

ABSTRACT

Competition in the business world is increasingly tight, every company must have the ability to continue to survive and compete with competitors. the company's strategy to achieve the target company is to conduct Sponsorship which is believed to increase the brand image of the company, This study aims to find out how big The Influence of Sponsorship on Brand Image Of BJB Bank at Buah Batu Branch year 2018.

The population used in this study is the participants in the sponsorship event. The sample in this research is 100 Respondents, and sampling technique used in this research is a non probability sampling technique with purposive sampling approach (sampling based on certain considerations). In this study using descriptive method and with quantitative research methods, data collection methods using questionnaires and data analysis used is a simple linear regression analysis with the formula $Y = a + bX$ and obtained the result $Y = 9.150 + 0.431X$ means every increase of 1 level Sponsorship will increase Brand Image of 0.431 times or 43.1%. and responses of respondents to Sponsorship of 76.77% in both categories, while respondents to Brand Image of 78.21% in either category.

The coefficient of determination of this study amounted to 0.281 multiplied 100% to 28.1%, so Sponsorship has an influence on Brand Image and the rest of 71.9% influenced by other factors that are not examined that would affect the Brand Image

Keywords : Sponsorship, Brand Image