

The Role of Brand Image Mediate the Effect of Sponsorship on Purchase Decisions

Putu Agus Mahendra Wijaya¹, Kastawan Mandala²

^{1,2} Udayana University

^{1,2} Faculty of Economics and Bussiness, Bali, Indonesia

Abstract: The rapid development of the coffee industry in Indonesia today, requires coffee companies to be more creative and innovative in increasing sales. This is because the competition in the coffee industry is getting tougher. Overcoming increasingly fierce business competition can be done by planning and implementing a strategic sponsor. Then, it will create a strong and complete product brand image, giving rise to consumer confidence in making Purchase Decision.

The purpose of this study was to study the relationship of sponsorship variables to brand image, sponsors to purchase Decision, and brand image variables mediate sponsorship variables to purchase Decision. This research was conducted in Denpasar involving 120 respondents who had visited the event visited by ABC White Coffee. Data collection was carried out using a questionnaire, while data analysis techniques used descriptive analysis, analytical pathways, the classic assumption test and the sobel test. The results of the study found that sponsors supported the brand image and Purchase Decision positively. The brand image supports positively towards the purchase Decisions and mediates the positive sponsor of the purchase Decisions.

Keywords: Brand Image, Sponsorship, Purchase Decision.

I. INTRODUCTION

The rapid development of the coffee industry in Indonesia today, requires coffee companies to be more creative and innovative in increasing sales and quality of their products. This is due to increasingly fierce business competition in controlling existing market share. Applying the right marketing strategy will help improve the company's position, increase product sales and maintain the company's survival, and will automatically create a good brand Sukoco (2014). Brand is very important to make it easier for consumers to make Purchase Decision and become a stimulus in the implementation of other strategies, therefore companies must be more selective in implementing strategies, especially in the field of marketing. One marketing strategy that can be applied is through sponsorship Nurshanti (2011). According to Sidhi (2014) sponsorship is a form of assistance in the form of funds, services or products to the recipients so that the implementation of the event remains smooth and the sponsoring party has the right to place advertisements and market their products at the location of the event.

In Indonesia since 2000, large companies have conducted sponsorship collaborations in organizing various events at regional, national and international levels. An event that can be sponsored by companies is very much, sponsorship in the field of arts and sports is increasingly popular in use by companies today, because it has the greatest interest and often becomes media coverage Hatta (2018). Olkkonen (2006) defines sponsorship as a mutually beneficial business relationship between sponsors and sponsored parties, there are two benefits of implementing sponsorship. First, sponsorship can create public awareness of the company's product or image. Second, relationship relations can be built and developed through sponsorship, becoming an important outcome of various stakeholders after attending sponsored events. Jalilvand (2012) states, a strong brand image will be able to increase consumer confidence in the products and services offered, so as to enable them to better visualize and better understand the importance of a company establishing a sponsorship partnership, then the company's goal of establishing a sponsorship collaboration can be achieved namely to market its products and effect consumers to make Purchase Decision.

Research conducted by Abdel (2014) states that sponsorship does not have a significant effect on Purchase Decision, so a mediating variable is needed to ensure the consumer's Purchase Decisions. Woisetschlager (2012) obtained the results of research conducted that sponsorship shows a positive and significant effect where sponsorship is a stimulus to the brand image from time to time. Brand image is often used as a condition when consumers evaluate a product before making a product purchase.

Brand image is a set of beliefs, ideas, and impressions a person has of a brand (Kotler, 2007: 101). Adil (2012) states the main function of brand image is to answer the question how consumers choose between alternative brands that exist after consumers get information. One place to get information about the product is the sponsorship activity carried out by the company, Olkkonen (2006). When an event or activity sponsored by the company attracts and entices many people to attend, it will directly provide information about the product and create a brand image, so consumers will be interested in making a Purchase Decisions. Therefore, the objective to be achieved from this research by placing brand image as a mediating variable is to determine the implementation of sponsorship conducted by ABC white coffee, whether brand image can provide added value to consumers to make Purchase Decision on ABC White Coffee.

