



Sports Event Sponsorship in Increasing L-Men Brand Awareness and Brand Trust

Fernando Jose¹, Mohamad Alppy Valdez²

^{1,2} LSPR Communication and Business Institute, Jakarta, Indonesia

Received: 2 November 2024
Revised: 13 November 2024
Accepted: 30 November 2024

Abstract

To differentiate from competitors, several business marketing activities must be executed. One of them is through being a sponsor in events that share the same values. L-Men, has also implemented event sponsorship as one of its marketing activities. The study aimed to determine the effect and how much influence ASEAN Para Games 2022 event sponsorship has towards L-Men brand awareness and brand trust for L-Men Instagram followers. This study uses the S-O-R theory and the quantitative research method. The research sample was collected using simple random sampling, with the questionnaire distributed via Google Forms to 100 people who are part of L-Men Instagram followers and aware of the ASEAN Para Games 2022, using the Likert scale for the measurement reference. The result of this research illustrates that there is almost no influence between the ASEAN Para Games 2022 event sponsorship and L-Men brand awareness with only 2,4% contribution value, while there is an influence between the event sponsorship and L-Men brand trust with 42% contribution value. This research is expected to be an input for the research object and other similar brands to accelerate their marketing strategy to increase either brand awareness or trust.

Keywords: Business Marketing Strategy; Sponsor; Event Sponsorship; Brand Awareness; Brand Trust

(*) Corresponding Author:

fernandojosesch@gmail.com, alppy.v@lspr.edu

How to Cite: Jose, F., & Valdez, M. (2025). Sports Event Sponsorship in Increasing L-Men Brand Awareness and Brand Trust. *Jurnal Ilmiah Wahana Pendidikan*, 11(3.B), 11-23. Retrieved from <https://jurnal.peneliti.net/index.php/JIWP/article/view/10012>

INTRODUCTION

Yilmaz and Davis (2022) define a healthy lifestyle as behavioral patterns that promote health based on available personal choices. A healthy lifestyle has many benefits, including improved general health, illness prevention, improving mood, and even reducing the risk of mortality. In terms of implementing a healthy lifestyle, the COVID-19 pandemic that occurred in early 2020 in Indonesia has been a driving force for Indonesian people to realize the importance of implementing a healthy lifestyle, even up to this day (Halidi, 2021). This has led Indonesians to look for alternatives to indoor activities, one of which is exercise. With the prevalence of the COVID-19 pandemic and the government policy that governs it, Indonesians are emphasizing the need to adopt a healthy lifestyle. According to an Alvara Research Center survey in Andriarsi (2020), consumption of health necessities such as sanitary products, multivitamins, and healthy food ingredients has been on the rise since the COVID-19 pandemic. In addition, physical activity or sports are also increasingly popular among Indonesians. This indicates that Indonesians are starting to pay greater attention to healthy consumer goods and to engage in physical activity to preserve their health.

Physical activity is defined as activities that stimulate muscle and body movement as well as increased energy and energy consumption (P2PTM Kemenkes RI, 2019). To



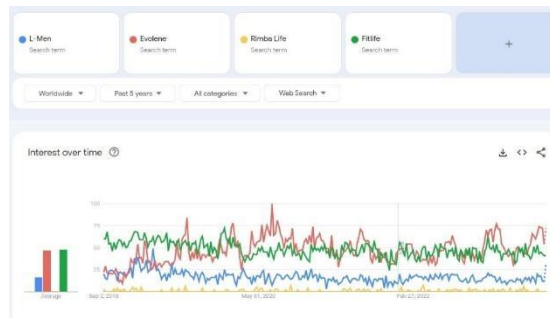
achieve a healthy body, physical activity should also be encouraged by the consumption of nutritious foods. There are six major essential nutrients found in food, namely carbohydrates, fats, proteins, vitamins, minerals, and water (Stephenson et al., 2019). For people who are engaged in heavy physical activity that boosts muscle work or are on a diet program, protein becomes a very important nutrient (Ryan, 2022). Protein sources can be obtained from a variety of foods, such as tempe, chicken breast, eggs, meat, fish, and many other foods. Although many foods are high in protein, many people, especially those who exercise heavily, find it difficult to meet their daily protein requirements. For people who cannot meet their protein daily needs through foods, protein supplements or whey protein can be an alternative option to meet daily protein needs.

