

# Fabilla

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**THE EFFECT OF WWJD SPORT SPONSORSHIP ON KLATEN CITY  
PSIK ON WWJD (WHAT WOULD JO DO) SPORT PRODUCT  
PURCHASING DECISIONS**

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**Abstract**

*This research aims to determine whether sponsorship of PSIK Kota Klaten influences the decision-making process for purchasing WWJD Sport products. The research method used is quantitative with a survey approach through the distribution of questionnaires to 99 respondents who are fans of PSIK Kota Klaten. The data analysis technique in this study uses simple linear regression by processing the data with the SPSS 26 application. Based on the results of the statistical test, it shows that the sponsorship variable has a positive and significant effect on the purchase decision variable, where the t<sub>calculated</sub> value of the sponsorship variable is 13.407, which is greater than the t<sub>table</sub> value of 1.66088, and has a significance level of 0.000, which is less than 0.05. This indicates that the sponsorship variable has a positive and significant impact on the purchasing decision of WWJD Sport products.*

**Keywords:** *Sponsorship; Purchase Decision; WWJD Sport; PSIK Klaten*

**INTRODUCTION**

The world of sports is one of the industries that can be promising for entrepreneurs to start a business. Various activities are carried out to enhance and develop sports into an industry. The sports industry has become one of the attractive business opportunities, thus providing job opportunities in various types of businesses (Kasanang, 2021) (Taufik et al., 2021). Discussing the industry, it is related to economic behavior such as producers, distributors, and consumers. This is also closely related to what is often referred to as marketing. Marketing is the effort to combine various factors to meet consumer needs so that consumer satisfaction can be achieved (Mashadi et al., 2020) (Maretno & Arisman, 2020). One of the marketing techniques is through promotion. Promotion for a product or brand is not only carried out through the sports industry. Promotion can also be carried out through various means such as selling naming rights with sponsorship contracts, brand ambassadors, advertising through mass media content, or social media (Zaki Utomo et al., 2022). Instagram is the social media platform most suitable for promotion (Rizaldi & Hartono, 2021).

According to (Parks et al., 1998) in (Priyono, 2012), the sports industry itself has three segments based on the type of product, namely sport performance,

sport production, and sport promotion. Sport performance is a segment related to various types of products such as sports organizations, sports clubs or camps, professional sports, and city sports parks. Sport production refers to the segment related to production in sports such as soccer, volleyball, basketball, shoes, and other equipment. Sport promotion refers to the segment that intersects with merchandise or serves as a promotional medium such as logoed shirts or jerseys, print and electronic media, sports agencies, and event organizers. These three segments are entitled to be utilized by anyone according to their abilities and needs, with the aim of fostering economic growth. Ease of collaboration is the most considered factor by companies when deciding whether to sponsor a sports event or not (Hartono et al., 2022).

The world of sports, especially in Indonesia, has developed rapidly, particularly in football, which has now become the center of attention in Indonesian society and even in the global community. Football can become a highly advanced industry for entrepreneurs who want to promote their products through sponsorship programs. As one of the most popular sports in the world, football, which used to be just a sport, has now transformed into a business opportunity. A phenomenon that can be cited as evidence is the numerous company logos affixed to the jerseys of football clubs in Indonesia. The industry in the view of sports marketing is a product or service that is interconnected and also strives to mutually satisfy what consumers want and need (Sulistiyono, 2011). Sponsorship in football is widely practiced because many companies utilize football to showcase a product to the public as a marketing effort. Sponsorship is a marketing activity where an organization obtains the right to use a company, product or brand, logo under a contract, and other support to the sponsored organization (Zaki Utomo et al., 2022) (Pratama et al., 2022).

Based on the observation conducted by the author with the owner of WWJD (What Would Jo Do) Sport on January 30, 2025, it was found that in the past two years, WWJD Sport has experienced a decline in sales. In 2021, WWJD Sport successfully sold 1,200 pieces of jerseys. Next, sales increased in 2022 to 2,400 pieces of jerseys. However, since 2023 there has been a decline, where the

number of sales decreased to 1,900 pieces of jerseys, and further decreased in 2024 to 1,740 pieces of jerseys.

<sup>2</sup>This is in line with the research conducted by Suci Puspitasari on "The Influence of Event Sponsorship on Purchase Decisions at Warkop Hitam Putih Kota Parepare," which states that event sponsorship has a positive and significant impact on purchase decisions at Warkop Hitam Putih Kota Parepare. The purpose of this research is to determine the influence of sponsorship on purchasing decisions.