The development of information about a product certainly makes consumers have alternatives in making choices and determining Purchase Decision to meet their needs. Purchase Decisions is a process of problem solving approach which consists of the introduction of problems, finding information, some alternative assessments, making buying Decision, and behavior after buying through which consumers pass (Kotler and Keller, 2012: 184). Marketers must be able to show the superiority of their products to the public at the time of sponsorship so that consumers feel confident to immediately make a purchase Decisions. One of the companies that innovated its coffee products is PT Santos Jaya Abadi (Kapal Api Group) established in 1979, which is located in Sidoarjo, East Java, which previously only produced black coffee in packaging, has innovated to produce processed White coffee called ABC white coffee here are the producers of white coffee in Indonesia

TABLE 1: DATA OF WHITE COFFEE PRODUCERS IN INDONESIA

Merk	2016 TBI	TOP	2017 TBI	TOP	2018 TBI	TOP
Luwak White Coffee	74,2%	TOP	68,5%	TOP	68,9%	TOP
ABC White Coffee	9,1%		15,3%	TOP	12,9%	TOP
TOP White Coffee	5,4%		5,4%		7,8%	
Kapal Api White Coffee	2,5%		2,9%		4,9%	

(Source: www.topbrand-award.com)

Table 1 shows two categories namely TBI (Top Brand Index) which contains the total percentage of the survey conducted, the survey conducted measures three parameters namely top mind awareness (ie based on the brand that was first mentioned by respondents when the product category is mentioned), last used (i.e. based on the brand that was last used or consumed), and future intention (ie based on the brand that you want to use or consume in the future), then the second TOP title is given to products that have the highest index value among the existing brand categories and has a fixed rank every year (www.topbrand-award.com). In 2018 decreased to 12.9% shows that ABC White Coffee must be more active and sustainable in carrying out its marketing strategies, the way ABC White Coffee often does is by way of sponsorship. In 2018 ABC White Coffee sponsored Jakarta Halal Things, in addition ABC White Coffee sponsored PT. Persib Bandung Dignified (PT. PBB) where ABC White Coffee seeks to improve football in Indonesia.

The current development shows that sponsorship effects consumer Purchase Decision in Indonesia. Increasing competition shows that companies must be smarter in knowing effective marketing strategies so that companies are able to compete. Seeing this phenomenon, instant coffee producers need to be more aware of the importance of establishing sponsorship cooperation.

II. CONCEPTUAL MODEL AND HYPOTESIS DEVELOPMENT

The Effect of Sponsorship on Brand Image

Research conducted by Kresnawati, (2008) found that as many as 50 people who were respondents could be known to generally show good results and based on the calculation of the coefficient, determination, the value showed that most of the brand image was effectd by sponsorship. Woisetschlager, (2012) has a finding that sponsors have a positive and significant effect on brand image and sponsorship gives stimulus to brand image from time to time. Sinaga (2014) states

that sponsorship has a significant effect on brand image and research from Nursanti, (2011) also states that sponsorship has a significant effect on brand image.

H₁: Sponsorship has a positive and significant effect on Brand Image.

The Effect of Sponsorship on Purchase Decisions

Research conducted by Eagleman and Krohn, (2012) states that the implementation of sponsorship will be able to make consumers behave more positively in deciding to buy a product. Then Ngan *et al.*, (2009) states that the implementation of sponsorship given to the right agency will effect consumers' Decisions to buy sponsor products (Sidhi, 2015). The more companies sponsoring, the higher the consumer's Decisions to buy the sponsor product.

H₂: Sponsorship has a positive and significant effect on Purchase Decision.

The Effect of Brand Image on Purchase Decision

Research from Kiswalini, (2014) states that brand image has a positive and significant effect on Purchase Decision, stating that if the product image is good, consumers will decide to buy the product. Furthermore, research from Wang, (2014) states that brand image has a positive and significant effect on Purchase Decision, where consumers are more likely to buy products that already have a good or well-known brand image, because a good or well-known brand image reduces the risk perceived by consumers. Randi, (2016) states that brand image has a positive effect on Purchase Decision, if there is an increase in brand image, it will lead to consumer Purchase Decision.

H₃: Brand Image has a positive and significant effect on Purchase Decision.

The Role of Brand Image Mediate The Effect of Sponsorship on Purchase Decision

Research conducted by Norman, (2014) found that there is a positive and direct relationship between brand image and Purchase Decision in rock distribution. Then the research conducted by Hesti (2015) concluded that the variable that was highly influential in influencing Purchase Decision was brand image and research conducted by Wikramanyana, (2014) showed that without the presence of brand image as a mediator variable, sponsorship would still positively have a significant effect towards the purchase Decisions.

