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# The Effect of Sponsor-Event Congruence on Sponsor Credibility, Attitude toward the Sponsor, and Purchase Intention: A Study of Implora Brand

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## ABSTRACT

**Aims:** This research was conducted to find out the effect of sponsorship on one of the biggest beauty events in Indonesia, namely Jakarta x Beauty 2022 through sponsor-event congruence, sponsor credibility, and attitudes towards the sponsor to purchase intention of a local beauty brand, namely Implora.

**Study design:** Cross-Sectional Descriptive Quantitative Research with a non-probability sampling technique.

**Place and Duration of Study:** the population consisted of Indonesians who had visited the Jakarta x Beauty 2022 beauty event held by the Female Daily Network. The samples used as respondents who participated in this study were women and men with a minimum age of 17 years who like to pay attention to appearance, know about the Female Daily Network, know about the Jakarta x Beauty program, attend the Jakarta x Beauty 2022 event, know about a beauty brand called Implora, know about Implora is a sponsor at the Jakarta x Beauty 2022 event, and has never purchased beauty products from Implora.

**Methodology:** There are three hypotheses tested through the structural equation model (SEM) method with a total sample of 112 respondents.

**Results:** In this study, it is proven that event-sponsor congruence has a positive influence on sponsor credibility. Furthermore, sponsor credibility has a positive influence on attitude toward the sponsor, as well as purchase intentions which are positively influenced by attitude toward the sponsor.

**Conclusion:** This research can be considered by Implora in conducting sponsorship in the future, as well as contributing to further similar research so it can obtain a maximum research result.

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**Keywords:** *Attitude toward the Sponsor, Sponsor-Event Congruence, Sponsor Credibility, Purchase Intention*

## 23 1. INTRODUCTION

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25 The development of the beauty industry in Indonesia continues to increase consistently from  
26 year to year. The Minister of Tourism and Creative Economy, Sandiaga Uno predicts that in  
27 2022 the beauty industry will increase by US\$8.46 billion, and is optimistic that in the next 5  
28 to 10 years Indonesia will become the 5th largest market for the beauty industry worldwide [1].  
29 Based on research conducted by the Indonesian Digital Marketing Association Team in  
30 February 2022, it appears that beauty care products are the best-selling products sold in the  
31 marketplace. Sales reached 33.4 million products out of 700 million products available on the  
32 2 largest marketplaces in Indonesia, namely Shopee and Tokopedia [2].

33 These products also come from local beauty products that have started to appear in Indonesia  
34 in recent years. Based on a survey conducted by Populix of 500 Indonesian women, the result  
35 is that more than half or 54% of respondents prefer local brand cosmetics to international  
36 brands [3]. The tendency of the Indonesian people to choose local cosmetic products is  
37 supported by the implementation of various activities in the beauty industry which are very  
38 diverse and present many local brands. One of the largest beauty forums in Indonesia is the  
39 Female Daily Network, a website and application-based platform that provides beauty product  
40 articles and reviews. Every year, Female Daily Network holds an annual beauty event called  
41 FD x Beauty which is held in several cities in Indonesia, including Jakarta, Surabaya and  
42 Medan. Jakarta x Beauty is back after a hiatus of 2 years due to the Covid-19 pandemic.  
43 Jakarta x Beauty 2022 is the largest skincare and cosmetics exhibition in Southeast Asia which  
44 presents more than 200 beauty brands and 70% of them are local brands. Jakarta x Beauty  
45 is a place for local products to grow not only in Indonesia, but also globally [4].

