor memiliki pengaruh positif untuk membeli niat pada spesifikasi. Loyalitas perilaku dan sikap terhadap sponsor memiliki pengaruh positif terhadap kesadaran sponsor. Loyalitas perilaku memiliki pengaruh positif pada sikap terhadap sponsor, dan loyalitas sikap memiliki pengaruh positif terhadap loyalitas perilaku. Sementara itu, loyalitas sikap tidak memiliki pengaruh terhadap kesadaran dan sikap terhadap sponsor. Terakhir, kesadaran sponsorship tidak mempengaruhi niat pembelian pada Specs.

Kata Kunci: sikap kesetiaan, loyalitas perilaku, kesadaran sponsor, sikap terhadap sponsor, niat beli

1. Introduction

Indonesia can be said as one of the country's football lovers. In a study conducted by Nielsen Sports in 2017, 77% of Indonesians have an interest in football sports, especially when witnessing Indonesia's national team (CNN Indonesia, 2017).

Animo society that is growing in football is directly proportional to the value of sponsorship in the field of football sports in Indonesia. The increasing number of sponsors indicates that the sponsor believes in sponsorship activities in Indonesia in the football branch has a profitable opportunity for the company. According to (Sulistiyorini, 2013) that the emerging marketing methods are sponsorship. Sponsorship is an investment, in the form of money or other in an activity to capitalize on the commercial potential associated with such

activities (Biscaia, Correia, Rosado, Ross, & Maroco, 2013).

The existence of sponsors is essential for the supporters of sports games as well as the sports team itself. Sponsors can make the team survive and remain in the world of sports. The funds from the sponsor used a team for continuity. The team's life is like in improving the quality of the team and enhancing the functionality of staff management like paying payroll team trainers and in various other aspects of the team (Chen & Zhang, 2011). For sponsors, this is a benefit as a promotional form because their logo can be witnessed by tens of thousands or even millions of pairs of eyes fans who watched their idol club compete. The sponsorship value will increase in the public eye (Kurniawan, 2017), the value of sponsorship in the

field of sports has a very high value (Swaras, 2016) so that the effectiveness of this sponsorship activity needs to be measured.

The previous research on sports marketing related to sponsorship and its effect on behavioral. Its effectiveness and how such effectiveness is measured has explored the influence of loyalty, sponsorship awareness, attitude toward sponsor), and sponsor purchase intention, but the research on loyalty or loyalty that includes attitudinal loyalty and behavioral loyalty is still scarce. New first performed by Biscaia et al. (2013). This research attempts to replicate the supporters of one of the biggest football clubs in Indonesia, namely the Persija Jakarta or Indonesia Football Association Jakarta, known as JakMania Jakarta. Furthermore, this research will try to study the purchase intention of the brand Specs, which is the famous local Apparel in Indonesia that became the main sponsor of the football club Persija Jakarta. Specs also became apparel of the year 2017 Bolalob version (bolalob.com, 2017).

In line with the growth of football sports in Indonesia becomes essential to understand the sponsorship market in Indonesia, a study that reaches about sponsorship with multi-dimensional construct has not been done much in Indonesia.

Referring to the above explanation, the author wants to know about the role of attitudinal loyalty, behavioral loyalty, sponsor awareness, and attitude toward sponsorship in creating purchase intention on Specs. Therefore, the objectives of the research are as follows:

1. Examine and analyze whether attitudinal loyalty has a positive influence on behavioral loyalty in the JakMania Jakarta Supporters.
2. Examine and analyze whether attitudinal loyalty has a positive influence on sponsor awareness in the JakMania Jakarta Supporters.
3. Examine and analyze whether behavioral loyalty has a positive influence on sponsor awareness in the JakMania Jakarta Supporters.
4. Examine and analyze whether attitudinal loyalty has a positive influence on attitude toward sponsors in the JakMania Jakarta Supporters.
5. Examine and analyze whether behavioral loyalty has a positive influence on attitude toward sponsors in the JakMania Jakarta Supporters.
6. Examine and analyze whether attitudinal loyalty has a positive influence on Specs purchase intention in the JakMania Jakarta Supporters.
7. Examine and analyze whether behavioral loyalty has a positive influence on Specs purchase intention in the JakMania Jakarta Supporters.
8. Examine and analyze whether sponsorship

awareness has a positive influence on attitude toward the JakMania Jakarta Supporters.