H₄: Brand Image is able to mediate sponsorship positively and significantly to Purchase Decision.

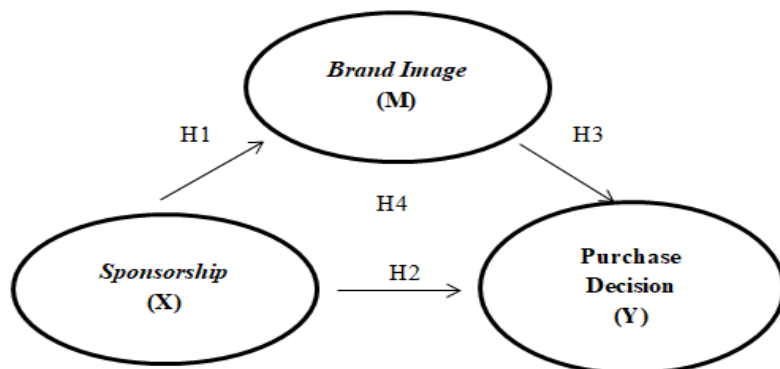


Figure 1: Conceptual Model

III. RESEARCH METHODOLOGY

Based on the problem under study, this study is included in associative research (relationship), which is research that aims to determine the relationship of two or more variables (Sugiono, 2014: 14). This research was conducted in the city of Denpasar, because it is the capital of the province of Bali and sponsorship activities will be centered in the city of Denpasar, thus attracting specialized companies ABC White Coffee to conduct sponsorship activities. The research population is all people who have bought and come to the event sponsored by ABC White coffee. The sampling technique used in this study is non probability sampling, with a purposive sampling method. The sample in this study were 120 with the method of data collection in this study was the survey method using a questionnaire. This study uses path analysis techniques that are used to determine the pattern of relationships between three or more and cannot be used to reject hypotheses.

All variables studied along with their respective symbols and indicators are summarized in Table 2

TABLE 2: RESEARCH VARIABLE INDICATORS

Variable	Indicators	Reference
<i>Sponsorship</i>	1) The level of ability of the sponsorship program to reach the target audience, 2) The level of compatibility of the sponsorship program with the product or brand. 3) The level of suitability of the sponsorship event program with the message delivered. 4) Personal preference for events.	Shimp (2008)
<i>Brand Image</i>	1) The brand is recognized by consumers. 2) Have a good track record. 3) Emotional ties arising from a brand. 4) Has a distinguishing characteristic from competitors.	Kartajaya (2010)
Purchase Decisions	1) Stability to buy. 2) Considerations for buying. 3) Conformity of attributes with wants and needs. 4) Give recommendations to others.	Aaker (2008)

Source: previous research study

IV. RESEARCH FINDING AND DISCUSSION

Based on the results of a study of 120 respondents and the distribution of questionnaires conducted at events sponsored by ABC White Coffee, the characteristics of respondents in this study can be seen by gender, the age of the respondent in detail can be seen in table 3 below:

TABLE 3: CHARACTERISTICS OF RESPONDENT DEMOGRAPHY

Criteria	Classification	Respondent	%
Gender	Male	70	58,3
	Female	50	41,6
Total		120	100
Age	11-20 years	22	18,3
	21-25 years	74	61,6
	26-30 years	17	14,1
	≥30 years	7	5,8
Total		120	100

Source : Data processed, 2019

Based on the table above, it can be seen that according to age grouping, the majority of respondents with a range of 21-25 years were 61.6 percent, then respondents with 11-20 years of age were 18.3 percent, with vulnerable groups of 26-30 years as many as 14.1 percent and the last above > 30 is 5.8 percent. When viewed from the gender of male respondents dominated in the study conducted that is 58.3 percent and female gender as much as 41.6 percent.

Questionnaires are declared valid if the statement contained in the questionnaire can measure what the researcher wants to measure. The minimum requirement for a questionnaire to fulfill validity is if r is greater than 0.30. In this study all the statement indicators in the variable brand image, sponsorship, purchase Decisions have a pearson correlation that is greater than 0.3 so that it can be concluded that the statement in the questionnaire has met the data validity requirements. Questionnaires are declared reliable if the results of Cronbach Alpha produce alpha values above 0.6, then the instruments used are said to be reliable. In this study all statement indicators in the brand image, sponsorship, purchase Decisions variables have Cronbach Alpha which is greater than 0.6 so it can be concluded that all variable indicators in this study are reliable, so that they can be used as research instruments.