#### METHOD

The type of <sup>4</sup>research in this study is a quantitative method with a survey approach, where the researcher <sup>1</sup>analyzes the numbers obtained from the survey results in the form of distributing questionnaires to the research sample. The survey method is used to systematically, factually, and accurately evaluate the characteristics and nature of a specific population to obtain or collect information data about a large population (Karimuddin et al., 2022) (Putra et al., 2020). The sample in this study consists of supporters or fans of the PSIK team from Klaten City, who are considered to know the most about what is expected.

The data collection techniques used in this research are questionnaires and literature studies. The questionnaire is a data collection technique with Compile a list of questions in writing and then distribute them to respondents <sup>1</sup>to obtain data related to the research based on the measurement scale. Each indicator will be measured using a Likert scale to assess the opinions, perceptions, and attitudes of respondents regarding the product. The statements in this questionnaire use a Likert scale with a score range of 5 indicating that respondents strongly agree and a score of 1 indicating that respondents strongly disagree.

**Table 1.** Likert Scale

Type of Answer	Score
Strongly Agree (SS)	5
Agree (S)	4
Neutral (N)	3
Disagree (TS)	2

Strongly Disagree (STS)	1
(Sugiyono, 2013)	

Literature Review is a method that involves reviewing previous literature or research that is related to the theme and topic chosen by the researcher. The purpose of the literature review itself is to help develop the writing by forming a framework of thought and background, making the writing more substantial and of higher quality for the readers.

The data analysis in this study uses simple regression analysis. Simple regression analysis was chosen because this study aims to determine the effect of the independent variable (X) on the dependent variable (Y).

### RESULT AND DISCUSSION

Before conducting classical assumption testing in this research, the researcher conducted an instrument trial. Instrument trials are used to measure two main requirements in research: the tool must be valid and must be reliable. Therefore, the instrument trial in this research uses validity and reliability tests. The validity and reliability tests in this study include 23 items in the questionnaire, with details of 8 items on the sponsorship variable (X) and 15 items on the purchase decision variable (Y).

The validity test aims to determine the benchmark for the validity or invalidity of a questionnaire question in a study. Here are the results of the validity test for each variable indicator in this research questionnaire:

**Table 2.** Validity Test Results

Variable	Indicator	r count	r table	Description
Sponsorship	X.1	0,773	0,1663	Valid
	X.2	0,728	0,1663	Valid
	X.3	0,729	0,1663	Valid
	X.4	0,752	0,1663	Valid
	X.5	0,779	0,1663	Valid
	X.6	0,801	0,1663	Valid
	X.7	0,720	0,1663	Valid
	X.8	0,777	0,1663	Valid
Purchase Decision	Y.1	0,756	0,1663	Valid
	Y.2	0,741	0,1663	Valid
	Y.3	0,607	0,1663	Valid
	Y.4	0,763	0,1663	Valid

Y.5	0,748	0,1663	Valid
Y.6	0,705	0,1663	Valid
Y.7	0,529	0,1663	Valid
Y.8	0,826	0,1663	Valid
Y.9	0,812	0,1663	Valid
Y.10	0,786	0,1663	Valid
Y.11	0,780	0,1663	Valid
Y.12	0,809	0,1663	Valid
Y.13	0,839	0,1663	Valid
Y.14	0,810	0,1663	Valid

Data processed with SPSS 26, 2025

Based on the validity test results in Table 2. it can be shown that all variables with each of their indicators have r-count values greater than r-table with df (n-2) of 97 and  $\alpha = 5$  percent, resulting r-table in 0.1663. Therefore, it can be said that the 23 items in the research questionnaire are valid and capable of explaining what is measured by the questionnaire and can represent aspects that can be considered as the conceptual framework.

**Table 3. Reliability Test Results**

Variable	Cronbach's Alpha	Alpha Kritis	Description
Sponsorship	0,892	0,60	Reliabel
Purchase Decision	0,946	0,60	Reliabel

Data processed with SPSS 26, 2025

Based on the results of the reliability test in Table 3, it can be concluded that all variables in this study are proven to be reliable, as the Cronbach's Alpha value for each variable is greater than 0.60 ( $> 0.60$ ). Therefore, the data in this study have met the reliability level requirements and can be used for the subsequent testing.

After conducting instrument testing, the researcher performs classical assumption testing to ensure that the regression test can be used or not. If the classical assumption tests have been met, then the regression statistical test tools can be used. The classical assumption test in this study uses the normality test and the homogeneity test.