46 In the year 2022, Jakarta x Beauty is sponsored by Implora, a local cosmetic brand that was  
47 founded in 2002 and was founded by Go Wie Liem and his wife Sri Melani. Some of the  
48 benefits Implora received as a silver sponsor at the Jakarta x Beauty 2022 event include:  
49 placement of Implora logo on the first page banner of the Jakarta x Beauty 2022 website  
50 ([www.jakartaxbeauty.com](http://www.jakartaxbeauty.com)), writing of the Implora brand on the Jakarta x Beauty website  
51 ([www.jakartaxbeauty.com](http://www.jakartaxbeauty.com)) and the official website of the Female Daily Network  
52 ([www.editorial.femaledaily.com](http://www.editorial.femaledaily.com)), as well as in various articles written by Jakarta event media  
53 partners x Beauty 2022, and benefit to hold a Meet & Greet event at the Implora booth at  
54 Jakarta x Beauty 2022.

55 Sales of the Implora brand are dominated by online sales, especially through marketplaces.  
56 From the information listed on the official Implora website ([Implora.co.id](http://Implora.co.id)) in the "Where to Buy"  
57 section and in the "Frequently Asked Questions" section which states that Implora focuses its  
58 sales on its official marketplaces at Tokopedia, Shopee and Lazada, as well as offline at  
59 several local cosmetic shops that sell Implora products. At the beginning of 2022, namely in  
60 February and March, Implora was in the first position of the best-selling facial serum based on  
61 the Compass Dashboard. After holding on to first position, Implora then dropped to position 8  
62 in June 2022, even its sales were beaten by the Skintific brand, which is the first time to enter  
63 the top line of facial serum brands in 7th position [5].

64 According to [6], the purpose of a brand sponsoring an event is to increase sales, brand  
65 recognition, and brand image, as well as develop consumer loyalty to the brand. One example  
66 of an increase in sales of a brand sponsoring an event is the Hydro Coco brand by sponsoring  
67 the Foam Run 5K Telkomsel and Color Run events with PT. Kimia Farma was successful in  
68 increasing its sales by 63.71% in 2017 [7]. The event sponsored by Hydro Coco is aligned  
69 with its brand which has a similar target market, in the form of people who pay attention to  
70 their health. Likewise, with the Implora brand which sponsors the Jakarta x Beauty 2022 event  
71 with industry alignment, namely the beauty industry, as well as the target audience for Jakarta

72 x Beauty 2022 and the target market for Implora, namely beauty enthusiasts throughout  
73 Indonesia.

74 Implora, which is sponsoring the Jakarta x Beauty 2022 event with a specific target market,  
75 namely beauty enthusiasts or fans of beauty products, is very suitable to support increased  
76 sales of the company's products which experienced a decline exactly one month before the  
77 event was held through the creation of sponsor credibility, attitude towards the sponsor, as  
78 well as purchase intention towards Implora. It is known that Implora focuses its sales online,  
79 so the downward trend in sales on the marketplace represents the majority of sales of  
80 Implora's beauty products. Therefore, this research was conducted to determine the effect of  
81 sponsorship at one of the biggest beauty events in Indonesia, namely Jakarta x Beauty 2022  
82 on the intention to purchase the Implora brand so that it can compete with its competitors in  
83 the market by taking advantage of the momentum of the Jakarta x Beauty 2022 event which  
84 was held in July 2022 or one month after the phenomenon of declining sales experienced by  
85 Implora, so that it can return to its position earlier this year.

## 86 **2. LITERATURE REVIEW**

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### 88 **2.1 Sponsor-Event Congruence**

89 According to [8], sponsorship is all the means used by companies to get public relations  
90 exposure. Based on [9], there are 2 forms of sponsorship which include financial sponsorship  
91 and in-kind sponsorship. Congruity or harmony is a psychological theory put forward by  
92 Osgood and Tannebaum in 1955 which explains changes in individual behavior, in the form  
93 of the emergence of sympathy when someone they like agrees to the same thing as them [10].  
94 One application of congruity theory in marketing science is sponsor-event congruence. Its  
95 application can be in the form of audience alignment attending an event with the target market  
96 of the sponsoring company, as well as the suitability of the sponsoring company's brand,  
97 product or service to an event based on the perceptions and expectations held by consumers  
98 [11].

