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Effect of Sponsorship in MotoGP towards Public Purchase Behavior in Indonesia

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Abstract:
Promotion is an essential aspect of business that must be performed by any company, especially for companies engaging in the exchange of goods or services. The promotion media for an organization is also rising with competition growing in industry, which ensures that firms must find an appropriate and productive way to advertise their business. Sponsorship is one of the advertising media that attracts attention. Sponsorship offers several advantages in business: enhancing the reputation of a brand, differentiating the company from the competition, establishing partnerships with targeted clients, also showing their goods to their customers. MotoGP is the oldest World Championship in motor racing ever held. This research is aiming to find the effect of sponsorship in MotoGP on the public purchase behavior in Indonesia. Since there are positive effects on becoming sponsor in MotoGP but there is no clear information whether becoming sponsorship in MotoGP gives positives impacts towards businesses in Indonesia. The objective of this research is to determine the effects of becoming sponsor in MotoGP towards public purchase behavior in Indonesia and to determine what are the factors that effect the public purchase behavior in Indonesia in becoming sponsors in MotoGP. Data from 362 survey respondents were collected and analyzed. Using the SmartPLS program, the data was evaluated using the PLS process. The results show that MotoGP sponsorship has an effect on Indonesia's public purchase behavior. It can be seen that 36.19% of the respondents are actually bought their favorite MotoGP team sponsorship products at least once. And the factors that affect public purchase behavior in Indonesia are the variable used in this research which are Team Identification (TID), Perceived Fit (PFIT), Brand Awareness (AW), Perceived Quality (PQ), and Brand Engagement (ENG). This result can be used by companies in Indonesia to able to make decision on their marketing strategy whether to use sponsorships in MotoGP or not.

Keywords: Sponsorship, MotoGP, purchase behavior, PLS-SEM, quantitative

1. Introduction

1.1. Research Background

Promotion is an important aspect of business that every business must do, especially for businesses that engage in trade of products or services (Whaley, 2015). With competition growing in business, the promotion media for a business is also growing, which means that businesses must find an effective and efficient way to do a promotion of their business. One of the promotion media that receives attention is sponsorship. Sponsorship defined as an investment, of cash or in kind, in an activity, in return for access to the exploitable commercial potential associated with that activity (Meenaghan, 1991). In business, sponsorship gives several benefits; enhance a company's image, differentiate the business from the competitors, develop relationships with targeted customers, also to show their products to their customers. Commonly, sponsorship includes cooperation with the sport industry since sports generates significant emotional attachment and excitement (Copeland, Frisby & McCarville, 1996). Sponsorship is one of the media of promotion, which is essential for the existence of MotoGP. Sponsorship is different from advertisement, since advertisement can be described as a message or notice to promote a product.

Brands that are becoming a sponsor in MotoGP area, mainly the one that involve in MotoGP operation. Products from oil & gas companies, technology related companies, motorcycle accessories, and daily consumable products are becoming sponsors in MotoGP. MotoGP or Motorcycle Grand Prix is one of the most popular sporting events in the world. The events draw millions of fans around the world and feature the best motorcycle riders in the world along with the top motorcycle manufacturers worldwide.

In any business engaging in the commercial selling of goods or services, the use of promotion is very necessary and should not be ignored. Over the years, advertising strategies are growing and becoming popular, as technological advancement enables us to build media campaigns that have become effective in increasing sales. There are several promotion methods that exist, method like advertising, sponsorship, personal selling, direct marketing, and sales promotion. In addition, the company and businessman require the right things in using promotion by looking at the

possibilities to stay in operation. Sponsorship is one form of promotion that is receiving more attention and funding today. As an element of the promotional mix, sponsorships have emerged. One of the world's most popular events is the MotoGP, or Motorcycle Grand Prix. The competition draws millions of spectators from around the world and brings together the best motorcycle riders in the world and the world's leading manufacturers of motorcycles.

MotoGP is the oldest motorsport World Championship ever held. The competition first annually held in 1949 first named motorcycle Grands Prix and it is still running until the making of this paper. It was held in 1938 before but interrupted by the Second World War. MotoGP is held annually in various countries and joined by 12 teams competing by each team sending maximum three riders in one competition. Motorcycle Grands Prix divided into three competitions by categorizing engine power. MotoGP limited to 1,000 cc, Moto2 limited to 765cc, and Moto3 limited to 250cc, making MotoGP as the highest class in motorcycle racing. MotoGP governed by Fédération Internationale de Motocyclisme (FIM) as the sport sanctioning body with Dorna Sports own commercial rights.

MotoGP is a famous motorsport among the youngsters and the elders in Indonesia and southeast Asia. With 397.433 spectators in South East Asian countries Thailand and Malaysia in the year 2019 (McLaren, 2019). And in Indonesia there are around 313.600 fans of MotoGP, this data is according to the numbers of followers of MotoGP Indonesian fanbase account. According to Ferdian (2020), Indonesian people place the first position in the number of MotoGP fans, around 3.3% or 2.6 million views coming from Indonesia.

The southeast Asia nations that held MotoGP competition are Malaysia and Thailand. Malaysia has held MotoGP competition since 1991 with the latest competition being in 2019 and on schedule for race in the year 2020. The first race was held in Shah Alam circuit until 1997, in the next year the competition moved to Johor for 1 year then continued in Sepang with the establishment of a new circuit in Sepang. Sepang circuit has held the MotoGP competition from the year 1999 until the latest is in 2019. Not only MotoGP, Sepang circuit also held Formula 1 Grand Prix from the year 1999 to 2017. Thailand is also one of the countries that held MotoGP competition since 2018 and the latest competition is also being held in 2019, the track is located in Buriram.

Not only Malaysia and Thailand, but also Indonesia has ever held MotoGP races from the year 1996 until 1997. The race was held in Sentul circuit in Sentul. At that time the official name of the competition was Grand Prix Motorcycle Racing World Championship. In the year 2019, Dorna Sports and Indonesia Tourism Development Corporation (ITDC) announced that starting in 2021 Indonesia will officially held MotoGP races. The circuit that uses the street circuit system in Mandalika, West Nusa Tenggara, Indonesia is now under construction.

Indonesia has big numbers of MotoGP fans. In Indonesia the popularity of MotoGP can be shown with the existence of several MotoGP fan bases with one of the fan bases having around 313.600 followers. Also, at the beginning of the season big teams like Monster Energy Yamaha and Repsol Honda Team frequently launch their team and livery in Indonesia. with the public interest of MotoGP in Indonesia, can become a chance for companies to become sponsors in MotoGP.

Sponsorship in motorsport is important for both business and the teams. Since MotoGP is the highest class of motorcycle racing in the world, attended with big racing teams as Ducati, Yamaha, and Honda. Also, big brands put their name as team sponsors like Repsol, Red Bull, and Astra Honda Motor. So, sponsoring a MotoGP team bring a lot of excitement and challenges and it can definitely create profit, because it's all about brand emotionalization (Riess, 2016).

Sponsorship in MotoGP itself will cost from about EUR 50,000 up to EUR 15 million, with a variety of variables between the two numbers. The cost of the sponsorships is affected by variables such as team status, driver status, team performance in recent years (Tafà, 2018). The effects of sponsorship of MotoGP can be seen from the growth of one of the brands that sponsoring a team in MotoGP. Lenovo is one of the brands that started to sponsoring Ducati MotoGP team in 2018. In the year 2017, Lenovo revenue was US$43 billion, and, in the year of 2019, Lenovo revenue reaches all time high of US$51 billion. This shows that becoming a sponsor in MotoGP is one of the aspects that give an impact to businesses.