Whey protein is a protein mixture isolated from whey, a liquid material made as a by-product of cheese production (Farrell et al., 2004). According to Mordor Intelligence research (2021), the whey protein market in Indonesia is projected to grow by 6.2% between 2020 and 2025. One of the many factors driving the growth of the whey protein market in Indonesia is the growing interest of young people in active sports activities as well as protein-rich sports nutrition. More whey protein supplement brands are being marketed in Indonesia as Indonesians' interest in protein supplements grows (Nabila, 2019). The whey protein brands that are present in Indonesia are diverse, such as Optimum, MyProtein, Legion, Muscle Feast, and many more. Not only are there international companies, but there are also numerous local and reputable brands providing fitness supplements and whey protein, one of which is L-Men.

L-Men was founded in 2001 and is one of the brands under PT Nutrifood Indonesia, which also includes other healthy food and beverage brands. L-Men was launched by Mardi Wu, who now serves as Chief Executive Officer (CEO) of PT Nutrifood Indonesia. This brand specializes in selling high protein snacks and drinks targeted for people who have an active lifestyle. On July 11, 2022, L-Men became the first and only Indonesian whey protein brand to be certified as 'tested for sport' and the second Indonesian brand to receive the certification as 'tested for accuracy and purity' by the U.S. medical certification agency, Labdoor (Labdoor, 2022).

For more than 20 years, L-Men has continued to innovate in order to stay up with the changing times and trends. L-Men actively use different social media channels, particularly Instagram and Twitter, to market and provide information about their products. In addition to the usage of social media, L-Men's approach focuses on running a brand ambassador search competition called 'L-Men of the Year,' which is supported by television and social media commercials. L-Men builds its brand image as a fitness supplement for men who are engaged in sports, charismatic, and masculine. The strategy is done by L-Men to preserve and enhance its existence amid the multitude of competitors offering similar products. Local competitors of L-Men include Evolene, Muscle First, Rimbalfit, Fitlife, Puro, and other brands. According to data from Google Trends that researchers accessed on August 31, 2023, L-Men has lagged behind two other local competitors in the previous five years.

Figure 1. Google Trends Search



Source: Trends.google.com (2023)

L-Men's persistence in advocating for a healthy lifestyle is one of its distinguishing features in comparison to other local competitors. In addition to inspiring a healthy lifestyle, L-Men and PT Nutrifood Indonesia have added a pillar of inclusivity to their business strategy. It has become one of L-Men's strongest unique selling points. While other brands are focusing on increasing sales through many similar-minded advertisements, L-Men adds an inclusive pillar to emotionally connect with customers while improving brand exposure and confidence. One of the biggest innovations implemented by L-Men is transforming the brand ambassador search event 'L-Men of the Year' into a healthy lifestyle influencer search event entitled 'The New L-Men of the Year' that has been held since 2018. This inclusivity pillar is also demonstrated by L-Men's active participation in various social activities and campaigns such as voicing the #KerenTanpaRokok campaign, collaborating with IndoRelawan volunteers, and conducting health and fitness educational programs in Indonesian high schools. L-Men's strategy to market products and introduce the inclusivity pillar can also be seen through its participation as one of the sponsors of the 2022 ASEAN Para Games, held in Solo, Central Java.

The ASEAN Para Games were conceived by Zainal Abu Zarin, the founder and president of the Malaysian Paralympic Council. The reason for the establishment of the ASEAN Games is to promote friendship and solidarity amongst persons with disabilities in the region of ASEAN (ASEAN Para Games, 2022). For the second time, Indonesia has been chosen to host the ASEAN Para Games. Similarly, L-Men, as an Indonesian brand, is also named as an Official Protein Partner of the 11th ASEAN Para Games. In addition, L-Men released a 15-second commercial video in support of disabled community inclusion and event sponsorship at the ASEAN Para Games 2022.

Not just L-Men, other brands also have a diverse promotion strategy aimed at winning the market competition between brands. These promotional strategies and activities have many purposes, one of which is to raise brand awareness. According to Kall (2021), brand awareness is the ability of consumers to remember elements of a brand (packaging, name, product, or logo) without looking at the product of the brand. According to Aaker quoted in Fletcher, Fyall, Wanhill, and Gilbert in 2017, the stages of brand awareness consist of: Unaware of Brand, Brand Recognition, Brand Recall, and Top-of-mind awareness. Unaware of a brand is a phase in which consumers are not aware of the existence of the brand. Brand recognition is a stage in which consumers are aware of the existence of a brand, but still need a stimulus to remember it. Brand recall is the stage where consumers have learned and remembered the elements of a brand without the

need for any stimulus. Last, brands that have reached the level of top-of-mind awareness are those that customers recall first when thinking about categories on a certain product.