9. Examine and analyze whether sponsorship awareness has a positive influence on Specs purchase intention in the JakMania Jakarta Supporters.

10. Examine and analyze whether attitude toward the sponsor has a positive influence on Specs purchase intention in the JakMania Jakarta Supporters.

2. Theoretical Review and Hypothesis Development

Attitudinal Loyalty

Attitudinal loyalty in the context of sports is defined as a preference and committed attitude demonstrated by supporters of a team (Doyle, Filo, McDonald, & Funk, 2013). Supporters demonstrate a high psychological commitment if they feel a deep inner attachment to their favorite team (Bauer et al., 2008).

The most common attitudinal loyalty measurements in sponsorship studies are supporters of involvement and team identification. Supporters' involvement is an interest or passion that is more perceived than a sporting activity in an individual. At the same time, team identification is the extent to which the supporters believe that the team is a part or extension of itself (Biscaia et al., 2013).

Behavioral Loyalty

Behavioral loyalty, is the actual or actual purchase behavior against the team (Biscaia et al., 2013), which is where this purchase has been previously made by supporters (Doyle et al., 2013), i.e., such as buying the same product as Behavior may include how often the supporters attend or view team matches throughout the season, purchasing team merchandise, their length of time for a team, for example buying an official jersey There is a team logo, and logo sponsor of his favorite team (Martinez & Janney, 2015) Thus in this behavioral research loyalty is defined as the previous behavior that has been done by supporters of the team.

Sponsorship awareness sponsorship is widely used as a measure of the effectiveness of sponsors (Biscaia et al., 2013). The sponsor awareness concept refers to the consumer's ability to identify the sponsor of an activity. Sponsor awareness is considered necessary because as the earliest sign that the sponsorship activities are undertaken are effective because to be effective with the target audience, the sponsor must first be known and known Sponsor a team or an event. (Biscaia et al., 2013). If sponsorship awareness is not reached, sponsors are challenging to fulfill their next goal.

Attitude towards The Sponsor

An attitude is defined as an overall evaluation of

an object (Dees et al., 2008). Attitudes towards sponsors (attitude toward sponsors) can be defined as the overall evaluation of consumers of an organization sponsoring an event (Dees et al., 2008), a general attitude referring to how profitable or unprofitable or positive/negative an object is seen.

Attitudes towards an object play an essential role in the process of a person's behavioral intent and affect one's behavior response to the object (Biscaia et al., 2013). A person's belief about an object presenting one's attitude Against the object (Biscaia et al., 2013) A positive attitude towards the sponsor is the antecedent of the consumer's purchase intent as well as actual purchasing behavior (Dees et al., 2008). Companies involved in sports sponsorship expect consumers to have the same positive feelings and attitudes between team sponsors and their favorite teams. Sports consumers tend to have a favorable attitude if consumers believe that sponsorship sponsors are essential to their teams (Biscaia et al., 2013). Supporting and liking sponsors and transferring goodwill is a consumer attitude targeted at sponsorship activities.

Purchase Intention

From a sponsor's perspective, consumer purchase intention is the most useful indicator of the effectiveness of the sponsor, given its impact on future sales, in addition to the intention to purchase sponsorship products is an indicator Focus for the sports entity to legitimize their relationship with the sponsor and to further process the sponsorship contract in the future. (Biscaia et al., 2013). The purchase intention is not the same as actual purchase behaviors, but the intent (intention) of the consumer is crucial in guiding their behavior.

Purchase intention refers to the plan of someone who consciously exerts an effort to purchase a product from a brand. The schema theory explains that when supporters go to the stadium to watch their favorite team, at that time, the supporters absorb information around the stadium, so when they want to buy a product, they use the schemes about the sponsors. Supporters are usually more interested in the sponsors that are in their schemes when they have to choose between sponsorship products or other competing brands (Dees et al., 2008). Supporters who are loyal to their sponsors feel they have contributed personally to their team by buying products from sponsors (Miloch & Lambrecht, 2006).

Hypothesis Development

Attitudinal Loyalty Influence on Behavioral Loyalty

Attitudinal loyalty in the context of sports is defined as a preference and committed attitude demonstrated by fans or supporters of a team (Doyle et al., 2013). Behavioral loyalty is defined

as actual or actual purchase behavior against the team (Biscaia et al., 2013), of which the previous purchase was ever done by supporters (Doyle et al., 2013). Biscaia et al. (2013) research stated that attitudinal loyalty influences behavioral loyalty, which is also recognized by (Tachis & Tzetzis, 2015) that attitudinal loyalty encourages behavioral loyalty of sports enthusiasts, measurements Attitudinal loyalty in sport sponsorship is measured through supporters involvement and team identification. Supporters who have a strong commitment to the team will often buy the official product from teams like merchandise, Jersey or others (Dees et al., 2008).