A common measure for purchase behavior associated with sponsorship has been consumer purchase behavior (Crompton, 2004). And brand engagement is perhaps the strongest predictor of purchase behavior, according to Keller (2001). Sport fans usually engage with their favorite team through various means, such as following team news, attending events, watching the games of television, buying teams merchandise, talking about the team with others, providing positive word of mouth, wearing team clothing or buying a favorite athlete's endorsed product (Yoshida, Gordon, Nakazawa, & Biscaia, 2014). In addition, while the engagement of fans goes beyond the brand's purchase or consumption, sales increase remains the goal of sponsors when engaging in costly sponsorship agreements.

1.2. Problem Statements

According to the research background, it can be seen that sponsorships costs from about EUR 50,000 up to EUR 15 million. With the high costs of sponsorship, is the purchase behavior of MotoGP fans towards sponsors product in Indonesia achieved. Sponsorships in MotoGP are giving positive impact to business in terms of revenue. With Indonesia also have big numbers of fans in fan bases, this can be an opportunity for business in Indonesia to use sponsorships in MotoGP as their promotion efforts to get the attentions of Indonesians who is a fan of MotoGP. This research is aiming to find the effect of sponsorship in MotoGP on the public purchase behavior in Indonesia. Since there are positive effects on becoming sponsor in MotoGP but there is no clear information whether becoming sponsorship in MotoGP gives positives impacts towards businesses in Indonesia. By knowing the effects of Sponsorships in MotoGP companies can decide the target they want for their product and can eliminate the problem of wasting money in marketing. Since the market for MotoGP in Indonesia is quite big, so there is an opportunity for Indonesian companies to become a sponsor in MotoGP as a method of promotion. Indonesian brands like Federal Oil, PT Astra Otoparts Tbk, GS Astra, KYT, and Antangin are already

become a sponsor in several Moto2 class team, which is one step below MotoGP. Therefore, it is essential to know first the potential of Indonesians purchase behavior before companies decides to be a sponsor in MotoGP or not.

1.3. Research Questions
From problem statement above, we can conclude the problem as follows:
- What is the effect of becoming a sponsor in MotoGP toward public purchase behavior in Indonesia?
- What are the factors that effects the public purchase behavior in Indonesia in becoming sponsors in MotoGP?

1.4. Research Objectives
Based on research questions above, these research objectives are as follows:
- To determine what is the effects of becoming sponsor in MotoGP towards public purchase behavior in Indonesia.
- To determine what are the factors that effects the public purchase behavior in Indonesia in becoming sponsors in MotoGP.

1.5. Research Scope and Limitations
The research focused on brand sponsorship in MotoGP because of the factors that affect the public purchase behavior of a brand. Furthermore, the research is also limited to MotoGP fans in Indonesia who uses Instagram because the questionnaire is distributed through Instagram account of MotoGP Fan bases. The fans are fans of 6 MotoGP team chosen by the author which are, Monster Energy Yamaha MotoGP, Repsol Honda Team, Ducati Team, Petronas Yamaha SRT, LCR Honda, and Team SUZUKI ECSTAR. The teams chosen are top 3 high and 3 lower teams based on the 2019 MotoGP season. The reason the author uses 6 teams is to be able to get wider spread of respondent scope. And by using 6 teams it will make the research more general as a research about MotoGP fans rather than only choosing 1 team. The research was conducted for 2 months starting from December 2020 to February 2021.

2. Literature Review

2.1. Sponsorship
Sponsorship, described as an investment in an undertaking, in cash or in kind, in exchange for access to the exploitable commercial potential associated with that operation (Meenaghan, 1991). Marketing sponsorship starts with the involvement of an entity in an event, individual, or operation, usually with the expectation of appreciation or partnership that promotes the investor's marketing objectives. (Cornwell, 2020).
Sports sponsorship makes a major difference to increasing brand awareness (Henseler,2007). According to Fisher and Wakefield (1998), supporters closely associated with a losing team will tend to associate with the environment in which the team works and the popularity of team members depending on their association in it. But they find that success is the most significant factor leading to their recognition among highly defined fans of a winning team. Strongly known supporters display their interest most frequently by wearing team jerseys, hats, coats, and so on, no matter whether the team wins or loses.

2.2. MotoGP
MotoGP is the premier World Championship in motorcycle racing. MotoGP was founded in 1949 by the FIM (Fédération Internationale de Motocyclisme) as a World Championship. It is the world's oldest motorsport championship which consists of three racing divisions that on a traditional Grand Prix weekend take to the track. According to McLaren (2019) in the last 2019 season, the number of spectators is decreasing from 2,863,113 in 2018 season, to 2,884,242in the 2019 season.
With the increasing numbers of spectators, many race promoters around the world extend their contract to held MotoGP, one of them is Silverstone in United Kingdom until year 2021. The other is Losail International Circuit in Qatar until year 2031.

2.3. Purchase Behavior
Purchase behavior is the consumer's preference to buy the product or the service. Purchasing intentions are key to the success of the organization in attracting and retaining sponsors (Crampton, 2004). According to Lings and Owen (2007), the role of affective interest in purchase behavior for sport sponsorship shows that team success has a major impact on buying habits for fans.

2.4. MotoGP Fans
MotoGP have big numbers in number of Fans around the world. The number can be seen through the numbers of fans that attended the races in the year 2019. In 2019, the number of fans that attended the races are 2,884,242 fans, the number coming from 19 races around the world. The highest spectators are coming from Thailand as their second year held a MotoGP race event with 222,535 spectators in 2019.
The number of MotoGP fans in Malaysia is big with 169,827 spectators in 2019 Malaysian Grand Prix race the number are an increase of 951 spectators in 2018 Malaysia Grand Prix. While in Indonesia the popularity of MotoGP can be shown with the existence of several MotoGP fan bases with one of the fan bases having around 15.800 followers on 6th April 2020.

2.5. MotoGP Sponsorships

Currently, there are several big names is MotoGP team sponsorships. Famous names like Repsol are sponsoring Honda MotoGP team since 1995 until current 2020 seasons. Not only Repsol, a Malaysian petroleum company, Petronas also sponsoring several MotoGP teams. Teams like Fiat Yamaha Factory Racing Team from the year 2009 to 2011, and in 2019 they announced sponsorship with Sepang Racing Team and the partnerships are going on until the current 2020 seasons. Petronas also sponsoring one of the current Formula 1 team, Mercedes AMG Petronas Team, the team is one of the successful team in Formula 1 with 6 drivers and constructor world championships.

2.6. Previous Studies

Based on analysis carried out by the author, the author founds several researches related to sponsorships in sports industries. In the table below, these experiments are shown and will be used to establish the conceptual structure for this analysis.

Author/Title	Objective	Variable	Findings
Ch. Tsordia, D. Papadimitriou & P. Parganas (2018) The influence of sport sponsorship on brand equity and purchase behavior, Journal of Strategic Marketing	Examined how sports sponsorship effects the sponsor's product's brand equity and purchasing behavior.	- Team identification - Perceived Fit - Brand awareness/associations - Brand engagement - Perceived quality - Brand loyalty - Purchase behavior	Brand loyalty and buying behaviour of customers against the sponsor's goods is influenced by perceived quality and brand engagement. It was found that perceived fit between sponsor and sponsor and team identification had a substantial effect on the brand equity structures of sponsor.
Konstantinos Koronios, Marina Psiloutsikou, Athanasios Kriemadis, PavlosZervoulakos& Eleni Leivaditi (2016) Sport Sponsorship: The Impact of Sponsor Image on Purchase Intention of Fans, Journal of Promotion Management	The purchasing intention of fans is to investigate the increasing importance of social marketing by defining the main variables in the sport sponsorship relationship, and more precisely to explore the influence of sponsor image on one significant behavioral result.	- Sport involvement - Team achievement - Team attachment - Sponsor image - Product fit - Purchase intention	The results showed that Sponsor Image, irrespective of the product fit, has a substantial impact on the purchasing intention. The reputation of the sponsor was weakly connected to engagement in sport and team achievement.
Heidi M.K. Ngan Gerard P. Prendergast Alex S.L. Tsang, (2011),'Linking sports sponsorship with purchase intentions', European Journal of Marketing	Experimentally investigate the effect on the intention of customers to buy the product of the sponsor of two team characteristics (team success and the involvement of a star in the team).	- Team performance - Presence of a sports star - The moderating role of team identification	Team performance significantly influenced consumers' intention to purchase the sponsor's product, and this influence was more pronounced for casual than for avid fans and more pronounced when the team contained a star. A winning team with a star generated the strongest purchase intention. A losing team with a star produced the lowest purchase intention.

