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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

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*

1. INTRODUCTION

The development of the beauty industry in Indonesia continues to increase consistently from year to year. The Minister of Tourism and Creative Economy, Sandiaga Uno predicts that in 2022 the beauty industry will increase by US\$8.46 billion, and is optimistic that in the next 5 to 10 years Indonesia will become the 5th largest market for the beauty industry worldwide [1]. Based on research conducted by the Indonesian Digital Marketing Association Team in

25 February 2022, it appears that beauty care products are the best-selling products sold in the
26 marketplace. Sales reached 33.4 million products out of 700 million products available on
27 the 2 largest marketplaces in Indonesia, namely Shopee and Tokopedia[2].

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

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

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

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

70 Implora, which is sponsoring the Jakarta x Beauty 2022 event with a specific target market,
71 namely beauty enthusiasts or fans of beauty products, is very suitable to support increased
72 sales of the company's products which experienced a decline exactly one month before the

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

82 2. LITERATURE REVIEW

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84 2. 1 Sponsor-Event Congruence

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

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

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

103 2. 2 Sponsor Credibility

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

112 Credible companies are assessed based on altruistic corporate motivation and not only
113 profit-oriented [17]. A good brand earns the trust of its consumers. When sponsoring a
114 particular event, it is hoped that it can help a brand build trust from potential customers and
115 existing customers through the event. The credibility of a good company will increase the
116 positive attitude of consumers towards the company concerned. Based on [18] sponsor
117 credibility is the extent to which the sponsor is considered trustworthy and can be trusted by
118 consumers. Sponsor credibility is one of the most important characteristics of a brand signal

119 [19]. In line with this, sponsor credibility is defined as consumer perception in terms of the
120 level of trust in products and information, as well as the fulfillment of a brand's promises [20].
121 Therefore, this study proposes the following hypothesis:

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

123 **2. 3 Attitude toward the Sponsor**

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

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

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

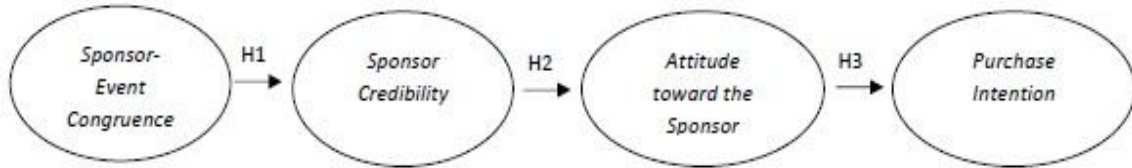
144 **2. 4. Purchase Intention**

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

151 Consumers in various parts of the world have different responses to marketing or marketing
152 activities. In a research it was found that the purchase intention of consumers in the United
153 States is twice as likely to be influenced by beliefs and attitudes towards the brand.
154 Meanwhile, South Korean consumers have an eightfold tendency to be affected based on
155 the beliefs of prevailing social norms [8]. According to [17], purchase intention is defined as
156 an intention and consideration that consumers have before buying a product according to
157 the results of the product function analysis according to the behavior and habits of
158 consumers in making purchases. Purchase intention is a decision that explores the reasons
159 consumers buy a particular brand [24]. Meanwhile, according to [27], purchase intention is a
160 process of consumer analysis of a product based on knowledge of the product and
161 comparison with other products.

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

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3. RESEARCH METHODS

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

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3.4. Data analysis

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

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

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

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

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

250 **4.1. Preliminary analysis**

251 Based on the validity test of 30 respondents at the pre-test stage through the IBM SPSS
252 Statistics 25 application, all question instruments in the research variables including
253 sponsor-event congruence, sponsor credibility, attitude toward the sponsor, and purchase
254 intention were declared valid. All variables in the pre-test of this study are reliable based on
255 the provisions of Cronbach's Alpha ≥ 0.6 [28]. So that research instruments can be
256 distributed to obtain data according to what is needed because it meets the value of
257 Cronbach's Alpha ≥ 0.6 .
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259 **4.2. Measurement model analysis**

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

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263 **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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266 Calculations of construct reliability (CR) and variance extracted (VE) for all variables in this
 267 study is proved to be reliable because they met the criteria $CR \geq 0.7$ and $VE \geq 0.5$.

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269 **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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272 The level of agreement with the RMSEA, CFI, and PNFI measurements in this study is
 273 acceptable fit, so it is feasible and good to proceed to the next stage.

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

Goodness of Fit (GOF) Measure	Target Match Rate	Result	Match Rate
Absolute Fit Measure			

RMSEA	RMSEA < 0,8	0,079	Acceptable Fit
Incremental Fit Measure			
CFI	CFI ≥ 0.97	0,98	Acceptable Fit
Parsimony Fit Measure			
PNFI	0 ≤ NFI ≤ 1	0,94	Acceptable Fit

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4.2. Structural model analysis

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The results of the structural model equation 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.

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Table 4. Hypothesis Test Results (Structural Model)

Hypothesis	Path	Estimates	T-values	T-table	Conclusion
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

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

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

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

324 **5. CONCLUSIONS & SUGGESTED FOR FURTHER RESEARCH**

325 Sponsor-event congruence has a positive effect on sponsor credibility. This is in line with
326 research conducted by [9] and [17] which shows that sponsor-event congruence has a
327 positive effect on sponsor credibility. Thus, the high sponsor credibility owned by sponsor
328 brands is influenced by sponsor-event congruence. In this study, it means that Implora's
329 perception of sponsor credibility is influenced by sponsor-event congruence between Implora
330 as a sponsor and the event she sponsors, namely Jakarta x Beauty 2022.

331 Sponsor credibility has a positive effect on attitude toward the sponsor. This is in line with
332 research conducted by [24], [17], as well as [14] which shows that sponsor credibility has a
333 positive effect on attitude toward the sponsor. Thus, the better the sponsor credibility of a
334 brand, the better the attitude toward the sponsor the consumer will have. This research
335 shows that consumers have a good attitude toward sponsorship towards Implora due to
336 Implora's perception of sponsorship's good credibility when sponsoring the Jakarta x Beauty
337 2022 event.

338 Attitude toward the sponsor has a positive influence on purchase intention. This is in line with
339 research conducted by [14], P[27] and [24] which states that attitude toward the sponsor has
340 a positive effect on purchase intention. So that the high purchase intention of a brand is
341 influenced by how good the customer's attitude toward the sponsor is after visiting a
342 particular event. In this study, the purchase intention of Implora beauty products was
343 influenced by the attitude toward the sponsors of the visitors to the Jakarta x Beauty 2022
344 event.

345 The next research is expected to be able to measure purchase intention towards the Implora
346 brand specifically for one product category or one particular product so that it can be
347 considered as a more targeted brand. In this study only tests between variables were carried

348 out, so that further research is expected to obtain better results by conducting tests of
349 mediating variables. Also, the next research is also expected to be able to add one variable,
350 namely self-congruity to support more accurate research results.

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352

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355 **AUTHORS' CONTRIBUTIONS**

356

357 Angelia Maretta designed the study, collected data and performed the statistical data.
358 PurnamaningsihPurnamaningsih and FlorentinaKurniasarimanaged the analyses ofthe
359 study.

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