99 According to [12], sponsor-event congruence is a factor of "fit" between an event and the brand  
100 that sponsors the event. Meanwhile, according to [13], sponsor-event congruence is defined  
101 as a situation where the sponsor's product or service is intrinsically aligned with the event it  
102 sponsors, and there is relevance and similarity of the image of an event to several aspects  
103 contained in the brand that sponsors the event. In line with this, according to [14], sponsor-  
104 event congruence is the extent to which consumers believe that an event and a sponsor's  
105 brand have the same identity. Therefore, the study proposes the 1<sup>st</sup> Hypothesis:

106 **Hypothesis 1.** Sponsor-event congruence has a positive impact on sponsor credibility.

### 107 **2.2 Sponsor Credibility**

108 Credibility is an important factor in persuasion techniques. To be persuasive, a person's sense  
109 of trust must be generated in something that is argued that this is the truth, based on  
110 experience and knowledge [15]. Based on [16], there are 3 components in credibility to send  
111 messages effectively including attractiveness, trustworthiness, and expertise. Expertise or  
112 expertise is the level of understanding of the source based on another person's point of view.  
113 Trust or trustworthiness is the level of consumer confidence that the statement given is valid.  
114 Attractiveness is something that is considered impressive and attracts the attention of  
115 consumers.

116 Credible companies are assessed based on altruistic corporate motivation and not only profit-  
117 oriented [17]. A good brand earns the trust of its consumers. When sponsoring a particular  
118 event, it is hoped that it can help a brand build trust from potential customers and existing  
119 customers through the event. The credibility of a good company will increase the positive  
120 attitude of consumers towards the company concerned. Based on [18] sponsor credibility is  
121 the extent to which the sponsor is considered trustworthy and can be trusted by consumers.  
122 Sponsor credibility is one of the most important characteristics of a brand signal [19]. In line  
123 with this, sponsor credibility is defined as consumer perception in terms of the level of trust in  
124 products and information, as well as the fulfillment of a brand's promises [20]. Therefore, this  
125 study proposes the following hypothesis:

126 **Hypothesis 2.** Sponsor credibility has a positive impact on attitude toward the sponsor.

### 127 **2. 3 Attitude toward the Sponsor**

128 In psychology, attitude is a series of emotions, beliefs, and behaviors towards certain objects,  
129 people, things, or events. Attitude is usually the result of experience or education received by  
130 a person, and influences behavior and actions in various situations [21]. Based on [21], there  
131 are several factors that affect the formation of attitude such as experience, social factors,  
132 observation, learning, and conditioning.

133 A person's positive or negative reaction to a brand is determined by the ethics that consumers  
134 raise in their daily lives with a brand. Attitudes are one of the important factors that shape  
135 individual habits, including determining what brand you want to buy or what shop you want to  
136 subscribe to. Brand determination is usually based on the most profitable evaluation [22].  
137 Based on [23], there are 3 main components known as the tri- component attitude model,  
138 including the cognitive component, affective components, and the coactive component. [24]  
139 stated that attitudes toward the sponsor are positive or negative reactions of consumers  
140 towards a brand after getting experience from an event. Meanwhile, according to [25], attitudes  
141 toward the sponsor are the overall evaluation of consumers towards a brand including names,  
142 logos and symbols, as well as other attributes and characters in a brand that determine  
143 consumer behavior and decisions. In line with this, attitudes toward the sponsor are also  
144 interpreted as all consumer evaluations of a brand which form the basis for choosing a brand  
145 [26]. Based on the explanation, the 3<sup>rd</sup> hypothesis is proposed for this study:

146 **Hypothesis 3.** Attitude toward the sponsor has a positive impact on purchase intention.

### 147 **2. 4. Purchase Intention**

148 The desire to buy a particular product from a brand is determined by several things and  
149 consumer considerations. Based on [8], purchase intention is defined as a preference  
150 possessed by consumers in buying a product or service. Meanwhile, according to [24],  
151 purchase intention is the tendency of consumers to buy products in certain situations.  
152 Research in psychology shows that purchase intention tends to be a predictive actual  
153 purchase when there is a relationship between action, context, and time [8].