Normality detection is a test aimed at determining whether the residual variables in a multiple regression model meet the normal distribution

requirements or not (Ghozali, 2017). In the normality test, the non-parametric statistical tool Kolmogorov-Smirnov (K-S) can be used. Thus, the results of the Kolmogorov-Smirnov (K-S) test in the regression model with a significance level greater than 0.05 ( $> 0.05$ ) indicate that the data can be normally distributed and the normality assumption is met. Here are the K-S test results in this study as follows:

**Table 4.** Results of the Kolmogorov Smirnov Test

		Unstandardized Residual
N		99
Normal Parameters	Mean	0.0000000
	Std. Deviation	8.07524897
Most Extreme Differences	Absolute	.084
	Positive	.062
	Negative	-.084
Test Statistic		.084
Asymp. Sig.		.081

Data processed with SPSS 26, 2025

Based on the results in Table 4. a significant value greater than 0.05 was obtained, namely 0.08 ( $0.08 > 0.05$ ). This indicates that the data in this study are normally distributed or have met the assumption of normality.

The homogeneity test is conducted to determine whether the samples taken come from the same population or not by examining the variance of the identical sample groups. If the data is homogeneous, then the significance value  $> \alpha$ . The previously established significance level is  $\alpha = 0.05$ . Then, if the significance value  $> 0.05$ , the data is said to be homogeneous.

**Table 5.** Results of the Homogeneity Test

Levene Statistic	df1	df2	Sig.
1.730	14	79	.066

Data processed with SPSS 26, 2025

Based on the results in Table 5, a significant value greater than 0.05 was obtained, namely 0.066 ( $0.066 > 0.05$ ). This indicates that the data in this study comes from a homogeneous distribution.

Simple linear regression analysis is an analysis aimed at determining the extent of the influence of the independent variable, namely sponsorship (X), on the dependent variable, namely purchase decision (Y). The following are the results of the simple linear regression analysis test using SPSS version 26.

**Table 6. Results of Simple Linear Regression Analysis**

Model	Unstandardized Coefficients	Std. Error	Beta	T	Sig.
(Constant)	15.900	3.323		4.785	.000
LnX	1.385	103	.806	13.407	.000

Data processed with SPSS 26, 2025

Based on Table 6, the regression equation model that can be written from the simple linear regression analysis is as follows:

$$Y = a + bx + e$$

$$Y = 15,9 + 1,385x + e$$

The regression equation above can be explained as follows:

The constant value (Y) of 15.9 indicates that if sponsorship remains constant, the purchase decision value will be 15.9.

The coefficient value of the sponsorship variable (X) yields a positive value of 1.385 towards the purchase decision, indicating that every 1 percent increase in sponsorship, assuming other variables remain constant, will result in a 1.385 percent increase in the purchase decision.

After conducting instrument trial tests, classical assumption tests, and the final stage regression test, namely the hypothesis test. Hypothesis testing in this study uses simultaneous tests (F test), partial tests (t test), and the coefficient of determination ( $R^2$ ).

The stimulant test (F test) is a test aimed at determining whether or not there is an influence of the independent variable on the dependent variable. In the

F test, decision-making occurs if the value  $F_{count} < F_{table}$  with a significance value  $> 0.05$ . If  $H_0$  accepted, it means that the independent variable does not affect the dependent variable. However, if the value  $F_{count} > F_{table}$  with a significance value  $< 0.05$  is accepted, it means that  $H_1$  the independent variable has an effect on the dependent variable. Here are the F-test results in this study:

**Table 7.** Results of the Stimulus Test (F Test)

Model	Sum of Square	df	Mean Square	F	Sig.
Regression	5436.377	1	5436.377	179.748	.000 <sup>b</sup>
Residual	223	97	30.244		
Total	8370.081	98			

Data processed with SPSS 26, 2025

Based on the results in Table 7, the F-test of the regression equation shows a  $F_{count}$  value of 179.748 with a significance level of 0.000. This result can be expressed as **greater than  $F_{table}$  ( $179.748 > 3.94$ ) and the significance level is less than 0.05 ( $0.000 < 0.05$ )**. The results show that the null  $H_0$  hypothesis is rejected, and the alternative  $H_1$  hypothesis is accepted, which means the independent variable sponsorship has a significant effect on the dependent variable, namely the purchase decision of WWJD Sport products. Thus, the results of this research data indicate that the independent variable is able to explain the magnitude of the dependent variable.