Table 1: Previous Studies

From the Table 1 above it can be seen that there are several aspects that affects consumers intention to buy sponsors products. Variables like brand loyalty, purchase behavior, perceived quality, brand engagement, perceived fit, team identification, sponsor image, product fit, team performance, and presence of sports stars in a team can affects the intention of fans to buy sponsors products.

2.7. Hypothesis Development

2.7.1. Hypothesis 1, Team Identification

Team identification is described as the supposed relation of the spectator to a team and the experience of the shortcomings and successes of the team as one's own. (Gwinner & Swanson, 2003, p. 276; based on Ashforth&Mael, 1989). The level of fan recognition influences the resources (i.e., income, time and effort) that fans are keen to expend on team-related behaviors, according to Dalakas& Melancon (2012), it is anticipated that widely known fans will become more conscious of everything associated with their favorite team, including their sponsors, due to their greater visibility (Gwinner& Swanson, 2003). Furthermore, the exposure of sponsorship, which is greater among strongly defined fans, influences the formation of favorable connections with the name of the sponsor (Donlan, 2014; Gwinner& Swanson, 2003). As team sponsors help their team financially, they are viewed as valuable collaborators in achieving the aims of the team and are thus recognized as members of the community (Gwinner& Swanson, 2003). Well known fans are not only likely to buy the commodity of a brand (Lings & Owen, 2007; Madrigal, 2000) but have become dedicated clients of the sponsors of their team (Levin, Beasley, &Gambley, 2004), show favorable attitudes toward the brand, sponsor patronage and sponsor happiness (Gwinner& Swanson, 2003) and appear to magnify the positive aspects of the sponsors in order to magnify the positive aspects of the sponsors. So, the proposed hypothesis is:
- H1a: Team identification positively affects sponsor's brand awareness/associations between the sponsor and the team.
- H1b: Team identification positively affects perceived fit between the sponsor and the team.

2.7.2. Hypothesis 2, Perceived Fit

Perceived fit affects a variety of factors relating to the success of sport sponsorship, such as attitudes towards the sponsor (Becker-Olsen & Simmons, 2002), sponsors' brand equity (Becker-Olsen & Hill, 2006; Henseler et al., 2007) and sport sponsorship response (Speed & Thompson, 2000). In the construction process of brand associations, perceived fit is also a big factor (Grohs & Reisinger, 2005; Martensen, Gronholt, Bendtsen, & Jensen, 2007). That is, they are more likely to move the connections they keep with the team to the sponsor's brand when fans feel that their favorite team fits well with its sponsor (Becker-Olsen & Hill, 2006). Similarly, it is anticipated that fans will be more likely to connect with the sponsor 's brand as they view the parts of the endorsement contract as congruent. This is because engagement requires the relation or fit that people have with a firm, which is established on the basis of their interactions with the firm or the goods of the organization (Vivek et al., 2012). Although the impact of perceived fit on perceived quality has not been adequately studied, there is evidence that the greater the perceived fit between the sponsor and the event, the greater the attitudes of the spectators against the quality of the sponsor (Papadimitriou, Kaplanidou, &Papacharalampous, 2016). So, the proposed hypothesis is:
- H2a: Perceived fit positively affects sponsor's brand awareness/associations.
- H2b: Perceived fit positively affects sponsor's engagement.
- H2c: Perceived fit positively affects sponsor's perceived quality.

2.7.3. Hypothesis 3, Brand Awareness

The brand resonance model of Keller (2001) identifies brand building as a four-step process in which each step is based on completing the previous step successfully. In order to progress to the next steps, brand awareness and associations are part of the first process and should be met by customers. This conceptualization is in line with Aaker (1992), which emphasizes the potential of brand awareness to provide buyers with motives to purchase a certain brand from a product group and to remove their incentive to try other products (Aaker, 1992). So, the proposed hypothesis is:
- H3a: Sponsor's brand awareness positively affects sponsor's brand engagement.
- H3b: Sponsor's brand awareness positively affects sponsor's perceived quality.

2.7.4. Hypothesis 4, Perceived Quality

In order to proceed to the last stage referred to as resonance, which requires brand engagement, perceived quality is included in the following step that should be accomplished. This conceptualization is in line with Aaker (1992), which emphasizes the potential of brand awareness and perceived quality to provide buyers with motives to purchase a certain brand from a product group and to remove their incentive to try other products (Aaker, 1992). So, the proposed hypothesis is:
- H4a: Sponsor's perceived quality positively affects sponsor's brand engagement.
- H4b: Sponsor's perceived quality positively affects sponsor's purchase behavior.

2.7.5. Hypothesis 5, Brand Engagement

Previous research by (Becker-Olsen & Hill, 2006) highlights the significant role of brand engagement in generating personal use of the product or service, interacting with the product or service of the companies, building brand loyalty

(Becker-Olsen & Hill, 2006; Vivek et al., 2012) and prompting others to recommend (Becker-Olsen & Hill, 2006). Keller (2013, p. 121) claims that 'the greatest statement of brand loyalty takes place when consumers are committed or able to devote time, attention, capital, or other resources in the brand beyond those invested during the brand's purchasing or use.' In comparison, there is evidence in the professional sports sense that the affiliation of fans of their favorite team affected their purchase behavior. So, the proposed hypothesis is:

- H5: Sponsor's brand engagement positively affects sponsor's purchase behavior.
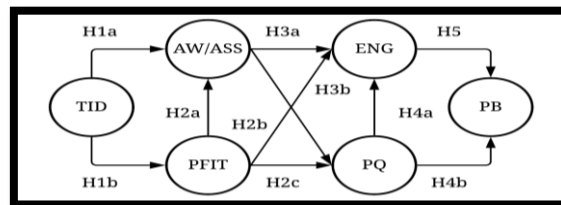
2.8. Conceptual Framework

Figure 1: Conceptual Framework

- TID = Team identification
- PFIT = Perceived Fit
- AW/ASS = Brand awareness/associations
- ENG = Brand engagement
- PQ = Perceived quality
- PB = Purchase behavior

The conceptual structure was developed from the formation of the theory compiled by the author above, as seen in Figure 2.2. From some previous studies, the structure above has been modified. Brand loyalty was removed from the framework, as what (Grohs et al., 2004; Smith, 2004) also did to remove brand loyalty variable from their framework. Two key components are the research context of this manuscript, are the antecedents of sport sponsorship (i.e., perceived fit and team identification), and the brand components and the sponsor outcomes (i.e., brand awareness, perceived quality, brand engagement, and purchase behavior). From the hypothesis above, the conceptual framework shown in figure above was adopted from a previous study that also examined how sport sponsorships affects purchase behavior. Studies by Ch. Tsordia, D. Papadimitriou & P. Parganas (2018) were used and develop the framework.