H1: Attitudinal loyalty has a positive influence on behavioral loyalty in the JakMania Jakarta Supporters.

Attitudinal Loyalty Influence on Sponsorship Awareness

In Biscaia et al. (2013) research stated that attitudinal loyalty influences sponsorship awareness, supporters who are highly involved with the team are supporters who have a wider knowledge of their team than Those with low involved (Tachis & Tzetzis, 2015), supporters who have extensive knowledge of their favorite teams will be more aware of the existence of sponsors who sponsor their favorite teams (Dees et al., 2008). At the research (Gilaninia, Mousavian, & Rezvani, 2011) stating that supporters who have a strong commitment to the team will be more aware of the sponsorship.

H2: Attitudinal loyalty has a positive influence on Sponsor Awareness in the JakMania Jakarta Supporters.

Behavioral Loyalty Influence on Sponsorship Awareness

The research on Biscaia et al. (2013) states that behavioral loyalty affects sponsorship awareness. The more often supporters watch their favorite team matches directly, the supporters will be more often exposed to sponsored advertisements in the area of the match so that they know more and know the existence of the sponsor (Dees et al., 2008).

H3: Behavioral loyalty has a positive influence on Sponsor Awareness in the JakMania Jakarta Supporters.

Attitudinal Loyalty Influence on Attitude Toward Sponsor

Biscaia et al. (2013) state that Attitudinal Loyalty influences attitude Toward the Sponsor. According to (Tachis & Tzetzis, 2015) supporters who have a commitment attitude To the team reflect the positive attitude of supporters to the team's sponsorship. Supporters who are highly involved will be more sensitive to the attitude of sponsors who sponsor their teams, their highly involved support-

ers will be positive because supporters feel sponsors have helped their favorite teams (Biscaia et al., 2013; Tachis & Tzetzis, 2015).

H4: Attitudinal Loyalty has a positive influence on Attitude Toward sponsors in the JakMania Jakarta Supporters.

Behavioral Loyalty Influence on Attitude Toward Sponsor

Biscaia et al. (2013) state that behavioral Loyalty influences Attitude Toward sponsorship, becoming a supporter who has loyal behavior to a team Contributes positively to the attitude to the sponsor, supporting the team means supporting the sponsor (Dees et al., 2008).

H5: Behavioral Loyalty has a positive influence on Attitude Toward Sponsor in the JakMania Jakarta Supporters.

Attitudinal Loyalty Influence on Purchase Intention

Biscaia et al. (2013) stated that attitudinal loyalty influences purchase intention. Supporters who are highly involved with the team or supporters who are increasingly stronger with the team will feel that the task is losing to buy sponsorship products as a sense of gratitude to the sponsor because it supports their favorite teams (Dees et al., 2008).

H6: Attitudinal Loyalty has a positive influence on Purchase Intention in the JakMania Jakarta Supporters.

Behavioral Loyalty Influence on Purchase Intention

Biscaia et al. (2013) state that behavioral loyalty influences the purchase intention, supporters who often attend his favorite team matches will directly be inclined to buy the product from the sponsor (Dees et al., 2008).

H7: Behavioral Loyalty has a positive influence on Purchase Intention in the JakMania Jakarta Supporters.

Sponsorship Awareness Influence on Attitude Toward Sponsor

Biscaia et al. (2013) explain that sponsorship awareness has a positive effect on the attitude toward sponsors because supporters will feel better about the sponsorship of their team because of the effect of the exposure sponsors in the stadium. Sponsorship awareness is the main gate or the first stage in achieving sponsorship benefits, if sponsorship awareness is not achievable then it is difficult to achieve subsequent sponsorship objectives such as a favorability sponsor, Goodwill transfer and Of course the adoption or purchase stage of the product from the sponsor (Biscaia et al., 2013) So sponsorship awareness is important to test the effective-

ness of sponsorship (Dees et al., 2008).

H8: Sponsorship Awareness has a positive influence on Attitude toward Sponsor in the JakMania Jakarta Supporters.