154 Consumers in various parts of the world have different responses to marketing or marketing  
155 activities. In a research it was found that the purchase intention of consumers in the United  
156 States is twice as likely to be influenced by beliefs and attitudes towards the brand. Meanwhile,  
157 South Korean consumers have an eightfold tendency to be affected based on the beliefs of  
158 prevailing social norms [8]. According to [17], purchase intention is defined as an intention and  
159 consideration that consumers have before buying a product according to the results of the  
160 product function analysis according to the behavior and habits of consumers in making

161 purchases. Purchase intention is a decision that explores the reasons consumers buy a  
 162 particular brand [24]. Meanwhile, according to [27], purchase intention is a process of  
 163 consumer analysis of a product based on knowledge of the product and comparison with other  
 164 products.

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166 Following is the research framework based on the explanation of the proposed hypothesis:

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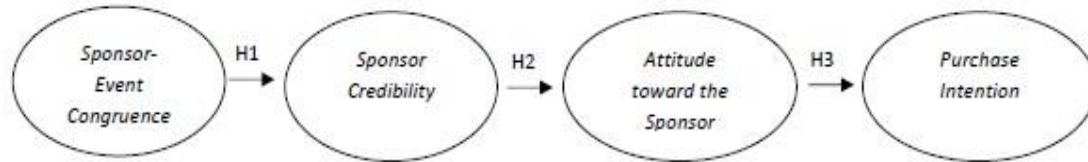
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### 3. RESEARCH METHODS

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#### 3.1. Pre-Test

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The accuracy of the data used in the measurement is determined through a validity test. This is done to find out how much an indicator can represent something that is measured in a study. Test validity relates to how well a research concept is defined through measurement. The measured data must be free from systematic or non-random errors [28]. Reliability test refers to how consistently a variable that is measured is true and error free. All indicators in measurement must be consistent and interrelated to show that these indicators measure the same thing [29]. An indicator is declared reliable through a reliability measurement tool called Cronbach's Alpha. Cronbach's Alpha value  $\geq 0.6$  to state a reliable indicator [28].

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#### 3.2. Participants, study design, and procedure

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In this study, the population consisted of Indonesians who had visited the Jakarta x Beauty 2022 beauty event held by the Female Daily Network. The samples used as respondents who participated in this study were women and men with a minimum age of 17 years who like to pay attention to appearance, know about the Female Daily Network, know about the Jakarta x Beauty program, attend the Jakarta x Beauty 2022 event, know about a beauty brand called Implora, know about Implora is a sponsor at the Jakarta x Beauty 2022 event, and has never purchased beauty products from Implora. This study uses conclusive research through descriptive research with a cross-sectional design, namely a single cross-sectional design. This research uses conclusive research because it wants to know the relationship between variables that influence purchase intention for the Implora brand as a silver sponsor for the Jakarta x Beauty 2022 event. Descriptive research is used in this study to find out certain characteristics in the market. The reason for using a cross-sectional design is because data collection from the sample is only done once through a single cross-sectional design, where the sample used is only one representative group of respondents representing the target population of visitors to the Jakarta x Beauty 2022 event who know Implora as the sponsor of the event.

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#### 3.3. Measures

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Based on [28], a procedure that estimates the correlation of several independent and dependent variables in a construct that is represented through a measured variable or measured variable and included in a connected model is called Structural Equation Modeling (SEM). SEM is usually used when a study consists of 2 or more endogenous variables. This study applies the Structural Equation Modeling (SEM) method because the research model contains more than one endogenous variable and includes several structural relationships. Structural Equation Modeling (SEM) is usually used as a form of confirmation rather than exploration in determining whether a particular model is valid to use or not. SEM helps in

210 measuring variables and testing relationships based on the theory described using a single  
211 technique [28].