Path analysis aims to determine the relationship and effect of exogenous variables on endogenous variables. Path coefficient calculations are performed using SPSS 13, the results of data processing for regression equation 1 are presented in table 4 as follows:

TABLE 4: RESULT OF PATH ANALYSIS STRUCTURE 1

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,869	0,226		3,836	0,000
	<i>Sponsorship</i>	0,811	0,053	0,814	15,220	0,000
R1 ² : 0,663						
F statistic: 231,659						
Sig. F : 0,000						

Source: Data processed, 2019

Based on Table 4 the results of structure 1 path analysis, the structural equations are as follows:

$$M = \beta_1 X + e_1$$

$$M = 0,814X$$

The β_1 value is 0.814, sponsorship has a positive effect on brand image, this shows that if the sponsorship variable increases, the brand image of ABC White coffee in Denpasar will increase by 0.814. The magnitude of the independent variable on the dependent variable shown by the total determination value (R square) of 0.663 means that 66.3 percent of brand image variations are effected by sponsorship variations while the remaining 33.7 percent is explained by other factors not included in the model.

TABLE 5: RESULT OF PATH ANALYSIS STRUCTURE 2

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,564	0,218		2,589	0,011
	<i>Sponsorship</i>	0,353	0,083	0,356	4,245	0,000
	<i>brand image</i>	0,533	0,083	0,535	6,390	0,000
R2 ² : 0,723						
F statistic: 152,614						
Sig. F : 0,000						

Source: Data processed, 2019

Based on the results of the analysis of substructural path 2 as presented in Table 5, the structural equations are as follows:

$$Y = \beta_2 X + \beta_3 M + e_2$$

$$Y = 0,356 X + 0,535M$$

A β_2 value of 0.356 means that sponsorship has a positive effect on Purchase Decision, if the sponsorship variable increases, it increases the Purchase Decisions variable on ABC White coffee by 0.356.

A β_3 value of 0.535 means that brand image has a positive effect on Purchase Decision, this means that if the brand image variable increases, the Purchase Decisions variable on ABC white coffee increases by 0.535. The magnitude of the effect of the independent variable on the dependent variable shown by the total determination value (R square) of 0.723 means that 72.3 percent of the variation in Purchase Decision is effected by variations in sponsorship and brand image, while the remaining 27.7 percent is explained by other factors to in the model.

TABLE 6: RESULTS TESTING THE STANDARD ERROR VALUE

Testing Result	Standard Error Value
Pe₁	0,580
Pe₂	0,526

Source: Data processed, 2019

The results of total determination coefficients are as follows:

$$\begin{aligned}
 R^2_m &= 1 - (\beta_1)^2 - (\beta_2)^2 \\
 &= 1 - (0,580)^2 - (0,526)^2 \\
 &= 1 - 0,336 - 0,276 \\
 &= 0,908
 \end{aligned}$$

A total determination value of 0.908 means that 90.8 percent of the purchase Decisions variable is effected by sponsorship and brand image variables, the remaining 9.2 percent is explained by other factors outside the model formed. Based on the explanation regarding structural equation, the path coefficient diagram of this study is as follows: . The results of path coefficients on the research hypothesis can be illustrated in Figure 2.