Sponsorship Awareness Influence on Purchase Intention

Biscaia et al. (2013) and Gilaninia et al. (2011) explaining consumer awareness of sponsors directly affects their future buying intentions. Sponsorship awareness is an important component in attitude toward sponsors (Biscaia et al., 2013), the awareness of sponsors is also very important to achieve objectives of the sponsorship activities that are the intention of purchasing sponsorship products, the intention of buying Sponsorship products may lead to the purchase of sponsorship products (Biscaia et al., 2013; Dees et al., 2008; Gilaninia et al., 2011).

H9: Sponsorship Awareness has a positive influence on Purchase Intention in the JakMania Jakarta Supporters.

Attitude toward Sponsor Influence on Purchase Intention

Biscaia et al. (2013) explain that attitude toward sponsorship affects the purchase intention. A happy attitude toward the sponsors of the team was present because the sponsor created a relationship between supporters with their products, such as making exclusive souvenirs for supporters, posters. Biscaia et al. (2013) explain that attitude toward sponsorship affects the purchase intention. A happy attitude toward the sponsors of the team was present because the sponsor created a relationship between supporters with their products, such as making exclusive souvenirs for supporters, posters.

supporters are happy because sponsors facilitate them in maintaining their relationship with their team. Attitude toward sponsors which is interpreted as a feeling of like or dislike of a sponsor (Biscaia et al., 2013), as a form of overall evaluation to the sponsor, this feeling can be formed from a direct experience with the sponsor or knowledge That he knows from sponsors, attitude toward an object has an important role to predict behavioral intention someone (Biscaia et al., 2013; Dees et al., 2008). Then it can be concluded attitude toward the sponsor has a positive influence on purchase intention.

H10: Attitude toward Sponsor has a positive influence on Purchase Intention in the JakMania Jakarta Supporters.

Framework of Thinking

The framework of thinking is a replication of previous research conducted by Biscaia et al. (2013). The independent variables contained in this study included: attitudinal loyalty and behavioral loyalty, while the intervening variables in this study

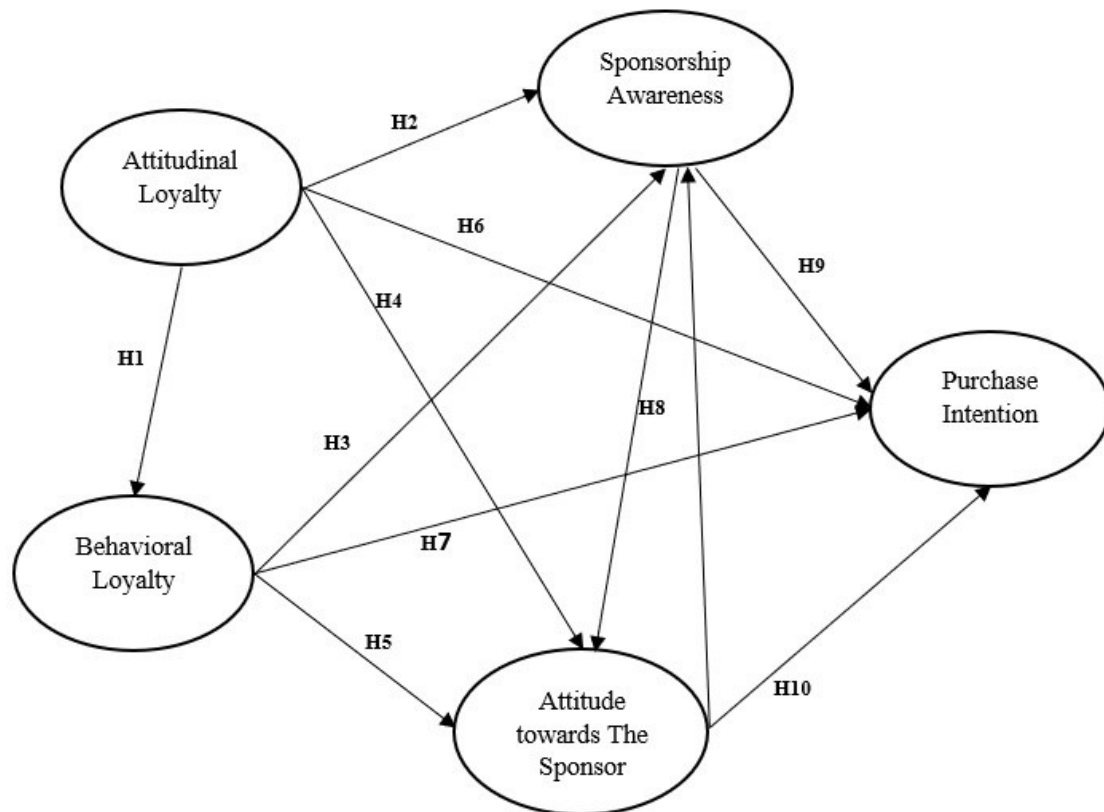


Figure 1. Framework of Thinking

Source: Adopt from Biscaia, Correia, Rosado, Ross, & Maroco (2013)