### 212 **3. 4. Data analysis**

213 There were 112 respondents in this study who had passed the screening stage through the  
214 Google Form, where respondents who did not meet the criteria were immediately directed to  
215 submit the form before entering the list of questions for the variables measured in this study.  
216 The samples used as respondents were women and men who were at least 17 years old, liked  
217 to pay attention to appearance, knew about the Female Daily Network, knew about the Jakarta  
218 x Beauty event, attended the Jakarta x Beauty 2022 event, knew about a beauty brand called  
219 Implora, knew that Implora was a sponsor at the Jakarta event x Beauty 2022, and have never  
220 purchased beauty products from the Implora brand.

221 The results of the sponsor-event congruence variable assessment data processing, namely  
222 the dominant respondent's assessment on a scale of 6 with an overall mean value of 5.85 and  
223 included in the "Very High" category. These results show that the respondents in the study  
224 considered that the congruence event sponsors for Jakarta x Beauty 2022 and Implora were  
225 very high. Overall, the mean value of male respondents who were visitors to the Jakarta x  
226 Beauty 2022 event for sponsor-event congruence was 5.93. This mean value is higher than  
227 that of female respondents of 5.85. This means that male respondents think that the alignment  
228 of the Implora brand and the Jakarta x Beauty 2022 event is better than female respondents.

229 The results of data processing on the sponsor credibility variable assessment, namely the  
230 dominant respondent's assessment on a scale of 6 with an overall mean value of 5.82 and  
231 included in the "Very High" category. These results indicate that respondents in the study  
232 considered that Implora's sponsorship credibility was very high. Overall, the mean value of the  
233 male respondents to Implora's sponsor credibility as the sponsor of the Jakarta x Beauty 2022  
234 event is 5.90, which means it is slightly higher than the female respondents with a mean value  
235 of 5.89.

236 The results of processing the attitude towards the sponsor variable assessment data, namely  
237 the dominant respondent's assessment on a scale of 6 with an overall mean value of 5.83 and  
238 included in the "Very High" category. These results indicate that the respondents in the study  
239 had a very high attitude toward the sponsor, namely towards Implora. Overall, the male  
240 respondent's attitude toward the sponsor was better than the female respondent who was a  
241 visitor to the Jakarta x Beauty 2022 event. This was shown by the mean value of male  
242 respondents of 5.89 and female respondents of 5.86.

243 The results of processing the purchase intention variable assessment data, namely the  
244 dominant respondent's assessment on a scale of 5 and 6 with an overall mean value of 5.48  
245 and included in the "High" category. These results indicate that the respondents in the study  
246 had a high purchase intention for Implora. Overall, the mean value of female respondents to  
247 purchase intention is 5.50. This mean value is higher than that of the male respondents of  
248 5.43. This means that female respondents have a better purchase intention for the Implora  
249 brand than male respondents after visiting the Jakarta x Beauty 2022 event.  
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## 251 **4. RESULTS**

### 252 **4.1. Preliminary analysis**

253 Based on the validity test of 30 respondents at the pre-test stage through the IBM SPSS  
254 Statistics 25 application, all question instruments in the research variables including sponsor-  
255 event congruence, sponsor credibility, attitude toward the sponsor, and purchase intention  
256 were declared valid. All variables in the pre- test of this study are reliable based on the

257 provisions of Cronbach's Alpha  $\geq 0.6$  [28]. So that research instruments can be distributed to  
 258 obtain data according to what is needed because it meets the value of Cronbach's Alpha  $\geq$   
 259 0.6.

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261 **4.2. Measurement model analysis**

262 All variables in this study proved valid based on the results of the validity test, where each  
 263 indicator has standardized loading factors (SLF)  $\geq 0.5$  and t-values  $\geq 1.96$ .