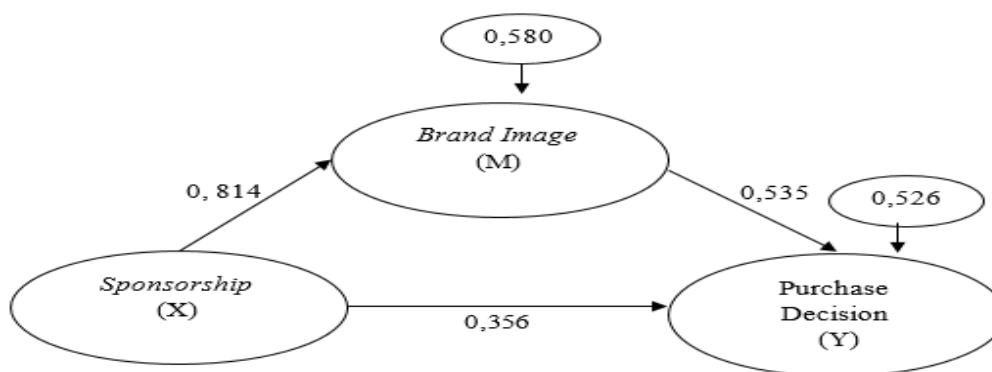


Figure 2: Final Path Diagram Model

TABLE 7: DIRECT EFFECTS AND INDIRECT EFFECTS

Relationship Between Variables	Direct Effect	Indirect Effect	Total Effect
Effect of Sponsorship on Brand Image	0,814	-	0,814
Effect of Sponsorship on Purchase Decisions	0,356	0,435	0,791
Effect of Brand Image on Purchase Decisions	0,535	-	0,535

Source: Data processed, 2019

The data shows that sponsorship has a direct effect on Purchase Decision of 0.791 percent, mediated by the brand image variable, an indirect effect of 43.5 percent, and a total effect of 79.1 percent. These results indicate that sponsorship mediates the effect of brand image on Purchase Decision partially.

Sobel Test results that have been calculated show that the calculated Z value of 5.9329 > 1.96 with a significance value of 0.0000 < 0.05, which means brand image is a variable that mediates the effect of sponsorship on Purchase Decision on ABC White Coffee in the city of Denpasar or in other words sponsorship has an indirect effect on Purchase Decision through brand image.

The Effect of Sponsorship on Brand Image

Based on the results of the sponsorship analysis of brand image obtained a Significance value of 0,000 with a beta coefficient value of 0.814 with a t value of 15.220. Significance value of 0,000 < 0.05 indicates that H0 is rejected and H1 is accepted. The results in this study mean that sponsorship has a positive and significant effect on brand image, where consumers believe that sponsorship conducted by ABC White Coffee has been successfully implemented in sponsoring various events, so as to be able to provide information and instill values such as enthusiasm, spirit young, and not easily give up on consumers about ABC White Coffee products. Thus making the ABC White Coffee brand image inherent in the minds of consumers. The results of this study are in accordance with previous research conducted by Kresnawati

(2008) showing that most brand image is effected by sponsorship, the results of this study are also in line with research conducted by Woisetschlager (2012). brand and sponsorship provide stimulus to the brand image from time to time. Sinaga (2014) states that sponsorship has a significant effect on brand image and research from Nursanti (2011) also states that sponsorship has a significant effect on brand image.

The Effect of Sponsorship on Purchase Decision

Based on the results of the sponsorship analysis of the purchase Decisions obtained a Significance value of 0,000 with a beta coefficient of 0.356 with a t value of 4.245. Significance value of 0,000 <0.05 indicates that H0 is rejected and H2 is accepted. The results in this study mean that sponsorship has a positive and significant effect on Purchase Decision. Where consumers assume that ABC White coffee routinely sponsors activities or events, consumers will know more about various information about ABC White Coffee products and consumers who attend the event will find it easier to decide to buy ABC White Coffee. The results of this study are consistent with previous research conducted by Eagleman and Krohn (2012) which states that the implementation of sponsorship will be able to make consumers behave more positively in deciding to buy a product. Then Ngan *et al.* (2009) states that the implementation of sponsorship given to the right agency will effect consumers' Decisions to buy sponsor products (Sidhi, 2015). The more companies sponsoring, the higher the consumer's Decisions to buy the sponsor product.

The Effect of Brand Image on Purchase Decision

Based on the results of the third hypothesis testing H3 obtained a probability value (sig) of 0,000 with a beta coefficient of 0.535 and a t value of 6.390. Significance value of 0,000 <0.05 then this can be interpreted that H0 is rejected and H3 is accepted. This result means that brand image has a positive and significant effect on Purchase Decision. Where consumers think that with a strong brand image, consumers will be easier in making Purchase Decision. This is because consumers already believe in these products because they have a strong and positive brand image in the eyes of consumers, so consumers do not hesitate to decide to buy ABC White Coffee products. The results of this study are consistent with previous research conducted by Kiswalini (2014) stating that brand image has a positive and significant effect on Purchase Decision. Further research from Wang (2014) where consumers are more likely to buy products that already have a good and well-known brand image, because a good or well-known brand image will reduce the negative risk perceived by consumers. Randi (2016) states that if there is an increase in brand image, it will lead to Purchase Decision for consumers.