were sponsorship awareness and attitude toward sponsors, then dependent variables. In this research, purchase intention is the later independent variable, and intervening variables will be measured against the dependent variables in this study.

3. Research Methodology

The type of research used in this study is descriptive. Descriptive research is part of conclusive research to describe something usually the characteristic or functioning of the market (Malhotra, 2010). The design of this research is cross-sectional design research where the type of research design consists of collecting information on certain samples of the population element only once (Malhotra, 2010). The method used in this research is the Structural Equation Model (SEM). Data that has been collected will be processed using the statistics program of AMOS Data compiled through a survey where the respondent will be asked about several items, questions regarding behavior, intent, knowledge, motivation, and demographic characteristics. Their lifestyle (Malhotra, 2010).

The selection of objects in this research is based on the development of the football industry in Indonesia that is increasingly advanced and modern. The Club Supporters of Persija Jakarta, the Jakmania, are the objects in this research where The Jakmania is one of the largest supporters in Indonesia.

The population in this study is all the supporters

of the club Persija Jakarta who live and settle in DKI Jakarta, having a Jakmania member card amounted to 1000 people. Calculation by Slovin formula results in 100 samples that need to be obtained for the research.

The analysis of the data used Structural Equation Modeling (SEM). Structural Equation Modeling is a multivariate statistical analysis technique that is used to analyze structural relationships. The application to be used for data processing and statistical analysis is AMOS 21.

4. Result

Pre-test Result of Validity and Reliability

Validity was measured by conducting a factor analysis on the pre-test result of 30 respondents to see the Kaiser Meyer Olkin measure of sampling adequacy, Bartlett's Test of Sphericity, anti-image matrices, total variance explained, and factors Loading of the component matrix. The Software used in SPSS 21. The results of the test, all the criteria required to meet the conditions, so that the entire indicator can be concluded is valid. The test results of all criteria required to meet the conditions, so that the entire indicator can be concluded are valid.

A reliability test is done to measure the consistency and reliability of the indicators of the questions in each questionnaire against the variable. By looking at the limit of Cronbach's alpha ≥ 0.60 then, the indicator statement in the questionnaire is

Table 1. Operational Variable

No.	Variable	Definition	Indicators	Scale
1.	<i>Attitudinal Loyalty (AL)</i>	Preference and committed attitude demonstrated by fans or supporters of a team (Biscaia et al., 2013; Doyle et al., 2013; Kaynak et al., 2008).	<p>AL 1: I intend to attend the upcoming Persija Jakarta match.</p> <p>AL 2: I would recommend others to attend the Persija Jakarta match.</p> <p>AL 3: I intend to buy the official product from Persija Jakarta.</p> <p>AL 4: I will watch the match Persija Jakarta regardless of the core team or team of two layers played.</p> <p>AL 5: I will defend Persija Jakarta anywhere, blatantly even though it poses controversy.</p> <p>AL 6: My loyalty will never switch though, my close friend is a supporter of another team. (Tachis & Tzetzis, 2015)</p>	Interval 1-7
2.	<i>Behavioral Loyalty (BL)</i>	Actual or actual purchase behavior of products relating to the behavioral loyalty team is defined as the previous behavior that a supporter has committed to the team (Biscaia et al., 2013).	<p>BL 1: I often witnessed the match Persija Jakarta directly at the stadium.</p> <p>BL 2: I have purchased much merchandise related to Persija Jakarta.</p> <p>BL 3: I often join a gathering and a discussion about Persija Jakarta (Tachis & Tzetzis, 2015)</p>	Interval 1-7
3.	<i>Sponsor Awareness (SA)</i>	Sponsorship Awareness concept refers to the ability of consumers to identify a company or a brand of sponsorship (Biscaia et al., 2013).	<p>SA 1: I know that Specs is the sponsor of Persija Jakarta.</p> <p>SA 2: I can remember quickly that Specs is the sponsor of Persija Jakarta.</p> <p>SA 3: I know that the sponsor logo on the jersey and sports equipment in the team Persija Jakarta is the Specs logo. (Tachis & Tzetzis, 2015)</p>	Interval 1-7
4.	<i>Attitude toward sponsor (ATS)</i>	Attitude toward sponsors can be defined as an evaluation of the overall consumption of an organization or brand sponsoring an event (Dees et al., 2008)	<p>ATS 1: Specs that sponsors the team Persija Jakarta is a successful company.</p> <p>ATS 2: Specs that sponsors Persija Jakarta has a quality product.</p> <p>ATS 3: I have a positive view of the company that sponsors Persija Jakarta.</p> <p>ATS 4: Specs that sponsor Persija Jakarta is a professional company. (Dees et al., 2008)</p>	Interval 1-7
5.	<i>Purchase intention (PI)</i>	Purchase intention refers to the plan of someone who consciously exerts an effort to purchase a product from a brand. (Biscaia et al., 2013).	<p>PI 1: I will buy sports equipment from Specs.</p> <p>PI 2: When I need sports equipment, I would consider buying the Specs product.</p> <p>PI 3: Sponsorship activity to Persija Jakarta makes me want to buy products from Specs (Biscaia et al., 2013).</p>	Interval 1-7