Then the value of t-count in the study was obtained from the results of simple linear regression, while the value of with a t-table significance of  $\alpha = 0.05$  and degrees of freedom  $df = n - k - 1$  where the  $df$  value in this study is  $df = 99 - 2 - 1 = 96$ . The value t table of used in this study is 1.66088. Here are the results of the t-test in this study:

**Table 8.** Results of the Partial Test (t-test)

Model	Unstandardized		Standardized		
	B	Std. Error	Betta	T	Sig.
(Constant)	15.900	3.323		4.785	.000
LnX	1.385	.103	.806	13.407	.000

Source: Data processed with SPSS 26, 2025

Based on the results in Table 8, the calculation of the sponsorship variable t count value is 13.407, which is t table greater than 1.66088 ( $13.407 > 1.66088$ ) with a significance level smaller than 0.05, which is 0.000 ( $0.05 > 0.000$ ). This means that it is H0 rejected and H1 accepted, so the sponsorship variable statistically has a positive and significant effect on the purchasing decision of WWJD Sport products.

The coefficient of determination aims to measure the extent to which a simple linear regression model can explain the variation in the dependent variable. Here are the results of the coefficient of determination in this study:

**Table 8.** Determination Coefficient Results ( $R^2$ )

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.806 <sup>a</sup>	.650	.646	5.499

Data processed with SPSS 26, 2025

<sup>4</sup>Based on Table 8, the adjusted  $R^2$  value obtained in this study is 0.646, indicating that the sponsorship variable can be explained by the purchase decision variable by 64.6 percent, while 35.4 percent can be explained by other factors outside of these two variables.

### Discussion

Based on the research results that have been conducted, it is known that the independent variable, namely sponsorship, has an effect on the dependent variable, namely the purchasing decision of WWJD Sport products by 64.6 percent, and the remaining 35.4 percent <sup>1</sup>is explained by other variables or factors not included in the research model.

Based on the results of the statistical test, the regression coefficient value with the use of the sponsorship variable was obtained at 1.385, indicating that the sponsorship variable has a direct relationship with the purchase decision as the dependent variable. If there is an increase in sponsorship by 1385 products, it will increase the purchase decision by 1000 for WWJD Sport products. Additionally, the calculation results show that the sponsorship variable has a positive and significant effect on the purchase decision variable, where the t count value of the

sponsorship variable is 13.407, which is t table greater than 1.66088, and has a significance level of 0.000, which is less than 0.05. This indicates that the sponsorship variable has a positive and significant effect on the purchasing decision of WWJD Sport products.

The acceptance of the hypothesis in this study aligns with the cognitive response theory by Belch and Blech, which states that the audience directly participates in the information acquisition process by evaluating the available information, ultimately leading to a change in attitude. This theory explains that when consumers gain a deeper understanding of the sponsorship conducted by WWJD Sport at PSIK Kota Klaten, and the sponsorship is perceived to be suitable for consumers, it can be said that the sponsorship has appeal in the eyes of consumers, leading them to decide whether or not to purchase the product.

The results showing a positive and significant influence of the sponsorship variable on purchasing decisions in this study are also supported by research conducted by Puspitasari (2024), which indicates that sponsorship has a positive and significant impact on purchasing decisions.

#### **CONCLUSION**

This research was conducted with the aim of examining the influence of the sponsorship collaboration between WWJD Sport and the PSIK Kota Klaten football club on the purchasing decisions of WWJD Sport products. Based on the test results outlined in Chapter IV, several conclusions can be drawn, including:

Sponsorship has been proven to have a positive and significant impact on the purchasing decision of WWJD Sport products. This can be proven by the fact that when there is an increase in sponsorship, the purchasing decision will also increase. Based on the calculation of the coefficient of determination ( $R^2$ ), the adjusted  $R^2$  value obtained in this study is 0.646, which when expressed as a percentage becomes 64.6%. This value indicates that in this study, the sponsorship conducted by WWJD Sport with the PSIK Kota Klaten football club has an impact on the purchase decision of WWJD Sport products.

Based on the t-test hypothesis testing, it was concluded that the sponsorship variable, which is the independent variable, significantly affects the

purchase decision variable, which is the dependent variable. This is evidenced by the calculation results showing a t-count value of 13.407, which is t-table greater than 1.66088. For the significance level, it is proven by obtaining a value of 0.000, which is smaller than the maximum threshold for the significance level, which is 0.05.

Based on the F-test hypothesis testing, it was concluded that the sponsorship variable, which is the independent variable, significantly affects the purchase decision variable, which is the dependent variable. This is evidenced by the calculation results showing a F count value of 179.748, which is F table greater than 3.94. For the significance level, it is proven by obtaining a value of 0.000, which is smaller than the maximum significance level threshold of 0.05.

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