The Role of Brand Image Mediate The Effect of Sponsorship on Purchase Decision

Sobel test results revealed that the Z value is greater than 1.96, this shows that H4 can be accepted. Based on the results of the fourth hypothesis testing H4 obtained Z value of 5.9329 which can be interpreted that the brand image is able to mediate the effect of sponsorship on Purchase Decision with In other words, sponsorship has an indirect effect on Purchase Decision through brand image. The results of this study are consistent with research conducted by Norman (2014) found that there is a positive and unidirectional relationship between brand image and Purchase Decision on rock distribution. Then the research conducted by Hesti (2015) concluded that the variable that was very dominant in influencing Purchase Decision was brand image.

Research Limitations

- a) This research has only been done on one product, this research can be done on examples of food products or other services around the City of Denpasar.
- b) This research can still be developed by testing it in other industries besides the beverage industry, because this research will certainly give different results when the product or type of industry used as research material is changed.
- c) This research is only carried out within a certain period (cross-section), while the environment can change every time (dynamic), so this research needs to be done again in the future.

V. CONCLUSIONS AND SUGGESTIONS

Based on the results of the discussion of the research, it can be drawn some conclusions that:

- [1] The results of this study indicate that sponsorship has a positive effect on brand image, meaning that if there is a decrease in sponsorship activities on ABC White Coffee products in the city of Denpasar it will affect brand image. The effect of this positive value shows that the more frequent sponsorship activities are carried out, it will enhance and strengthen the brand image.

- [2] The results of this study indicate that sponsorship has a positive effect on Purchase Decision, meaning that the more frequent sponsorship activities will affect the level of consumer confidence to make Purchase Decision. The effect of this positive value shows that, consumers' views about sponsorship activities affect the level of confidence in deciding to purchase ABC White Coffee products.
- [3] The results of this study indicate that brand image has a positive effect on Purchase Decision, meaning that brand image will affect Purchase Decision both positively. The effect of this positive value shows that, consumers who feel confident after knowing a good brand image and will make a purchase Decisions.
- [4] Brand Image has a positive role in mediating the effect of sponsorship on the Decisions to purchase ABC White Coffee in Denpasar.

Based on the results of the discussion of the research, it can be drawn some suggestions that:

- 1) Based on the implications of the results of research on sponsorship. The management must balance with the implementation of appropriate and sustainable marketing strategies to win the competition, one of which has been done is with sponsorship. To be able to maintain and win competition sponsorship activities must continue to be improved and improved because by conducting sponsorship the company is able to get closer to consumers to introduce products and the company is able to find out product deficiencies through the suggestions given, so that the company is able to improve and create the desired product variants consumer.
- 2) The management must further improve services to the event to be sponsored, by presenting artists or celebrities who are well-known today to be brand ambassadors in enhancing the ABC White Coffee brand image while at the same time attracting consumers to attend the sponsored activities.
- 3) Apart from sponsorship to strengthen the brand image the company must continue to innovate and improve existing deficiencies in the products that have been marketed, aiming to increase consumer confidence that ABC White coffee is a superior product and different from the others.
- 4) The next researcher is expected to be able to improve the quality of research by expanding the scope of research and adding several other variables as mediating and can be tested in other industries besides the beverage industry. In addition, researchers can also test this model on other White Coffee products, such as Luwak White Coffee, TOP White Coffee and Kapal Api.