expressed reliable, consistent and relevant to the variable (Malhotra, 2010). The test results show that all the research variables, namely attitudinal loyalty, behavioral loyalty, sponsor awareness, attitude towards sponsorship and purchase intention have Cronbach's alpha ≥ 0.60 . This result states that if an indicator item's statement in the questionnaire was asked to the same and different respondents, the results would tend to be fixed and consistent.

Respondents' Profile

Respondents' characteristics consist of sex, education, job type, age and spending per month.

The conclusion in table 2 is the respondents in the study are dominated by male, senior high school education or a series, students, age 21 – 25 years with spending per month Rp. 1 million to Rp. 3 million.]

Table 2. Respondents' Characteristic

Characteristic	Item	Percentage
Sex	Male	87%
	Female	13%
Education	Senior high school	85%
	Bachelor Degree	15%
Job Type	Employee	23%
	Students	77%
Age	< 18 years	12%
	18 -20 years	9%
	21-25 years	72%
	>25 years	7%
Spending per month	< Rp. 1 million	10%
	Rp. 1 million – Rp. 3 million	82%
	>3 million	8%

Data Analysis Results

All criteria required to meet the conditions, so that the entire indicator can be concluded is valid. Furthermore, the whole variable has Cronbach's alpha ≥ 0.60 . This result states that if an indicator item's statement in the questionnaire was asked to the same and different respondents, the results would tend to be fixed and consistent.

The overall Model has variables that have a causal relationship between endogenous variables and exogens. For the hypothesis testing the way it is done is to figure out the signification by looking at the value of the causal relationship that is in the overall model. If the estimated value in the analysis results showed positive and the value P is < 0.05 then the hypothesis proved significant and supported by the data. When the estimated value shows a negative result and the value $p > 0.05$ then the hypothesis is not proven significant and is not supported by the data. Table 3 is a table of data analysis results from the whole model.

5. Conclusions and implications

The hypothesis test results in the study showed that attitudinal loyalty proved to be a positive effect on behavioral loyalty. The results confirmed previous research which also concluded that

attitudinal loyalty has a positive influence on behavioral loyalty (Biscaia et al., 2013) which is the stronger the commitment of the Jakmania Jakarta Supporters to the Persija Jakarta they will often buy everything related to Persija Jakarta such as tickets to a match, merchandise, or any other. According to (Dees et al., 2008) Supporters who have a strong commitment to the team will more often buy the official product from teams such as merchandise, Jersey or others (Dees et al., 2008) It can be concluded that the stronger commitment to Persija Jakarta will further influence the loyal behavior of the Persija Jakarta.

