

***Analysis of Sponsorship Programs and Customer Engagement on Brand Awareness, Using Brand Image as an Intervening Variable
(A Study of PT Wingsfood as a Sponsor of a Mie Sedaap Product Sampling Program)***

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A B S T R A C T

The increasingly tight competition in the food and beverage sector forces companies to design effective marketing plans to increase Brand Awareness and create a good Brand Image in the minds of consumers. This study aims to examine the impact of Sponsorship Programs and Customer Engagement on Brand Awareness, with Brand Image serving as an intermediary variable. The approach used in this study is quantitative with a survey method. Data collection was carried out by distributing questionnaires to 280 respondents in the Mampang area, South Jakarta, who had tried Mie Sedaap products from PT Wingsfood. Sampling was done through purposive sampling. The variables analyzed in this study were Sponsorship Programs (X1) and Customer Engagement (X2) as independent variables, Brand Image (Z) as an intervening variable, and Brand Awareness (Y) as a dependent variable. The data analysis method used is Partial Least Square - Structural Equation Modeling (PLS-SEM) with the help of the SmartPLS 4.0 application. The research findings show that Sponsorship Programs and Customer Engagement have a positive and significant influence on Brand Image and Brand Awareness. In addition, Brand Image is proven to significantly mediate the relationship between Sponsorship Programs and Customer Engagement on Brand Awareness. These results provide important implications for companies in developing marketing communication strategies that prioritize Customer Engagement and sponsorship activities to strengthen image and increase Brand Awareness efficiently.

Keywords: Sponsorship Program, Customer Engagement, Brand Image, Brand Awareness

**ANALISIS *SPONSORSHIP PROGRAM* DAN *CUSTOMER ENGAGEMENT*
TERHADAP *BRAND AWARENESS* DENGAN *BRAND IMAGE* SEBAGAI
VARIABEL INTERVENING
(STUDI PADA PT WINGSFOOD SEBAGAI *SPONSORSHIP PROGRAM* BERUPA
SAMPLING PRODUK MIE SEDAAP)**

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A B S T R A K

Persaingan yang semakin ketat di sektor makanan dan minuman memaksa perusahaan untuk merancang rencana pemasaran yang efektif demi meningkatkan *Brand Awareness* dan menciptakan citra merek yang baik di pikiran konsumen. Penelitian ini bertujuan untuk mengkaji dampak program *sponsorship* dan keterlibatan pelanggan terhadap *Brand Awareness*, dengan *Brand Image* berfungsi sebagai variabel perantara. Pendekatan yang digunakan dalam penelitian ini adalah kuantitatif dengan metode survei. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada 280 responden di daerah Mampang, Jakarta Selatan, yang telah mencoba produk Mie Sedaap dari PT Wingsfood. Pengambilan sampel dilakukan melalui *purposive sampling*. Variabel yang dianalisis dalam penelitian ini adalah program *sponsorship* (X1) dan keterlibatan pelanggan (X2) sebagai variabel independen, *Brand Image* (Z) sebagai variabel *intervening*, dan *Brand Awareness* (Y) sebagai variabel dependen. Metode analisis data yang dipakai adalah *Partial Least Square - Structural Equation Modeling* (PLS-SEM) dengan bantuan aplikasi SmartPLS 4.0. Temuan penelitian menunjukkan bahwa program *sponsorship* dan keterlibatan pelanggan memiliki pengaruh positif dan signifikan terhadap *Brand Image* serta *Brand Awareness*. Di samping itu, *Brand Image* terbukti secara signifikan memediasi hubungan antara program *sponsorship* dan keterlibatan pelanggan terhadap *Brand Awareness*. Hasil ini memberikan implikasi penting bagi perusahaan dalam menyusun strategi komunikasi pemasaran yang mengutamakan keterlibatan pelanggan serta kegiatan *sponsorship* untuk menguatkan citra dan meningkatkan *brand awareness* secara efisien.

Kata Kunci: *Sponsorship Program, Customer Engagement, Brand Image, Brand Awareness.*