REFERENCES

- [1] Aaker. 2008. Manajemen ekuitas merek. Mitra utama. Jakarta.
- [2] Abdel, Labila. 2014. An Evaluation Of The Effectiveness Of Sports Sponsorship Among Football Fans In Egypst. *Athens Journal Of Sports*, 1 (2)
- [3] Adil, Maikul. 2012. The Influence Of brand Image On Sales. *Journal of Basic and Applied Scientific Research*, 2(4), pp: 3552-3556.
- [4] Eagleman, Andrea N. and Krohn Brian D. 2012. Sponsorship Awareness, Attitudes, and Purchase Intentions of Road Race Series Participants. *Sport Marketing Quarterly*, 21 pp: 269-294.
- [5] Hesti, Octavia. 2015. Pengaruh Citra Merek, Periklanan Terhadap Minat Beli Konsumen Thermometer Onemed di Surabaya. *Jurnal Ilmu dan Riset Manajemen*, 4(7).
- [6] Jalilvand, Reza Mohammad. 2012. The effect of electronic word of mouth on brand image and purchase intention. *Marketing intelligence & Planing*. 30(4), pp: 460-476.
- [7] Kartajaya, Hermawan. 2010. Brand Opration The Official MIM Academy Course Book. Jakarta: Erlangga Group.
- [8] Kiswalini A dan I ketut Nurcahya, (2014). Pengaruh Celebrity *Endorser*, *Brand Image* dan kepercayaan konsumen terhadap keputusan pembelian sepeda motor Honda vario. Skripsi. Sarjana Jurusan Manajemen Pemasaran pada Fakultas Ekonomi dan Bisnis Universitas Udayana, Denpasar.
- [9] Kotler, Philip, and Kevin Lane Keller. 2016. Marketing Manajemen. 15th Edition. Person Education.
- [10] Kotler, Phillip dan Kevin Lane Keller. 2012. Manajemen Pemasaran. Edisi ke Dua Belas. Jilid Pertama. Indonesia: PT Macanan Jaya Cemerlang.

- [11] Kresnawati, Desi. 2008. Analisis Pengaruh Iklan, Kepercayaan Merek, dan Citra Merek terhadap Minat Beli Konsumen. *Jurnal Manajemen*, 13(1).
- [12] Kresnawati, Nurwulan Gina. 2008 Pengaruh *Sponsorship* Terhadap *Brand image* pada Ouval Research.
- [13] Ngan, M K Heidi , Prendergast Gerard P and Tsang S L Alex. 2011. Linking sports Sponsorship with purchase intentions .*European Journal of Marketing* 45 (4) pp: 551-566
- [14] Norman, Utami Astri.2014. Hubungan Brand image terhadap Minat Beli pada Distro Rockmen di Kota Bandung
- [15] Nursanti, Aida.2011. Pengaruh Event Sponsorship terhadap Brand Image rokok A-mild pada PT. HM SAMPOERNA Tbk. Cabang Pekanbaru.*Jurnal Ekonomi*, 19(1)
- [16] Olkkonen Rami.2006. Fading Configurations in inter-organizational relationships: a case study in the context of cultural *Sponsorship*.*Journal of Business & Industrial Marketing* 23 (3), pp: 203 –212.
- [17] Randi. 2016. Pengaruh Citra Merek Terhadap Minat Beli Pada Makanan Fast Food Ayam Goreng (Studi Pada Konsumen Texas Chiken Pekanbaru).*jom Fisip*, 3(2).
- [18] Shimp, Terence A. 2008. Periklanan Promosi Aspek *Tambahan Komunikasi Pemasaran Terpadu* Edisi Terjemahan Jilid 2. Jakarta:Erlangga
- [19] Sidhi, Wikramayana. 2015. Peran *Brand Image* dalam Memediasi Pengaruh *Sponsorship* terhadap Niat beli Motor Yamaha di Kota Denpasar. *E-Jurnal Manajemen*, 4(3).
- [20] Sinaga, Ingrid. 2014. *The Effect of Marketing Public Relations on Brand image on Brand image* *Jurnal Akuntansi*, 2(2), pp 184-189.
- [21] Sugiyono 2014 Metode penelitian Pendidikan Pendekatan Kualitatif, Kuantitatif, dan R&D. Bandung. Alfabeta
- [22] Wang, Ya – Hui, Cing – Fen Tsai. 2014. The Relationship Between Brand Image and purchase Intention: Evidence From Award Winning Mutual Funds. *The Internasional Journal Of Business and Finance Research*. 8(2),h:27-39.
- [23] Wikramayana, IG.P. Sidhi 2014. Peran *Brand Image* Dalam Memediasi Pengaruh *Sponsorship* Niat Beli Motor Yamaha di Kota Denpasar. *E- Jurnal Manajemen Udayana*.
- [24] Woisetschlager, David M. 2012. Sponsorship congruence and brand image. *European Journal of Marketing*, 46 (3/4), pp: 509-523.
- [25] www.topbrand-award.com