2. Methodology

2.1. Research Design

Research design can be defined as the structure of data collection and analysis that is used for the research, in order to incorporate the relevance and procedure with the research purpose. In order to gather data that could help obtain, process and analyze the subject of this report, the author uses primary data. The primary data were obtained using quantitative approach through survey answered by the respondents, which had been prepared in advance by the author. According to Gunderson (2002), defined the quantitative methodology itself as an analysis of social problems, describing phenomena by obtaining numerical data evaluated using methods based on mathematics.
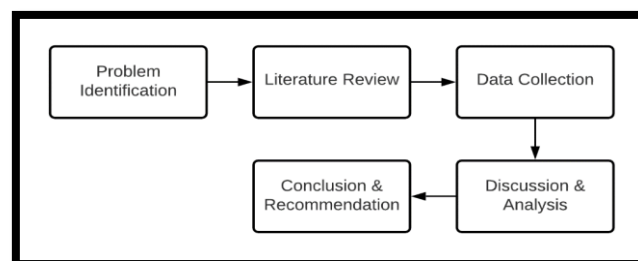

Figure 2

2.1.1. Step 1: Problem Identification

First, the author defines and explains topics that would be the basis for the conduct of this analysis. From this secondary data, the author can conclude the real situation, which is then the urgency to do this analysis. The aim of this thesis is to investigate the effect of MotoGP sponsorship on Indonesia's public purchasing behavior.

2.1.2. Step 2: Literature Review

The second step in this research is to do a literature review. The author takes this step to gain a better understanding of the subject and to find the theoretical basis as well. This chapter is generated by assembling papers, publications, or other research undertaken by other researchers. Basically, this literature review includes a more in-depth overview of variables along with the aims of the report. This research analyzes and modifies many prior journals and reviews that, as the author does, discussed similar topics.

2.1.3. Step 3: Data Collection

      The author begins to collect the data after understanding the problem and understanding the subject of the study more thoroughly. Collection of data using a quantitative approach. The researcher decides where, at what time, in what situations, with what participants, and where the experiment will take place using a standardized procedure. The participants are allocated randomly to each independent variable group. In the discussion and analysis stage, this information will be further explored in the hope that it can be developed to be a recommendation for companies that have an interest in using sponsorship as a promotional media.

2.1.4. Step 4: Discussion and Analysis

      All data collected by the author will be analyzed using the Smart PLS software. The author will also analyze data processing results and translate them into a comprehensive analysis.

2.1.5. Step 5: Conclusion and Recommendation

      The conclusion and recommendations aiming to conclude and summarize the findings are the final step of this study. All the research questions and objective answers mentioned in the first chapter will be contained in this section. Recommendations, implications and suggestions that are expected to be useful for further research on this subject will also be presented in this research.

2.2. Method

      Questionnaire was distributed by the researcher to collect the data needed. The purpose of using questionnaire is questionnaires offer a relatively inexpensive, fast and effective way for a large sample of individuals to collect large quantities of information (McLeod, 2018). The researcher decides where the experiment will take place, at what time, with which participants, in what circumstances and using a standardized procedure. The procedure carried by the author are:

- Respondents are expected to spend between 3-5 minutes and are expected to focus on filling out the surveys provided.
- A survey that has been created by the author will be provided to respondents.
- The author will briefly explain the purpose of the questionnaire.
- The respondent will then be asked to complete a questionnaire containing a list of questions that the author has written.
- After completion, the questionnaire ends.

      There are 6 MotoGP teams in the questionnaire to choose, the teams were Monster Energy Yamaha MotoGP, Repsol Honda Team, Ducati Team, Petronas Yamaha SRT, LCR Honda, and Team SUZUKI ECSTAR. The reason the author uses 6 teams is to be able to distribute the reach of respondents more broadly. And it would make the analysis more general by using 6 teams as a study of MotoGP fans rather than choosing just 1 team. There is also a sponsor brand to represent each team, below are the table explaining the teams and the sponsor:

MotoGP Teams	Sponsor
Monster Energy Yamaha MotoGP	Eneos
Repsol Honda Team	Red Bull
Ducati Team	Shell
Petronas Yamaha SRT	Racing Boy
LCR Honda	Castrol
Team SUZUKI ECSTAR	Motul

Table 2: Teams & Sponsors

      From Table 2 the six-team chosen are top 3 team and lower 3 team based on the 2019 MotoGP season ranking. While the sponsors were selected by the author are brands that are available in Indonesia and able to but by Indonesians. Eneos products are available in Indonesia under the rights of PT Nippon Oil Indonesia and their products are mostly lubricants that Indonesians able to purchase. Red Bull products are distributed by PT Asia Sejahtera Perdana Pharmaceutical (PT. ASPP) in Indonesia, their products are energy drinks that is available to purchase by Indonesians. Shell products are sold in Indonesia under the rights of PT Shell Indonesia, their products that available to purchase by Indonesians are Lubricants and Fuel. Racing Boy is a company that sold motorcycle accessories Racing Boy products in Indonesia are under the rights of PT. Enwan Multi Partindo and their products are available to purchase by Indonesians. Castrol in Indonesia are under the rights of PT Castrol Indonesia their products are lubricants and also available to buy to Indonesians. The last sponsor is Motul, their product is lubricants and available to buy to Indonesians. In Indonesia Motul is under the rights of PT. Perkasa TeknologiIndolube

2.3. Data Collection

2.3.1. Population and Sample

      The population of this research is fans of six MotoGP teams in Indonesia, the six teams chosen by the author were 3 top teams in MotoGP (Monster Energy Yamaha MotoGP, Repsol Honda Team, and Ducati Team) and 3 lower team in MotoGP (Petronas Yamaha SRT, LCR Honda, and Team SUZUKI ECSTAR). The questionnaire was distributed online in the 6

teams' fans online forums. To be able to get the minimum number of respondents, according to Ryan (2013) on of the way to get the minimum number of respondents Slovin formula can be used. With numbers of population 313.600 from the numbers of Instagram followers of MotoGP fan base, and margin of error of 94%, the minimum numbers of respondents are 278 respondents. To support the requirements of research data, the author able to collect 362 respondents. The researchers are taking a total of 362 experimental survey respondents covering the criteria explained as the sample in the sampling technique. The sampling technique that was used in this research are non-probability sampling using judgement sampling. The author uses non-probability sampling using judgment sampling since according to Schreuder, Gregoire and Weyer (2001) non-probability sampling is most useful for exploratory studies. Nonprobability sampling is a sampling technique that do not provide equal opportunities / opportunities for every member or member of the population to be selected as a sample and judgment sampling is a data source sampling technique with certain considerations (Sugiyono, 2015).

2.3.2. Data Collection Procedure

Questionnaire was distributed online and gathered from online forums. Total of 34 questions were made, below are the questionnaire distributed by the author.

