

ABSTRACT

PT. Pikiran Rakyat Bandung & is a service company that moves in the field of hospitality. Corporate image needed to face competition with competitors, from it to PT. Pikiran Rakyat need Sponsorship Activities to create the corporate image and better known by the public. The purpose of this research was to know how Sponsorship Activities based on respondent, how the Brand Image based on respondent, and how great the influence of Sponsorship Activities against the Brand Image of PT. Pikiran Rakyat.

This research is a descriptive method quantitative research and verifikatif. The research sample is 100 respondents who know the Sponsorship Activities PT. Pikiran Rakyat Bandung. Data collection tools used are questionnaire, observation, and study of the literature. The results of a questionnaire processed spread through the help of microsoft excel 2013 and SPSS version 23. data analysis techniques used in this study is a simple linear regression with the help of SPSS software version 23.

The research results reveal the magnitude of the Sponsorship Activities value of 79.40% in the high category, while the value of the Brand Image of 80.75% in the high category. The influence of Sponsorship Activities against the Brand Image of 95.1% while the rest is a. 4.9% is explained by other variables that are not described in the model presented in this study, such as Brand Ambassador, Brand Awareness, and Brand Equity.

Keywords: Sponsorship, Brand Image

