

ABSTRACT

This research aims to know the influence of Sponsorship on Consumer Loyalty against PT. Pikiran Rakyat. Where the development of Sponsorship through print media in Bandung is increasingly rapidly, with rising corporate profits through the co-sponsorship of remitting loyalty towards an interest in collaboration in the sponsorship. The theory used in this research include the theory of Sponsorship and consumer loyalty. In this research Sponsorship (X) as the independent variable and the dependent variable as a Consumer Loyalty (Y). Type of this research is descriptive research, research on methods using a quantitative research method. Population that is taken is a citizen of Bandung who subscribe to a newspaper of thoughts of the people. The technique of data collection in this research is to use a questionnaire, which will be distributed to 100 respondents. Technique of data analysis in this research is a descriptive analysis, test the assumptions of classical, linear regression analysis of multiple, simultaneous partial test, test and coefficient of determination. The research results reveal the magnitude of the value of the Sponsorship of 80.96% in the high category, while the value of customer loyalty of 76.94% high in that category. Sponsorship clout against customer loyalty of 8.9% while the rest i.e. 91.1% explained by other variables that are not described in the model presented in this study. On the research of linear regression equation also obtained namely $Y = 19,025 + 0,288X$. Which means that any X 19 increased, then Y will be increased by 19.313.

Keywords: *Sponsorship, Consumer Loyalty*