Demographic & Behavioral Data	
Age	Below 25 years old
	26-35 years old
	36-45 years old
	46-55 years old
	Above 55 years old
Educational Level	Primary school
	Middle school
	High school
	Diploma
	Bachelor's Degree
	Master's Degree
	Doctorate or PHD
Job	Student
	Highschool Student
	Private Employees
	Public Sector Employees
	Businessman
	Others
Ethnicity	Javanese
	Sundanese
	Batak
	Madura
	Betawi
	Bugis
	Others
Monthly Income	<Rp1.000.000
	Rp1.000.001 - Rp2.500.000
	Rp2.500.001 - Rp4.000.000
	Rp4.000.001 - Rp6.500.000
	>Rp6.500.000
Have you ever watched MotoGP live on the circuit? If so, how often.	Never
	Once
	2 Times
	More than 3 times
How do you watch MotoGP?	TV
	Internet Streaming
	Watch together with friends somewhere
	Watch together with my favorite team community
How often do you watch MotoGP?	Watch all race schedules in 1 MotoGP season
	Skipped the race schedule 1 - 3 times
	Skipped the race schedule 4 - 6 times
	I rarely watch the MotoGP race schedule

Demographic & Behavioral Data	
Who are you watching MotoGP with?	Alone
	Family
	Friend
	Spouses
What is your favorite MotoGP team?	Monster Energy Yamaha MotoGP
	Repsol Honda Team
	Ducati Team
	Petronas Yamaha SRT
	LCR Honda
	Team SUZUKI ECSTAR

No.	Variables & Element	Scales/Measurement
1	Team Identification	Likert Scale 1-7
	1. It is important to me that my favorite team wins	
	2. I am very much a fan of my favorite team	
	3. My friends see me as very much a fan of my favorite team	
	4. During the season, I follow my favorite team almost every day (in person, television, radio, television news, newspaper)	
	5. It is very important to me to be a fan of my favorite team	
2	Perceived Fit	Likert Scale 1-7
	1. Dissimilar image/similar image	
	2. Low fit/high fit	
	3. Does not make sense/make sense	
3	Brand Awareness	Likert Scale 1-7
	1. I am aware of the product	
	2. I can recognize the product among other competing brands	
	3. Some characteristics of the product come to my mind quickly	
4	Perceived Quality	Likert Scale 1-7
	1. The likely quality of the product is extremely high	
	2. The likelihood that the product would be functional is very high	
	3. The likelihood that the product would be reliable is very high	
5	Brand Engagement	Likert Scale 1-7
	1. I really like to talk about the product to others	
	2. I am always interested in learning more about the product	
	3. I am proud to have others know I use the product	
	4. I like to visit the product's website	
	5. Compared to other people I follow news about the product closely	
	6. I participate in chat rooms of the product	
	7. I choose to join a club entered on the product	
6	Purchase Behavior	3 Options. 1=No, 2=1 to 2 Times, 3=More Than 2 Times
	1. Have you ever purchased the above sponsor products since the beginning of the MotoGP 2020 season?	

Table 3: Questionnaires/List of Questions

Variable indicators and the question were adopted from previous studies by Ch. Tsordia, D. Papadimitriou & P. Parganas (2018).

2.4. Data Analysis
>For the data analysis method, the statistical programs SmartPLS v.3.3.3 and SPSS v.26 were used.

2.4.1. Descriptive Analysis
>According to Mathur & Kaushik (2016), Descriptive analysis is the discipline of quantitatively describing, or quantitatively describing the main features of a collection of information. Descriptive analysis is very important because it would be difficult to visualize what the data showed if the data is presented raw, particularly if there was a lot of it. Therefore, descriptive analysis allows the data to be presented in a more meaningful way, enabling simpler data interpretation.

2.4.2. Smart PLS
>In this study, the author will use the PLS-SEM approach to do data analysis. Based on a study by Wong (2013), PLS described SEM as a soft modeling method with no data distribution assumptions. If the following conditions are encountered, PLS-SEM is correctly applied:
>- Sample size is small. The number of samples in this 362 and it is still acceptable (Hair, Ringle and Sarstedt, 2013).
>- Applications have little available theory.
>- Predictive accuracy is paramount. In this research, accuracy is important since this research can be used by companies to decide promotional method.
>- Correct model specification cannot be ensured.

Considering the above description, the authors feel that PLS-SEM is an acceptable approach to be used in this analysis. Below are the data analysis processes that will be used:

2.4.2.1. Reliability Test
>Reliability refers to how a test tests a trait dependably or accurately. To find the indicator reliability value is by squaring through outer load, and a result of 0.70 or higher is preferred. And the Internal Consistency Reliability the composite reliability number should be 0.7 or higher Wong (2013).

2.4.2.2. Validity Test
>The most critical thing in choosing a test is validity. Validity refers to the characteristics of the test measurements and how well that trait is measured by the test. The number to look for in validity rest is AVE number, it should be 0.5 or higher to pass the convergent validity and discriminant validity Wong (2013).

2.4.2.3. Collinearity Test
>According to Wong (2013), collinearity analysis conducted by gathering the amount of the Variance Inflation Factor (VIF). To prevent the question of collinearity, the optimum score is 5 or below.

2.4.2.4. Structural Path Significance in Bootstrapping
>The bootstrapping method will establish T-statistics value in Smart PLS, which can be used to evaluate both the inner and outer model's importance. To consider the path coefficient significant by using the two-nailed-t-test 5 percent of the significant amount, the T-statistics must be greater than 1.96. Wong (2013)

2.4.2.5. Coefficient of Determination (R2) and Stone-Giesser test (Q2)
>To measure predictive precision or model determination with a value varying from 0 to 1, it is possible to use the R2 coefficient. To measure the degree of predictions regarding success, the Q2 or Stone-Gasser test is used. The R2 and Q2 are also used to produce GoF (Goodness of Fit) values to determine the validity of the model. Wong (2013)

2.4.2.6. F Square Effect Size
>The F-square effect size is used to calculate and determine the strength of the interaction between latent variables. This further aims to identify the similarity of impacts between them and to gain a deeper interpretation, rather than just the degree of relevance of variables. Wong (2013)

2.4.2.7. Total Indirect and Total Effect
>According to Wong (2013), bootstrapping method will produce an indirect overall result. The cumulative effect outcome shows the proportion of the overall effect given by the independent variable and the mediated dependent variables.

2.4.3 Kruskal-Wallis Test
>The Kruskal-Wallis test is a non-parametric rank-based test that can be used to assess whether there are statistically meaningful variations in the constant or ordinal dependent variable between two or more classes of the independent variable. In parametric testing, this test is similar to the One Way Anova Test, but this test is an alternative to the One Way Anova test if the predictions are not fulfilled.

3. Data Analysis

3.1. Respondent Demographical Profile

Indicators		Percentage
Age	Below 25 years old	79.8
	26-35 years old	16.6
	36-45 years old	3.6
	46-55 years old	0
	Above 55 years old	0
Educational Level	Primary school	2.5
	Middle school	10.8
	High school	63.8
	Diploma	5.2
	Bachelor's Degree	16.6
	Master's Degree	1.1
	Doctorate or PHD	0
Job	Student	32.3
	University Student	30.4
	Private Employees	18.2
	Public Sector Employees	1.9
	Businessman	7.5
	Others	9.7
Ethnicity	Javanese	52.2
	Sundanese	12.4
	Batak	2.5
	Madura	0.8
	Betawi	2.5
	Bugis	5.8
	Others	23.8
Monthly Income	<Rp1.000.000	56.9
	Rp1.000.001 - Rp2.500.000	24.6
	Rp2.500.001 - Rp4.000.000	9.4
	Rp4.000.001 - Rp6.500.000	4.1
	>Rp6.500.000	5

Table 4: Respondent Demographical Profile

3.2. Respondent Behavioral Profile

Indicators		Percentage
Have you ever watched MotoGP live on the circuit? If so, how often.	Never	90.9
	Once	5.2
	2 Times	2.5
	More than 3 times	1.4
How do you watch MotoGP?	TV	93.1
	Internet Streaming	2
	Watch together with friends somewhere	4
	Watch together with my favorite team community	0.9
How often do you watch MotoGP?	Watch all race schedules in 1 MotoGP season	76.2
	Skipped the race schedule 1 - 3 times	21
	Skipped the race schedule 4 - 6 times	1.7
	I rarely watch the MotoGP race schedule	1.1
Who are you watching MotoGP with?	Alone	24.6
	Family	61
	Friend	13.3
	Spouses	1.1
What is your favorite MotoGP team?	Monster Energy Yamaha MotoGP	39
	Repsol Honda Team	27.9
	Ducati Team	9.4
	Petronas Yamaha SRT	10.8
	LCR Honda	2.2
	Team SUZUKI ECSTAR	10.8

