

Marketing Major
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**Indonesia's Event Sponsorship Effectiveness towards Purchase Intention: the essential
roles of product knowledge and Corporate Social Responsibility**

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Abstract

Objectives - This research seeks to accomplish two objectives; to agree on the level of Product knowledge, corporate social responsibilities and commitment on purchase intention in one event and that was examined one sponsor that was funded the event in Jakarta, Indonesia; and to investigate the effectiveness event-sponsorship that was held in Jakarta, Indonesia to maximize the outcome.

Method - The questionnaires were distributed through personal approach at people that attended Java Jazz festival 2011. SPSS 19.0 was used for the reliability and validity analysis, linear regression and lastly additional insight in the study was conducted using One-Way ANOVA.

Results - Out of six hypotheses, the study succeed to accept all hypotheses. The results make possible the knowledge of aspects in creating event effectiveness in Indonesia's event-sponsorship. In addition, the results expand the marketing manager and event-sponsorship coordinator on formulating efficient event-sponsorship.

Conclusion – Product knowledge, corporate social responsibilities and commitment are effecting purchase intention on the event attendees', there were no significant result towards the expertise of using event sponsor's product and the likely hood to purchase event sponsor's products across gender and there were significant result towards the expertise of using event sponsor's product and the likely hood to purchase event sponsor's products across monthly average spending. Out of three aspects that is examined in this study, event sponsor's that is perceive as socially responsible is the most aspect that influence event attendee's purchase intention.

Keyword – Java Jazz festival 2011, AXIS, product knowledge, corporate social responsibilities, commitment, purchase intention, Indonesia, event-sponsorship

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