According to a prior study conducted by Gunawan & Tamburian (2022), brand awareness can be increased through sponsorship of an event. According to Gunawan and Tamburian Research (2022), sponsorship done by *Livin' by Mandiri* on the e-sport event MPL ID Season 8 proved beneficial and had a substantial influence on improving its research object brand awareness. The findings of the Gunawan and Tamburian study (2022) are also supported by a study conducted by Biscaia, Correia, Rosado, Ross, and Morocco in 2013 that discussed similar variables. The results of Biscaia et al. (2013) show that event sponsorship carried out by the object of their research has an impact on increased brand awareness and purchase intention. Biscaia et al. (2013) stated that people attending a sports event are able to recall the brand names of sponsors. This also implies that the purchase intention of sponsored products has been shown to increase after the sporting events are sponsored by sponsored brands.

Not only limited to brand awareness, event sponsorship can also affect brand trust. Delgado-Ballester in Berger-Grabner (2021) defines brand trust as consumer security when interacting with a brand and consumer confidence that the brand is responsible and reliable. In building trust in a brand, emotional attachment is an important factor that can influence the purchase decision on a brand's product. Emotional attachments are said to influence trust more than the quality of the product itself (Clow & Baack, 2012). According to Rice quoted in Berger-Grabner (2021), brand trust consists of three elements: competence, benevolence, and integrity.

Based on research conducted by Mazodier and Merunka in 2011, brand trust can also be influenced by a sports event sponsorship. This study has found that sponsorships on the 2008 Summer Olympics had a positive influence on not only brand trust, but also brand loyalty and brand affect. In addition to sponsorship activities that are able to increase brand awareness and brand trust, corporate social responsibility and active participation of a company in social activities also have an important role. This is supported by research conducted by Ismael (2022) which states that marketing strategies through CSR have an influence in increasing brand awareness. Furthermore, another study by Abd-El-Salam and Mohamed (2020) concluded that corporate social responsibility also has a direct influence on brand image and brand trust.

To clarify the problems, as well as help and guide this research, the S-O-R (Stimulus-Organism-Response) communication theory is used in this study. The S-O-R theory is a paradigm rooted in the classic theory of Stimulus-Response created by Ivan Pavlov, who stated that once a particular stimulus is shown, the subject responds to the stimulus. In the field of business communication, the S-O-R theory is used to identify consumer behavior and has been widely used. It can imply the commitment and how the consumer feels towards a business entity (Mehrabian & Russel in Hasnidar, Puis, Mardiana, Pono, & Jusri, 2020). This is because organisms have many other components, such as attitudes, opinions, behaviors, cognitions, affections, and connections that affect the different responses depending on the process that occurs in each communication process (McQuail, 2010). The use of the S-O-R theory is expected to help researchers figure out whether the stimulus of L-Men event sponsorship has an impact on the expected response of increased brand awareness and brand trust.

With the previous studies and theory stated, this study raises the following research questions: To begin, is there any influence of the ASEAN Para Games 2022 event sponsorship in increasing L-Men brand awareness for L-Men Instagram followers?

Second, does the ASEAN Para Games 2022 event sponsorship have any influence on increasing L-Men brand trust for L-Men Instagram followers? Third, is there any influence of L-Men brand awareness in increasing L-Men brand trust? Last, does the ASEAN Para Games 2022 event sponsorship moderated with L-Men brand awareness have any influence on increasing L-Men brand trust for L-Men Instagram followers?

There are four hypotheses in this study as well: Ho1: ASEAN Para Games 2022 event sponsorship has no impact on L-Men brand awareness. Ha1: ASEAN Para Games 2022 event sponsorship has an impact on L-Men brand awareness. Ho2: ASEAN Para Games 2022 event sponsorship has no impact on L-Men brand trust. Ha2: ASEAN Para Games 2022 event sponsorship has an impact on L-Men brand trust. Ho3: L-Men brand awareness has no influence on L-Men brand trust. Ha4: L-Men brand awareness influences L-Men brand trust. Ho3: ASEAN Para Games 2022 event sponsorship moderated with L-Men brand awareness has no impact on L-Men brand trust. Ha4: ASEAN Para Games 2022 event sponsorship moderated with L-Men brand awareness has an impact on L-Men brand trust.

METHOD

This study applies a post-positivist paradigm with quantitative methods. This research is a type of causal research, often known as cause-and-effect research. Causal research belongs to conclusive research that aims to find a causal relationship between an independent and a dependent variable of a phenomenon (Hermawan & Amirullah, 2021). This study uses the survey approach, in the sense that data is gathered through a series of questions answered by people included in the sample (Zikmund in Basuki, 2021).