Table 5: Respondent Behavioral Profile

3.3. Descriptive Analysis

No	Variable	Indicator	Label	Mean
1	Team Identification (TID)	It is important to me that my favorite team wins.	TID_1	6.1630
		I am a big fan of my favorite team.	TID_2	6.4090
		My colleagues think of me as a huge fan of my favorite team.	TID_3	5.6550
		I support my favorite team almost every day during the season (in person, television, radio, TV news, newspaper)	TID_4	5.8070
		Being a fan of my favorite team is really important to me.	TID_5	5.7600
2	Perceived Fit (PFIT)	The product has a similar image to my favorite team.	PFIT_1	5.8510
		This product is fit for sponsoring my favorite team.	PFIT_2	6.0080
		The product makes sense to sponsor my favorite team.	PFIT_3	6.0770
3	Brand Awareness (AW)	I am aware what the product is.	AW_1	5.5300
		Among other rival products, I can recognize the product.	AW_2	5.6770
		Any features of the brand come to my mind easily.	AW_3	5.5300
4	Perceived Quality (PQ)	The product is likely to be of exceptionally high quality.	PQ_1	6.0550
		The chance of the product being functional is very high.	PQ_2	6.0580
		The possibility that the item will be reliable is very high.	PQ_3	5.9940
5	Brand Engagement (ENG)	I always want to speak to someone about the product.	ENG_1	3.8840
		I still want to learn more about the product.	ENG_2	4.6080
		I am proud to have people know that I am using the products.	ENG_3	4.5360
		I want to visit the website of the product.	ENG_4	3.3920
		I strongly track reports about the commodity relative to other people.	ENG_5	4.0110
		I engage in product chat rooms.	ENG_6	3.2850
		I want to join a club on the product entered.	ENG_7	3.3430
6	Purchase Behaviour (PB)	Have you ever purchased the above sponsor products since the beginning of the MotoGP 2020 season?	PB	1.4860

Table 6: Descriptive Analysis

Table 6 shows the mean of each indicators in each variable. The table shows that indicator TID_2 which stated, 'I am a big fan of my favorite team' Have the highest mean score (6.4090). This shows that people are a big fan of their favorite MotoGP team. Table 6 also shows that variable Purchase Behavior have the lowest mean score (1.4860) with the question of 'Have you ever purchased the above sponsor products since the beginning of the MotoGP 2020 season?' this shows that people have small purchase behavior that most of them never purchased sponsors products since the beginning of the 2020 MotoGP season.

Indicators	Ducati Team	LCR Honda	Monster Energy Yamaha MotoGP	Petronas Yamaha SRT	Repsol Honda Team	Team SUZUKI ECSTAR
TID_1	6.0882	4.3750	6.2553	6.2564	6.2475	5.9487
TID_2	6.2353	5.3750	6.4681	6.4615	6.4851	6.3077
TID_3	5.1471	4.6250	5.8298	5.7949	5.7525	5.2821
TID_4	5.6471	5.3750	5.6738	5.8205	6.1683	5.5641
TID_5	5.7059	5.3750	5.7801	5.7436	5.9406	5.3590
TID Average Mean	5.7647	5.0250	6.0014	6.0154	6.1188	5.6923
PFIT_1	5.9412	5.5000	5.7730	5.4615	6.1683	5.6923
PFIT_2	6.2647	5.6250	5.9291	5.6667	6.2079	5.9744
PFIT_3	6.0294	6.0000	6.0922	6.0000	6.1683	5.9231
PFIT Average Mean	6.0784	5.7083	5.9314	5.7094	6.1815	5.8632
AW_1	6.1765	6.2500	4.8511	4.8974	6.3564	5.7692
AW_2	6.3235	6.0000	5.2411	5.0256	6.2277	5.8462
AW_3	6.2647	5.3750	5.1418	5.1795	6.0099	5.4359
AW Average Mean	6.2549	5.8750	5.0780	5.0342	6.1980	5.6838
PQ_1	6.2941	5.5000	5.8936	6.0000	6.2079	6.2051
PQ_2	6.2647	5.7500	5.9362	6.0769	6.0891	6.2821
PQ_3	6.2059	5.6250	5.9433	6.0000	5.9010	6.3077
PQ Average Mean	6.2549	5.6250	5.9243	6.0256	6.0660	6.2650
ENG_1	4.4118	3.1250	3.5674	4.4103	3.9703	3.9744
ENG_2	4.7059	4.0000	4.4823	5.4103	4.5248	4.5128
ENG_3	4.9118	3.1250	4.2482	5.6154	4.3762	4.8718
ENG_4	3.1471	3.3750	3.1489	4.1538	3.4653	3.5385
ENG_5	4.3235	3.3750	3.9078	4.7692	3.8416	3.9231
ENG_6	3.0882	3.0000	3.2199	4.0769	3.2772	2.9744
ENG_7	3.5588	3.1250	3.1702	4.2821	3.3465	2.8718
ENG Average Mean	4.0210	3.3036	3.6778	4.6740	3.8289	3.8095
PB	1.8235	1.3750	1.2624	1.3077	1.6832	1.6923
PB Average Mean	1.8235	1.3750	1.2624	1.3077	1.6832	1.6923

Table 7: Descriptive Analysis Mean Comparison

Table 7 shows from the comparison the mean of each variables from each MotoGP team, the numbers that tend to be identical if we compare the mean of each variable from each team excluding Purchase Behavior since it uses different scale (the difference of some of the average mean of the variable from each team is more than 0.5 but it is still acceptable). Therefore, it is still important, because of the similarities of these mean numbers, it is still relevant if the author combines data in its processing.

3.4. Partial Least Square (PLS-SEM) Analysis Result

In this analysis, Partial Least Square (PLS) is used in the conceptual framework to describe casual modeling. Although the author uses the SmartPLS application to define relationships between each of the variables which are Team Identification (TID), Perceived Fit (PFIT), Brand Awareness (AW), Perceived Quality (PQ), Brand Engagement (ENG), Purchase Behavior (PB). There are a range of steps in the estimation process, as well as in the conversion of data, before progressing to the data analysis stage, which include internal consistency reliability, indicator reliability, convergent validity, and discriminant validity. Figure 4.8 shows the results of the calculation.
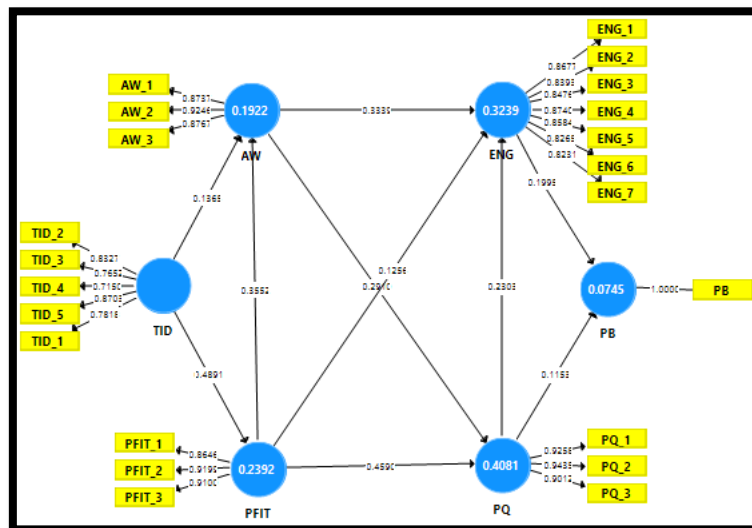
Figure 3: PLS – SEM Result

3.4.1. Indicator Reliability Test

      The author will use the SmartPLS application to test the reliability of the indicator. According to Wong (2013), an outer loading value of 0.70 or higher is preferable. Although it is an explanatory research, 0.4 or greater is acceptable. Table 8 show that all indicators have value of 0.70 or higher, so all of the indicators are reliable.