The hypothesis test results in this study showed that attitudinal loyalty has no positive effect on the sponsor's sponsorship. The results confirmed the research of Biscaia which also concluded that attitudinal loyalty has no positive influence on the sponsor of awareness (Biscaia et al., 2013) Explanation of this result is that the JakMania Jakarta Supporters that have the attitude Loyalty or strong loyalty with Persija Jakarta when Persija win or defeat supporters more likely to be distracted from the message of the sponsor, they focus on the results won by Persija so that they have Identifying low sponsorship. It supports the opinions of (Biscaia et al., 2013; Tachis & Tzetzis, 2015)

Table 3. Output Regression

No.	Hypothesis	Estimation	P	Conclusion
1	BL \leftarrow AL	0.78	***	H1 supported by data
2	SA \leftarrow AL	-0.34	0.875	H2 not supported by data
3	SA \leftarrow BL	0,606	0,023	H3 supported by data
4	ATS \leftarrow AL	-0,993	0,172	H4 not supported by data
5	ATS \leftarrow BL	0,884	0,003	H5 supported by data
6	ATS \leftarrow SA	0,527	***	H6 supported by data
7	PI \leftarrow AL	0,884	0,003	H7 supported by data
8	PI \leftarrow BL	2,367	0,039	H8 supported by data
9	PI \leftarrow SA	-0,13	0.968	H9 not supported by data
10	PI \leftarrow ATS	0,113	0.015	H10 supported by data

Source: Processed by Amos 21

supporters who have a high loyalty attitude to his successful team. Supporters are more likely to be distracted from the sponsors' messages and thus they have a lower level of sponsorship identification. The fact that the high attitudinal loyalty of the Jakmania Jakarta Supporters against Persija Jakarta is seen from the average value of respondents in the attitudinal loyalty measuring instrument of 5.71 on a scale of 1-7.

The hypothesis test results in the study showed that behavioral loyalty proved to be a positive effect on behavioral loyalty. The results confirmed previous research that also concluded that behavioral loyalty has a positive influence on the sponsor's sponsorship (Biscaia et al., 2013) which is where the Jakmania Jakarta Supporters often witnessed the matches directly in the field will be more exposed to sponsors so it has a high level of sponsorship identification.

The hypothesis test results in this study showed that attitudinal loyalty positively affects the attitude toward the sponsor. The results confirmed previous research that also concluded that attitudinal loyalty has a positive influence on the attitude toward the sponsor (Biscaia et al., 2013). Supporters who have a high bonding with the team, play an important role in making sponsors in a profitable position. Supporters who have a high commitment to the team are describing a positive attitude towards the team's sponsorship. Supporters who are highly involved will be more sensitive to the attitude of sponsors who sponsor their teams, highly involved supporters will also be positive because supporters feel sponsors have helped their favorite teams (Biscaia et al., 2013; Tachis & Tzetzis, 2015). The fact that the attitudinal loyalty of the Jakmania Jakarta Supporters is high against Persija Jakarta is seen from the average value of respondents in attitudinal loyalty measuring instrument of 5.71 on a scale of 1-7.

The hypothesis test results in the study showed that behavioral loyalty had no positive effect on our attitude toward sponsorship. These results confirm previous research which also concluded that the attitudinal loyalty has no positive influence on the attitude toward sponsor (Biscaia et al., 2013) Specs that sponsors of Persija Jakarta also cooperate With other football teams who also compete with Persija Jakarta like Arema FC and Persipura Jayapura may indicate that if the sponsorship commitment with the team seems not credible in the eyes of consumers then the attitude towards the sponsor may not influence.

The hypothesis test results in the study showed that attitudinal loyalty proved to be a positive effect on purchase intention. The results confirmed previous research that also concluded that behavioral loyalty has a positive influence on the purchase intention (Biscaia et al., 2013) supports from the results of madrigal that supporters who

have a bonding strong with teams tend to buy products from sponsors, supporters feel that their duties are losing to buy sponsorship products as a sense of gratitude to sponsors for supporting their favorite teams.

The hypothesis test results in the study showed that behavioral loyalty proved to be a positive effect on purchase intention. The results confirmed previous research that also concluded that behavioral loyalty has a positive influence on the purchase intention (Biscaia et al., 2013) The sponsorship specs from Persija Jakarta has a product category that is not expensive, So the Jakmania Jakarta Supporters has a high intensity in the desire to buy the product specs, according to the price of the Biscaia of a product is an important factor to see the response of supporters to the sponsors of the team.

The hypothesis test results in this study showed that the sponsorship of awareness proved positive for attitude toward sponsorship. The results confirmed the previous research which also concluded that the sponsor of awareness has a positive influence on attitude toward sponsorship (Biscaia et al., 2013) effect triggered through sponsorship exposure will support the attitude of supporters of the sponsoring brand, seeing a sponsor sponsoring their team year after year reinforces the impression of a product & team relationship in the consumer's memory.