The population criteria set in this research are all people who have followed L-Men on Instagram (@lmen) and have knowledge of the ASEAN Para Games 2022 event. As of October 15, 2022, the Instagram account of L-Men had more than 174,000 followers. The sampling technique used for this research is the probability sampling technique, which includes the simple random sampling method. The simple random sampling method is a randomly selected sampling technique in which each respondent has equal chances in the same way (Thompson, 2012). The sample was calculated using the Lemeshow formula for an unknown number of populations. Based on the calculation, the result of the minimum sample number is 67.24 respondents. In this study, the researchers decided to involve 100 respondents to minimize the chance of population generalization so that a larger number of populations can be represented. In addition, researchers also use secondary data, such as books, articles, and journals, to support the results of the research.

In this study, the data collection technique used is a closed-type questionnaire, where the researchers had given choices for the respondents to answer. Questionnaire answer options are given using the Likert measurement scale. The Likert scale is an approach to scaling that measures responses to statements along the positive-to-negative dimensions. In addition to that, a filter question was asked to make the sample more suitable for the purposes of this research, which is “are you a follower of L-Men Instagram (@lmen) and have knowledge of the 2022 ASEAN Para Games event?”.

A research instrument has to be valid and reliable. In this research, the instruments are tested by conducting validity tests and reliability tests on 30 respondents. Based on validity and reliability tests through SmartPLS4 software, the

entire research instruments have been declared valid and reliable. The data analysis techniques used in this study consist of descriptive statistical analysis, correlation analysis, determination coefficients, and hypothesis testing.

RESULT AND DISCUSSION

Validity Test

In this research, a validity test is performed on each statement on the questionnaire to ensure that the questionnaires used as research instruments can be measurable and valid. The rule of thumb used in measuring convergence validity is the loading factor value for any construction indicator that must be greater than 0,70 and the average variance extracted (AVE) value greater than 0,50. While discriminant validity can be seen from cross loading values for each variable which has to be greater than 0,70 and higher than the other variables.

Table 1. Validity Test for Event Sponsorship

Statement No	AVE	Cross Loading	Remarks
X1	0,557	0,710	Valid
X2	0,557	0,710	Valid
X3	0,557	0,703	Valid
X4	0,557	0,787	Valid
X5	0,557	0,813	Valid

Source: Processed Data (2023)

The validity test for the event sponsorship variable was carried out with a total of 5 statements. Based on the validity test listed in the table above, the entire statement was declared valid because it had a loading factor and cross loading value greater than 0,70 and an average variance extracted (AVE) value larger than 0,50 so that the research instrument could be used in the dissemination of the questionnaire for further research.

Table 2. Validity Test for Brand Awareness

Statement No	AVE	Cross Loading	Remarks
Y1	0,806	0,899	Valid
Y2	0,806	0,867	Valid
Y3	0,806	0,970	Valid
Y4	0,806	0,852	Valid

Source: Processed Data (2023)

The validity test for the brand awareness variable was carried out with a total of 4 statements. Based on the validity test listed in the table above, the entire statement was declared valid because it had a loading factor and cross loading value greater than 0,70 and an average variance extracted (AVE) value larger than 0,50 so that the research instrument could be used in the dissemination of the questionnaire for further research.

Table 3. Validity Test for Brand Trust

Statement No	AVE	Cross Loading	Remarks
Z1	0,645	0,796	Valid
Z2	0,645	0,826	Valid

Z3	0,645	0,814	Valid
Z4	0,645	0,876	Valid
Z5	0,645	0,826	Valid
Z6	0,645	0,712	Valid
Z7	0,645	0,760	Valid

Source: Processed Data (2023)

The validity test for the brand trust variable was carried out with a total of 7 statements. Based on the validity test listed in the table above, the entire statement was declared valid because it had a loading factor and cross loading value greater than 0,70 and an average variance extracted (AVE) value larger than 0,50 so that the research instrument could be used in the dissemination of the questionnaire for further research.

Reliability Test

An instrument of a questionnaire is said to have reliability when the respondents' answers to the questionnaire statement are stable or consistent over time. The level of reliability can be tested using Cronbach's Alpha statistical test results. The questionnaire can be said to be reliable when the reliability coefficient using Cronbach's Alpha technique is greater than 0,60 (Siregar, 2017). In addition, construct reliability can also be measured with a composite reliability value that must be greater than 0,70 in using PLS-SEM in the SmartPLS program.