Variables	Indicator	Outer Loading	Reliability
Team Identification (TID)	TID_1	0.7818	Reliable
	TID_2	0.8327	Reliable
	TID_3	0.7652	Reliable
	TID_4	0.7150	Reliable
	TID_5	0.8703	Reliable
Perceived Fit (PFIT)	PFIT_1	0.8646	Reliable
	PFIT_2	0.9199	Reliable
	PFIT_3	0.9100	Reliable
Brand Awareness (AW)	AW_1	0.8737	Reliable
	AW_2	0.9246	Reliable
	AW_3	0.8767	Reliable
Perceived Quality (PQ)	PQ_1	0.9258	Reliable
	PQ_2	0.9435	Reliable
	PQ_3	0.9012	Reliable
Brand Engagement (ENG)	ENG_1	0.8677	Reliable
	ENG_2	0.8393	Reliable
	ENG_3	0.8476	Reliable
	ENG_4	0.8740	Reliable
	ENG_5	0.8584	Reliable
	ENG_6	0.8265	Reliable
	ENG_7	0.8231	Reliable
Purchase Behaviour (PB)	PB	1.0000	Reliable

Table 8: Indicator Reliability Result

3.4.2. Indicator Consistency Reliability

Variables	Cronbach Alpha	Composite Reliability	Reliability
Team Identification (TID)	0.8528	0.8952	Reliable
Perceived Fit (PFIT)	0.8714	0.9211	Reliable
Brand Awareness (AW)	0.8803	0.9263	Reliable
Perceived Quality (PQ)	0.9137	0.9457	Reliable
Brand Engagement (ENG)	0.9353	0.9472	Reliable
Purchase Behaviour (PB)	1.0000	1.0000	Reliable

Table 9: Internal Consistency Reliability Result

Table 9 shows the reliability value of each variable in the study for internal consistency. Based on the outcome, as explained by Wong (2013), since the value is greater than 0.7, it can be concluded that all the variables are reliable.

3.4.3. Construct Validity Test

After the reliability test, the next step that has to be completed is the validity test. The validity test itself can be conducted out by completing 2 types of assessment tests, respectively convergent validity test and discriminant validity tests.

3.4.3.1 Convergent Validity Test

By seeing the value of Average Variance Extracted (AVE) in each variable, convergent validity can be defined. A variable would be categorized as true, according to Wong (2013), if the AVE value is greater than 0.5.

Variables	Average Variance Extracted (AVE)	Validity
Team Identification (TID)	0.6317	Valid
Perceived Fit (PFIT)	0.7956	Valid
Brand Awareness (AW)	0.8073	Valid
Perceived Quality (PQ)	0.8531	Valid
Brand Engagement (ENG)	0.7196	Valid
Purchase Behaviour (PB)	1.0000	Valid

Table 10: Convergent Validity Test Result

It can be shown that the whole AVE value of each variable reaches 0.5, based on the findings provided in Table 10, meaning that all of the variables in this research are valid.

3.4.3.2 Discriminant Validity Tests

In order to verify validity, the next test to be tested is the discriminant validity test. There is a need to pass this test by providing a larger AVE square root than the association between the latent variables Wong (2013). The square root result of AVE is shown in Table 11.

	AW	ENG	PB	PFIT	PQ	TID
Brand Awareness (AW)	0.8919					
Brand Engagement (ENG)	0.4985	0.8483				
Purchase Behaviour (PB)	0.3637	0.2531	1.0000			
Perceived Fit (PFIT)	0.4220	0.4004	0.1264	0.8985		
Perceived Quality (PQ)	0.4847	0.4652	0.2081	0.5818	0.9237	
Team Identification (TID)	0.3102	0.4016	0.0739	0.4891	0.4791	0.7948

Table 11: Discriminant Validity Test Result

From the Table 11, it can be seen that in all latent row and column variables, all the square root values of AVE are greater than the correlation values. So, it can be summed up that the discriminant validity test was passed by all the variables in this research.

3.4.3.3. Collinearity Validity Test

The collinearity test can be assessed by calculating the value of the variance inflation factor (VIF) according to Wong (2013). With requirements that the value preferred to be 5 or lower to prevent the collinearity problem, VIF is counted as '1/Tolerance'. The results of the test shows that each of the indicators has acceptable VIF values. It can therefore be concluded that, among all the independent variables, there are no multicollinearity problems.

3.4.3.4. Structural Path Significance

Bootstrapping is the next step that has to be completed. In SmartPLS, bootstrapping is a method that is used to test inner and outer models to determine relationships between hypotheses. The author will later decide from the findings of the study whether the theory is accepted or rejected. The model adapted by the author currently consists of 7 constructs and 28 indicators. Team Identification (TID) consists of five indicators. Perceived Fit (PFIT) consists of three indicators. Brand Awareness (AW) consists of three indicators. Perceived Quality (PQ) consists of three indicators. Brand Engagement (ENG) consists of seven indicators. Purchase Behavior (PB) consists of one indicator There are a variety of attributes involved, including the coefficient of determination (R^2) and cross-validated redundancy (Q^2), to determine the efficiency of this model. The importance of each variable's relationship can be demonstrated by t-values, with the value criterion having to be greater than or equal to 1.96. The performance of bootstrapping can be seen in Figure 32.
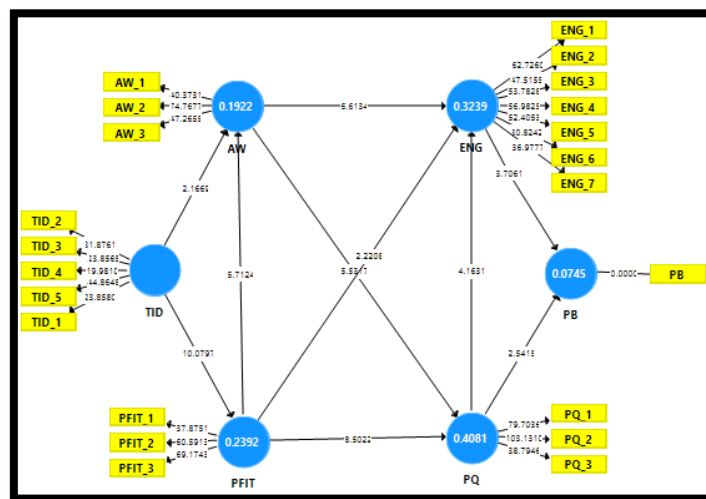
Figure 4: Bootstrapping Result

It is seen in Figure 4 that all T statistics values are greater than 1.96. So, the model can be seen to be supported empirically.