The hypothesis test results in the study showed that awareness sponsors had no positive effect on purchase intention. The results confirmed previous research that also concluded that attitudinal loyalty has no positive influence on the attitude toward the sponsor (Biscaia et al., 2013). Explanation of these results is that the sponsor of the awareness owned by the Jakmania Jakarta Supporters does not affect the purchase intention directly or direct but indirectly through the attitude toward sponsorship. According to Biscaia et al., (2013); Yang et al. (2008), supporters may aware of the sponsors but their intention to buy the sponsorship product will only increase if they build and have a good attitude towards the sponsors. This fact is evidenced by the insignificance of the results of the data on this study.

The hypothesis test results in this study showed that the attitude toward sponsorship proved to be positively influential for the purchase intention. The results confirmed the previous research which also concluded that an attitude toward sponsor had a positive influence on the purchase intention (Biscaia et al., 2013). The JakMania Jakarta Supporters' positive attitude towards sponsors is raising their intensity to buy Specs as a sponsor. Such attitudes usually arise because of the experience that is felt by themselves by the JakMania Jakarta Supporters, as they already know that the product Specs is a quality product, Specs is

a professional company so the desire to buy a product Specs become high. Therefore, previous research has stated that an attitude toward sponsor is the major predictor in the purchase intention product of the sponsor and that the attitude towards sponsorship is more meaningful than just awareness in predicting sales, (Biscaia et al., 2013; Ko, Kim, Claussen, & Kim, 2008). The fact that The Jakmania Jakarta Supporter has a positive attitude towards the sponsor is 5.61 of the 1-7 scale.

Behavioral Loyalty has a very strong influence on the purchase intention with a large estimate of 2,367. When the supporters of the Jakmania consider themselves supporters who often purchase something related to the club Persija Jakarta, as often buy tickets to attend the game directly in the stadium then it will provide benefits to Specs as a sponsor of Persija Jakarta.

Supporters who often watch live matches will likely buy sponsored products that relate to their team and usually, they will wear when watching live matches like Jersey or costume is issued by Specs as apparel sponsor from Persija Jakarta which is used by players while competing in the field. To be able to maintain this then the management of Specs should increase the type of other official products related to Persija Jakarta with many variations of product types so that the consumers who are the JakMania Jakarta Supporters has many options other than a jersey that they can use when attending matches directly at the stadium.

While attitudinal loyalty affects the purchase intention with an estimated value of 0884. That is, when the JakMania Jakarta Supporters already considered himself as a unity with Persija Jakarta then it will give benefits to Specs as a sponsor of Persija Jakarta. the JakMania Jakarta Supporters who feel a strong attachment with Persija Jakarta will be more sensitive with sponsors. They feel that their job is to buy sponsorship products because they feel grateful that the sponsor has helped their club trip, Persija Jakarta. To be able to maintain such management Specs must defend and maintain the trust Jakmania as a sincere sponsor committed with Persija Jakarta, so the gratitude that made supporters Persija Jakarta will continue to create an intensity to purchase products from sponsors

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LEMBAR
HASIL PENILAIAN SEJAWAT SEBIDANG ATAU PEER REVIEW
KARYA ILMIAH : JURNAL ILMIAH*

Judul karya ilmiah (artikel) : *The Role of Attitudinal Loyalty, Behavioral Loyalty, Sponsor Awareness, and Attitude Toward Sponsorship in Creating Purchase Intention on Specs*

Jumlah Penulis : 2 orang

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Konsep loyalitas pada merek merupakan sesuatu yang dinamis. Penelitian ini berhasil memberikan penjelasan konsep loyalitas pada merek Specs dengan mengkaitkan pada sikap terhadap sponsorship. Penelitian sangat bermanfaat untuk produsen atau pihak sponsor dalam menyusun strategi pemasaran untuk mempertahankan loyalitas merek.

18 Desember 2020

Reviewer 1/2 ** (Eksternal)



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NIDN: 0318107101

unit kerja: Universitas Bhayangkara Raya

*dinilai oleh dua Reviewer secara terpisah

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Nilai Pengusul =	$60\% \times 9,4 = 5,64$			5,64

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Penelitiannya bermanfaat sekali bagi pengembangan ilmu pengetahuan, Penelitian tsb agar dapat dikembangkan dengan menambah variabel penelitian dan memperluas objek penelitian sehingga hasil penelitiannya bisa di publikasikan pada jurnal terakreditasi

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