Table 4. Reliability Test

Variable	Cronbach's Alpha	Compisite Reliability (rho_a)	Compisite Reliability (rho_c)	N of Items	emarks
Event Sponsorship (X)	0,803	0,820	0,862	5	eliable
Brand Awareness (Y)	0,920	0,960	0,943	4	eliable
Brand Trust (Z)	0,908	0,915	0,927	7	eliable

Source: Processed Data (2023)

Based on the results of the reliability test in the table above, a reliability coefficient is declared reliable with the event sponsorship variable (X) which has a Cronbach's Alpha value of 0,803, the brand awareness variable (Y) which has a Cronbach's Alpha value of 0,920, and the brand trust variable (Z) which has a Cronbach's Alpha value of 0,908. The whole variables have a composite reliability value greater than 0,70 so the research instrument could be used to disseminate the questionnaire for further research.

The SmartPLS 4 software was used to analyze the research findings. The software was chosen based on multiple advantages, including the needless normality of the data, the software's effectiveness in processing data with varied samples, the software's capacity to process complex data, and others (Hair et al., 2019). The researchers obtained a total of 100 respondents and grouped their characteristics by age, gender, domicile, and profession/job. Below are the results of the research using the SmartPLS 4 software.

Table 5. Correlation Coefficient Test

	Brand Awareness	Brand Trust
Event Sponsorship	0,048	0,643
Brand Awareness		0,190
BA x ES		-0,085

Source: Processed Data (2023)

The correlation coefficient test in this study was conducted to measure the relationship and strength of the relationship between the independent variables and dependent variables. Based on the data shown in the table, it is found that the correlation value between the event sponsorship and brand awareness variables is 0.048. This indicates that the event sponsorship and brand awareness variables have a relatively weak and unidirectional correlation ($<0,200$). In addition, the correlation value between the event sponsorship and brand trust variables is 0.643, which means that the correlation between the two variables is categorized as strong (0,600 – 0,800) (Siregar, 2017). The correlation between the brand awareness variable and the brand trust variable is also unidirectional with the strength of the correlation being categorized very weak, with only 0,190 ($<0,200$). Finally, the correlation value between the event sponsorship variable and brand trust moderated by brand awareness is categorized as negative and very weak, with only -0,085 ($<0,200$).

Table 6. Coefficient of Determination Test

	R square value
Brand Awareness	0,002
Brand Trust	0,466

Source: Processed Data (2023)

The coefficient of determination tests are performed to determine how much influence independent variables have on the dependent variables. Based on the above table, the r square value of the brand awareness variable is only 0,002 which indicates that only 0.2% is affected by the event sponsorship variable. In addition, it was calculated that the r square value of the brand trust variable is 0,466. This indicates that the variable or change in brand trust can be explained by the event sponsorship or brand awareness variable of 46.6%, while the remaining 53.4% can be described by reasons other than variables studied by this research. With these calculations, it can be said that the r square on the brand trust variable is categorized as moderate.

Based on the data processing carried out by the researchers, the results can be used to obtain answers to the hypothesis of this study. The hypothesis is tested using SmartPLS 4 software by looking at the T statistics value and the P values to find out whether the research hypothesis is rejected or accepted. The research hypothesis can be declared acceptable and significant if the P value is smaller than 0,05 and the T statistics value is greater than 1,96 (Ghozali, 2014). The amount of P values and T statistics values are obtained from outputs on SmartPLS 4 using the bootstrapping methods.

Table 7. Hypothesis Test

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
ES - BA	0,048	0,050	0,154	0,313	0,754
ES - BT	0,643	0,660	0,061	10,452	0,000
BA - BT	0,190	0,168	0,096	1,983	0,047
BA x ES - BT	-0,085	-0,071	0,059	1,455	0,146

Source: Processed Data (2023)

H1: ASEAN Para Games 2022 event sponsorship has an impact on L-Men brand awareness

The first hypothesis tests whether the X variable (event sponsorship) positively affects the Y variable (brand awareness). The test results show that the T statistics value is less than 1,96 (0,313) and the P values value is greater than 0,05 (0,754). This proves that the X variable (event sponsorship) has no statistically significant influence on the Y variable (brand awareness). The result indicated that H1 is rejected, ASEAN Para Games 2022 event sponsorship has no impact on L-Men brand awareness. If the hypothesis is rejected, this means the ASEAN Para Games 2022 event sponsorship wasn't able to increase L-Men brand awareness. The event sponsorship wasn't able to increase L-Men awareness, whether it be a brand recall, brand recognition, or top-of-mind awareness.

The results of the study on the impact of event sponsorship on brand awareness are contrary to the previous research conducted by Gunawan and Tamburian (2022) on Livin' by Mandiri's sponsoring of E-Sports MPL ID Season 8 which stated that event sponsoring has a significant influence on the increase in brand Awareness of related research objects. Differences in research results may occur due to different types of events sponsored by each research object. Given that L-Men is a long-standing brand in Indonesia, its brand awareness could have been achieved in other ways outside of the ASEAN Para Games 2022 event sponsorship. This leads to the absence of a direct influence between the event sponsorship variable and the L- Men brand awareness.

