

ABSTRACT

Elevenia has implemented a marketing strategy by cutting promotional costs, discount subsidies, and shipping costs. Apart from these three things, Elevenia also sponsors football club Persib Bandung. This study uses a sponsorship dimension consisting of target audience reach, compatibility with the company's or brand positioning, and message capacity. This study uses a quantitative approach and involves 96 respondents as a sample collected by non probability sampling technique. The results show that sponsorship has an effect or influence on increasing brand awareness. Furthermore, the results of this study indicate that the T value is 10.599 > T table is 1.66123. The T test results indicate that sponsorship has an influence on increasing brand awareness. The coefficient of determination from this study is (0.738) 2 which is multiplied by 100% to 54.46%, so sponsorship has an influence on brand awareness and the remaining 45.54% is influenced by other factors not examined. Furthermore, a simple linear regression analysis with the formula $Y = a + bx$ results in $Y = 7.922 + 0.715x$, meaning that every increase in one level of sponsorship will increase brand awareness, which means that the results of the equation successfully illustrate the relationship or influence of the independent variable (sponsorship) with the variable. dependent (brand awareness). Based on the research results, the sponsorship variable with the dimension of compatibility with the company's or brand positioning has a significant effect on increasing Elevenia brand awareness with a percentage of 78.1%.

Keywords: Brand Awareness, Elevenia, E-commerce, Sponsorship