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265 **Table 1. Overall Data Validity Test Results**

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No	Variable	Code	Standard Loading Factors $\geq 0,5$	T-value $\geq 1,96$	Analysis
1	<i>Sponsor-Event Congruence</i>	SEC1	0,73	8,29	Valid
		SEC2	0,75	8,84	Valid
		SEC3	0,66	7,52	Valid
2	<i>Sponsor Credibility</i>	SC1	0,64	*	Valid
		SC2	0,71	6,22	Valid
		SC3	0,72	6,22	Valid
3	<i>Attitude toward the Sponsor</i>	ATS1	0,73	*	Valid
		ATS2	0,78	7,63	Valid
		ATS3	0,73	7,18	Valid
4	<i>Purchase Intention</i>	PI1	0,75	*	Valid
		PI2	0,68	5,53	Valid
		PI3	0,54	4,53	Valid

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268 Calculations of construct reliability (CR) and variance extracted (VE) for all variables in this  
 269 study is proved to be reliable because they met the criteria CR  $\geq 0.7$  and VE  $\geq 0.5$ .

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271 **Table 2. Overall Data Reliability Test Results**

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No	Variable	CR $\geq 0,7$	VE $\geq 0,5$	Analysis
1	<i>Sponsor-Event Congruence</i>	0,757	0,510	Reliable
2	<i>Sponsor Credibility</i>	0,767	0,524	Reliable
3	<i>Attitude toward the Sponsor</i>	0,815	0,595	Reliable
4	<i>Purchase Intention</i>	0,798	0,574	Reliable

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274 The level of agreement with the RMSEA, CFI, and PNFI measurements in this study is  
 275 acceptable fit, so it is feasible and good to proceed to the next stage.

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278 **Table 3. Goodness of Fit Test Results (Structural Model)**

<b>Goodness of Fit (GOF) Measure</b>	<b>Target Match Rate</b>	<b>Result</b>	<b>Match Rate</b>
<b>Absolute Fit Measure</b>			
RMSEA	RMSEA < 0,8	0,079	Acceptable Fit
<b>Incremental Fit Measure</b>			
CFI	CFI ≥ 0.97	0,98	Acceptable Fit
<b>Parsimony Fit Measure</b>			
PNFI	0 ≤ NFI ≤ 1	0,94	Acceptable Fit

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**4.2. Structural model analysis**

The results of the structural model analysis using LISREL version 8.8 show that there is a relationship between variables based on estimates and t-values displayed in the structural model path diagram of this study. The hypothesis can be accepted if the t-value ≥ 1.65 so that it can be interpreted that there is a positive influence of the dependent variable and the independent variable in this study. Conversely, if the t-value ≤ 1.65, it can be concluded that the two variables have a negative effect and are not significant.

**Table 4. Hypothesis Test Results (Structural Model)**

<b>Hypothesis</b>	<b>Path</b>	<b>Estimates</b>	<b>T-values</b>	<b>T-table</b>	<b>Conclusion</b>
H1	<i>Sponsor-Event Congruence (SEC) has positive effect on Sponsor Credibility (SC)</i>	0,96	6,75	1,96	Support Data
H2	<i>Sponsor Credibility (SC) has positive effect on Attitude toward the Sponsor (ATS)</i>	0,88	5,89	1,96	Support Data
H3	<i>Attitude toward the Sponsor (ATS) has positive effect on Purchase Intention (PI)</i>	0,79	5,83	1,96	Support Data

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**4. DISCUSSIONS**

The results of the structural model test prove that sponsor-event congruence has a positive effect on sponsor credibility. This is in line with the results of research conducted by [22] which shows that sponsor credibility is positively influenced by sponsor-event congruence. Similar results were found in the study by [17], this study shows that sponsor-event congruence directly has a positive effect on sponsor credibility. This study proves that sponsor-event congruence has a positive effect on sponsor credibility. This means that customers can trust a brand to sponsor a particular event if the sponsoring brand and the event are related. So that visitors to Jakarta x Beauty 2022 who are respondents in this study agree that Implora

299 and Jakarta x Beauty 2022 have a similar brand image and are compatible with one another.  
300 This resulted in Implora's high credibility as a sponsor of Jakarta x Beauty 2022.