H2: ASEAN Para Games 2022 event sponsorship has an impact on L-Men brand trust

The second hypothesis tests whether the X variable (event sponsorship) positively affects the Z variable (brand trust). The test results show that the T statistics value is greater than 1,96 (10,452) and the P values value is less than 0,05 (0,000). This proves that the ASEAN Para Games 2022 event sponsorship has a significant impact on L-Men brand trust. The result indicated that H2 is accepted, ASEAN Para Games 2022 event sponsorship has an impact on L-Men brand trust. If the hypothesis is accepted, this means that the ASEAN Para Games 2022 event sponsorship has met the indicators of the event perception, sponsor-event fit, and sponsor perception. The event sponsorship has influenced L-Men brand trust indicators of competence, benevolence, and integrity. In other words, the ASEAN Para Games 2022 event sponsorship was able to increase the people's perception of L-Men competence, satisfy L-Men customers, and increase brand reliability.

The results of the hypothesis test indicate that some of the respondents in this study have their trust increased toward L-Men brand due to the presence of

the ASEAN Para Games 2022 event sponsorship (X variable). The findings of this study are in line with the results of a study conducted by Mazodier and Merunka (2011) which also concluded that sports event sponsorship positively affects the increase of brand trust. As a form of L-Men new pillar of inclusivity and its participation in social activities to emotionally connect with the audience, the ASEAN Para Games 2022 event sponsorship increased L-Men brand trust. The results are in accordance with another study conducted by Abd-El-Salam and Mohamed in 2020 about a company's engagement in social activities or corporate social responsibility having a direct influence on brand trust.

H3: L-Men brand awareness influences L-Men brand trust

The third hypothesis tests whether the Y variable (brand awareness) positively affects the Z variable (brand trust). Test results show that the T statistics value is greater than 1,96 (1,98) and the P values value is less than 0,05 (0,047). This proves that the Y variable (brand awareness) has an influence on the Z variable (brand trust). The result indicated that H3 is accepted, L-Men brand awareness has an impact on L-Men brand trust. If the hypothesis is accepted, this means that L-Men brand awareness has met the indicators of brand awareness needed. L-Men brand awareness has influenced L-Men brand trust indicators of competence, benevolence, and integrity. This indicates that respondents who have a higher level of brand awareness of L-Men have a direct influence in increasing brand trust. However, according to the correlation coefficients value, the correlation between the brand awareness variable and the brand trust variable is unidirectional with the correlation strength being categorized as very weak, with only 0,190 (<0,200). It can be concluded that L-Men brand awareness has a minor impact on L-Men brand trust.

H4: ASEAN Para Games 2022 event sponsorship moderated with L-Men brand awareness has an impact on L-Men brand trust

Not only does it test the direct influence between the event sponsorship and brand trust, but the hypothesis also tests the indirect influence between the ASEAN Para Games 2022 event sponsorship and L-Men brand trust with brand awareness as the moderating variable. The test results show that the T statistics value is smaller than 1,96 (1,455) and the P values value is greater than 0,05, (0,146). This proves that the Y variable (brand awareness) can't moderate the X variable (event sponsorship) with the Z variable (brand trust), so the H4 is rejected. This also indicates that respondents who are aware of the ASEAN Para Games 2022 event sponsorship and have a higher level of brand awareness of the L-Men brand have no influence in increasing brand trust. It can be concluded that although the level of L-Men brand awareness in the minds of respondents is low, respondents still have increased trust in the brand after knowing the ASEAN Para Games 2022 event sponsorship by L-Men.

The findings of this study about the impact of the ASEAN Para Games 2022 event sponsorship on brand awareness and brand trust can be attributed to the theory of Stimulus Organism Response (S-O-R) which is the core theory of this study. The findings indicate that the S-O-R theory behind this study is not proven against the brand awareness variable, but is proven against the brand trust variable. As a result, when the S-O-R theory is linked to this study, the stimulus refers to the event sponsorship at the 2022 ASEAN Para Games done by L-Men. The next step is organisms, which are included among the

100 respondents of this study who are followers of the L-Men Instagram account (@lmen) and have knowledge of the ASEAN Para Games 2022. The last step of the theory is response. At the response step, the organism or respondent in this study will begin to change their attitude or behavior. The change in attitude in this study is intended to indicate an increase in brand awareness and brand trust.

CONCLUSION

Based on the findings of the research shown earlier, the researchers reach the following conclusion, which also addresses the research questions addressed in this study. The first research question concerns whether or not the ASEAN Para Games 2022 event sponsorship impacts L-Men brand awareness. The second research question concerns whether or not the ASEAN Para Games 2022 event sponsorship impacts L-Men brand trust. The third research question concerns whether or not L-Men brand awareness influences L-Men brand trust. The last research question concerns whether or not L-Men brand awareness moderates the impact of ASEAN Para Games 2022 event sponsorship on L-Men brand trust.

The results and discussions answered the first research question. The ASEAN Para Games 2022 event sponsorship is said to have almost no impact on L-Men brand awareness. Based on the result of the coefficient of determination test, the ASEAN Para Games 2022 event sponsorship only has a 0,2% influence on L-Men brand awareness. This indicated that 99,8% of L-Men brand awareness is being influenced by other factors aside from the event sponsorship. Based on the percentage of the impact of event sponsorship on brand awareness, it can be said that the value of influence is considered very low or almost no influence at all. The results of the research on similar variables were different from previous studies conducted by Gunawan and Tamburian (2022) and Biscaia et al. (2013), where event sponsorship variables influenced a sponsor's brand awareness.

The findings and discussions also provided answers to the second and third study questions. Both ASEAN Para Games 2022 event sponsorship and L-Men brand awareness respectively are said to have an impact on L-Men brand trust. Based on the study result, both independent variables have a 46,6% influence on L-Men brand trust, accounting for almost half of the total percentage, whereas 53.4% were influenced by other factors that were not discussed in this study. Based on the percentage of influence of the ASEAN Para Games 2020 event sponsorship and brand awareness on brand trust, it can be said that the influence value may be classified as moderate. The results of the research on similar variables are in line with the results of a study conducted by Mazodier and Merunka (2011), where event sponsorship influences the increase in brand trust.

The results and discussion also addressed the last research question. It is said that L-Men brand awareness, as the moderating variable, couldn't moderate the impact between the ASEAN Para Games 2022 event sponsorship and L-Men brand trust. It is found that the correlation value between the event sponsorship variable and brand trust moderated by brand awareness may be classified as negative and very weak, with only -0,085. This implies that people who are both aware of the ASEAN Para Games 2022 event sponsorship and have a higher level of L-Men brand knowledge have no effect on increasing L-Men brand trust.

In this study, the researchers examined the influence of event sponsorship on brand awareness and brand trust. With the results stated previously, the ASEAN Para Games 2022 event sponsorship and brand awareness respectively have an impact on

increasing brand trust, while the event sponsorship variable has almost no impact on increasing brand awareness. Beyond that, it is recommended that the next instance of this research would look at other factors of business marketing strategy other than event sponsorship. Other factors that might be addressed further include advertising, marketing activity, sales promotion, product quality, and so on. For the related brand, L-Men can continue to sponsor similar events to increase brand trust. In order to increase brand awareness, L-Men can benefit from activities other than event sponsorship since it has proven to have little to no effect on the improvement of brand awareness.

REFERENCES

- Abd-El-Salam, & Mohamed, E. (2020). Investigating loyalty through CSR: The mediating role of brand image and brand trust. *Journal of Customer Behaviour*, 19(3), 252-279. doi: 10.1362/147539220X16003502334226
- Andriarsi, M. K. (2020, September 11). *Pandemi Membuat Kesadaran Pola Hidup Sehat Meningkat - Infografik Katadata.co.id*. Katadata. Retrieved from <https://katadata.co.id/ariemega/infografik/5f5b532185fa5/pandemi-membuat-kesadaran-pola-hidup-sehat-meningkat>
- ASEAN Para Games. (2022). *History - APG*. [apg2022.com](https://apg2022.com/history/). Retrieved from <https://apg2022.com/history/>
- Basuki. (2021). *Pengantar Metode Penelitian Kuantitatif*. Jakarta, Indonesia: Media Sains Indonesia.
- Berger-Grabner, D. (2021). *Strategic Retail Management and Brand Management: Trends, Tactics, and Examples*. Berlin, Germany: De Gruyter Oldenbourg.
- Biscaia, R., Correia, A., Rosado, A. F., Ross, S. D., & Maroco, J. (2013). Sport Sponsorship: The Relationship Between Team Loyalty, Sponsorship Awareness, Attitude Toward the Sponsor, and Purchase Intentions. *Journal of Sport Management*, 27(4), 288-302. doi: 10.1123/jsm.27.4.288
- Clow, K. E., & Baack, D. (2012). *Integrated Advertising, Promotion, and Marketing Communications*. Boston, MA: Pearson Education.
- Fletcher, J., Fyall, A., Wanhill, S., & Gilbert, D. (2017). *Tourism: Principles and Practice*. London, England: Pearson Education Limited.
- Ghozali, Imam. (2014). *Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS)*. Semarang, Indonesia: Badan Penerbit Universitas Diponegoro.
- Gunawan, A., & Tamburian, H. D. (2022, March). Pengaruh Sponsorship terhadap Brand Awareness Livin' by Mandiri (Studi pada Event E-Sport MPL ID Season 8). *Kiwari*, 1(1), 143-148.
- Hair, J., Risher, J., Sarstedt, M., & Ringle, C. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2-24. doi:10.1108/EBR-11-2018-0203
- Halidi, R. (2021, July 15). *Survei: Kesadaran Pola Hidup Sehat Orang Indonesia Meningkat Selama Pandemi*. [Suara.com](https://www.suara.com/lifestyle/2021/07/15/181500/survei-kesadaran-pola-hidup-sehat-orang-indonesia-meningkat-selama-pandemi?page=all). Retrieved from <https://www.suara.com/lifestyle/2021/07/15/181500/survei-kesadaran-pola-hidup-sehat-orang-indonesia-meningkat-selama-pandemi?page=all>
- Hasnidar, Muis, M., Mardiana, R., Pono, M., & Jusri. (2020). Relationship Communication and Customer Satisfaction as Predictor of Customer Engagement. *ICAME*. doi: 10.4108/eai.25-10-2019.2295319