301 The results of the structural model test prove that sponsor credibility has a positive effect on  
302 attitude toward the sponsor. This relationship is in accordance with the results of a study by  
303 [9] which showed a positive relationship between sponsor credibility and attitude toward the  
304 sponsor. This is also in line with the results of another study by [17] and [14] which shows that  
305 sponsor credibility has a positive effect on attitude toward the sponsor. This study proves that  
306 sponsor credibility has a positive influence on attitude toward the sponsor. This means that  
307 consumers perceive the Implora brand as a sponsor of the Jakarta x Beauty 2022 event as a  
308 brand that is credible, has high integrity, and is a trusted brand of beauty products. So that it  
309 creates an attitude towards the sponsor, in the form of better impressions and opinions  
310 towards the Implora brand after visiting the Jakarta x Beauty 2022 event.

311 The results of the structural model test prove that attitude toward the sponsor has a positive  
312 influence on purchase intention. This is consistent with the research of [14] which shows that  
313 attitude toward the sponsor has a positive effect on purchase intention. Similar results are also  
314 found in research by [21], namely attitude toward the sponsor has a positive effect on purchase  
315 intention, as well as research conducted by [24] stated that attitude toward the sponsor has a  
316 positive effect on purchase intention. This study proves that attitude toward the sponsor has  
317 a positive influence on purchase intention. This means that after visiting the Jakarta x Beauty  
318 2022 event there is an increased intention to buy beauty products from Implora. Especially  
319 with the affordable price of Implora products so that it fits into the budget spent by the majority  
320 of respondents in this study to buy beauty products, which is IDR 50,000 – IDR 200,000 per  
321 month. By sponsoring the Jakarta x Beauty 2022 event, Implora can increase consumers'  
322 intention to use Implora products, buy implora products regularly and in their daily lives. This  
323 resulted from the creation of a positive attitude toward the sponsor from customers towards  
324 the Implora brand.

## 325 **5. CONCLUSIONS & SUGGESTED FOR FURTHER RESEARCH**

326 Sponsor-event congruence has a positive effect on sponsor credibility with a t-value of 6.75.  
327 This is in line with research conducted by [9] and [17] which shows that sponsor-event  
328 congruence has a positive effect on sponsor credibility. Thus, the high sponsor credibility  
329 owned by sponsor brands is influenced by sponsor-event congruence. In this study, it means  
330 that Implora's perception of sponsor credibility is influenced by sponsor-event congruence  
331 between Implora as a sponsor and the event she sponsors, namely Jakarta x Beauty 2022.

332 Sponsor credibility has a positive effect on attitude toward the sponsor with a t-value of 5.89.  
333 This is in line with research conducted by [24], [17], as well as [14] which shows that sponsor  
334 credibility has a positive effect on attitude toward the sponsor. Thus, the better the sponsor  
335 credibility of a brand, the better the attitude toward the sponsor the consumer will have. This  
336 research shows that consumers have a good attitude toward sponsorship towards Implora  
337 due to Implora's perception of sponsorship's good credibility when sponsoring the Jakarta x  
338 Beauty 2022 event.

339 Attitude toward the sponsor has a positive influence on purchase intention with a t-value of  
340 5.83. This is in line with research conducted by [14], P [27] and [24] which states that attitude  
341 toward the sponsor has a positive effect on purchase intention. So that the high purchase  
342 intention of a brand is influenced by how good the customer's attitude toward the sponsor is  
343 after visiting a particular event. In this study, the purchase intention of Implora beauty products  
344 was influenced by the attitude toward the sponsors of the visitors to the Jakarta x Beauty 2022  
345 event.

346 The next research is expected to be able to measure purchase intention towards the Implora  
 347 brand specifically for one product category or one particular product so that it can be  
 348 considered as a more targeted brand. In this study only tests between variables were carried  
 349 out, so that further research is expected to obtain better results by conducting tests of  
 350 mediating variables. Also, the next research is also expected to be able to add one variable,  
 351 namely self-congruity to support more accurate research results.

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