- Hermawan, S., & Amirullah. (2021). *METODE PENELITIAN BISNIS: Pendekatan Kuantitatif & Kualitatif*. Malang, Indonesia: Media Nusa Creative (MNC Publishing).
- Ismael, Z. N. (2022). Marketing strategy: The Influence of Corporate Social Responsibility on Brand Awareness. *International Journal of Engineering, Business and Management (IJEEM)*, 6(5), 43-52. doi: 10.22161/ijeem.6.5.6
- Kall, J. (2021). *Brand Metrics: Measuring Brand Efficacy Along the Customer Journey*. New York, NY: Taylor & Francis.
- Labdoor. (2022). *Top 10 Protein Supplements*. Labdoor. Retrieved from <https://labdoor.com/rankings/protein>
- Mazodier, M., & Merunka, D. (2011). Achieving brand loyalty through sponsorship: the role of fit and self-congruity. *Journal of Academy of Marketing Science*, 40, 807-820. doi: 10.1007/s11747-011-0285-y
- McQuail, D. (2010). *McQuail's Mass Communication Theory*. Thousand Oaks, CA: SAGE Publications.
- Mordor Intelligence. (2021). *Indonesia Whey Protein Market | 2022 - 27 | Industry Share, Size, Growth*. Mordor Intelligence. Retrieved from <https://www.mordorintelligence.com/industry-reports/indonesia-whey-protein-market>
- Nabila, M. (2019, November 18). *Memperkenalkan Industri "Wellness" Lewat Teknologi / DailySocial.id*. Dailysocial. Retrieved from <https://dailysocial.id/post/memperkenalkan-wellness-teknologi>
- P2PTM Kemenkes RI. (2019, April 6). *Apa Definisi Aktivitas Fisik? - Direktorat P2PTM*. Direktorat P2PTM. Retrieved from <http://p2ptm.kemkes.go.id/infographic-p2ptm/obesitas/apa-definisi-aktivitas-fisik>
- Purwanto, Rusdiyanto, W., & Kistiananingsih, I. (2019). How Does Social Media Marketing Increase Brand Awareness? (A Case Study of the Laboratory of YSU Office Administration). *Proceedings of the 2nd International Conference on Big Data Technologies*, 320-323. doi: 10.1145/3358528.3358534
- Ryan, D. (2022). *3 Key Benefits of Protein for Health and Athletic Performance*. Herbalife Nutrition. Retrieved from <https://iamherbalifenutrition.com/fitness/protein-benefits/>
- Siregar, I. S. (2017). *Metode Pemilihan Kuantitatif: Dilengkapi dengan Perbandingan Perhitungan Manual & SPSS*. Jakarta, Indonesia: Prenada Media.
- Stephenson, T. J., Rawson, E. S., & Branch, J. D. (2019). *William's Nutrition for Health, Fitness & Sport*. New York, NY: McGraw Hill Higher Education.
- Thompson, S. K. (2012). *Sampling*. New York, NY: Wiley.
- Yilmaz, E., & Davis, T. (2022). *Healthy Lifestyle: Definition, Benefits, & Examples*. The Berkeley Well-Being Institute. Retrieved from <https://www.berkeleywellbeing.com/healthy-lifestyle.html>