Structural Path	Original Sample (O)	T Statistics (|O/STDEV|)	Coefficient of Determination (R^2)	Cross-Validated Redundancy (Q^2)
Perceived Fit (PFIT) -> Brand Awareness (AW)	0.3552	5.3677	0.1922	0.1422
Team Identification (TID) -> Brand Awareness (AW)	0.1365	2.1672		
Team Identification (TID) -> Perceived Fit (PFIT)	0.4891	9.5536	0.2392	0.1897
Brand Awareness (AW) -> Brand Engagement (ENG)	0.3339	6.7173	0.3239	0.2257
Perceived Fit (PFIT) -> Brand Engagement (ENG)	0.1256	2.2887		
Perceived Quality (PQ) -> Brand Engagement (ENG)	0.2303	4.5073		
Brand Awareness (AW) -> Perceived Quality (PQ)	0.291	5.4012	0.4081	0.3404
Perceived Fit (PFIT) -> Perceived Quality (PQ)	0.459	8.6702		
Brand Engagement (ENG) -> Purchase Behaviour (PB)	0.1995	3.8552	0.0745	0.0637
Perceived Quality (PQ) -> Purchase Behaviour (PB)	0.1153	2.6886		

Table 12: Effects, Variance Explained, and Stone-Geisser

Wong (2013) states that R^2 is a number that can calculate the coefficients of predictive accuracy determination of the formula. The value will range from 0 to 1, indicating that the model has a more perfect predictive accuracy, closer to 1. From Table 12, it can be seen that R^2 of Brand Awareness (AW) is 0.1922, which means 2 latent variables (Perceived Fit (PFIT) and Team Identification (TID)) explain the 19.22% of the variance in Brand Awareness (AW); R^2 of Perceived Fit (PFIT) is 0.2392, which means 1 latent variables (Team Identification (TID)) explain the 23.92% of the variance in (Perceived Fit (PFIT)); R^2 of Brand Engagement (ENG) is 0.3239, which means 3 latent variables (Brand Awareness (AW), Perceived Fit (PFIT), and Perceived Quality (PQ)) explain the 32.39% of the variance in Brand Engagement (ENG); R^2 of Perceived Quality (PQ) is 0.4081, which means 2 latent variables (Brand Awareness (AW) and Perceived Fit (PFIT)) explain the 40.81% of the variance in Perceived Quality (PQ); R^2 of Purchase Behavior (PB) is 0.0745, which means 2 latent variables (Brand Engagement (ENG) and Purchase Behavior (PB)) explain the 7.45% of the variance in Purchase Behavior (PB).

By using the Stone-Geisser test (Q^2) to assess the degree to which the forecasts are favorable, the investigator tests statistical relevance. The value of Q^2 on Smart PLS can be established via the blindfolding process before the following findings are eventually obtained by the author.

	R²	Q²
Brand Awareness (AW)	0.1922	0.1422
Perceived Fit (PFIT)	0.2392	0.1897
Brand Engagement (ENG)	0.3239	0.2257
Perceived Quality (PQ)	0.4081	0.3404
Purchase Behaviour (PB)	0.0745	0.0637
Goodness of Fit (GoF)	$\sqrt{\dfrac{0.1922+0.2392+0.3239+0.4081+0.0745}{5} \times \dfrac{0.1422+0.1897+0.2257+0.3404+0.0637}{5}} = \mathbf{0.2182}$	

Table 13: Goodness of Fit Result

It can be seen from Table 14 that all Q^2 values are positive, validating the predictive relevance with respect to a specific construct. The author will then determine the goodness of fit from the model with the following formula with the availability of R^2 and Q^2 values.

The author finds with these measurements that the GoF value has a value of 0.2182, so it can be inferred that empirical evidence can be described by the formula (since the GoF value is greater than 0.1). Additionally, this model's saturated model (SRMR) value is 0.0525. A meaning less than .08 is normally known as a good match (Hu, Bentler, & Hu, 2009).

	Saturated Model	Estimated Model
SRMR	0.0525	0.0757
d_ULS	0.6960	1.4515
d_G	0.3851	0.4221
Chi-Square	837.4733	898.2635
NFI	0.8535	0.8429

Table 14: SRMR Result

3.4.4. Hypothesis Testing

The findings of hypothesis testing derived from the PLS calculation will be seen in Table 15. As shown by the T-values, this hypothesis testing is based on the inner model path coefficient and significance. Results and interpretation are the following.

Hypothesis	Structural Path	T-Values	P-Value	Result
H1a	Team Identification (TID) -> Brand Awareness (AW)	2.1672	0.0307	Accepted
H1b	Team Identification (TID) -> Perceived Fit (PFIT)	9.5536	0.0000	Accepted
H2a	Perceived Fit (PFIT) -> Brand Awareness (AW)	5.3677	0.0000	Accepted
H2b	Perceived Fit (PFIT) -> Brand Engagement (ENG)	2.2887	0.0225	Accepted
H2c	Perceived Fit (PFIT) -> Perceived Quality (PQ)	8.6702	0.0000	Accepted
H3a	Brand Awareness (AW) -> Brand Engagement (ENG)	6.7173	0.0000	Accepted
H3b	Brand Awareness (AW) -> Perceived Quality (PQ)	5.4012	0.0000	Accepted
H4a	Perceived Quality (PQ) -> Brand Engagement (ENG)	4.5073	0.0000	Accepted
H4b	Perceived Quality (PQ) -> Purchase Behaviour (PB)	2.6886	0.0074	Accepted
H5	Brand Engagement (ENG) -> Purchase Behaviour (PB)	3.8552	0.0001	Accepted

Table 15: Hypothesis Testing Result

3.4.4.1. Hypothesis 1, Team Identification (TID)

3.4.4.1.1. Hypothesis H1a. Team Identification (TID) Positively Affects Sponsor's Brand Awareness (AW) Between the Sponsor and the Team

Hypothesis H1a notes that Team Identification (TID) between the sponsor and the team has a positive effect on the sponsor's Brand Awareness (AW). In Table 15, the results of the PLS calculation indicate that the T-values are 2.1672, indicating that Team Identification (TID) has positive impact on Brand Awareness (AW) (T-value > 1.96 at 0.05 level of significance). Hypothesis H1a, thus, is accepted.

3.4.4.1.2. Hypothesis H1b. Team Identification (TID) Positively Affects Perceived Fit (PFIT) between the Sponsor and the Team.

Hypothesis H1b notes that Team Identification (TID) positively affects Perceived Fit (PFIT) between the sponsor and the team. In Table 15, the results of the PLS calculation indicate that the T-values are 9.5536, indicating that Team Identification (TID) has positive impact on Perceived Fit (PFIT) (T-value > 1.96 at 0.05 level of significance). Hypothesis H1b, thus, is accepted.

3.4.4.2. Hypothesis 2, Perceived Fit (PFIT)

3.4.4.2.1. Hypothesis H2a. Perceived Fit (PFIT) positively affects sponsor's Brand Awareness (AW)

Hypothesis H2a notes that Perceived Fit (PFIT) positively affects sponsor's Brand Awareness (AW). In Table 15, the results of the PLS calculation indicate that the T-values are 5.3677, indicating that Perceived Fit (PFIT) has positive impact on Brand Awareness (AW) (T-value > 1.96 at 0.05 level of significance). Hypothesis H2a, thus, is accepted.

3.4.4.2.2. Hypothesis H2b. Perceived Fit (PFIT) positively affects sponsor's Brand Engagement (ENG)

Hypothesis H2b notes that Perceived Fit (PFIT) positively affects sponsor's Brand Engagement (ENG). In Table15, the results of the PLS calculation indicate that the T-values are 2.2887, indicating that Perceived Fit (PFIT) has positive impact on Brand Engagement (ENG) (T-value > 1.96 at 0.05 level of significance). Hypothesis H2b, thus, is accepted.

3.4.4.2.3. Hypothesis H2c. Perceived Fit (PFIT) Positively Affects Sponsor's Perceived Quality (PQ)

Hypothesis H2c notes that Perceived Fit (PFIT) positively affects sponsor's Perceived Quality (PQ). In Table15, the results of the PLS calculation indicate that the T-values are 8.6702, indicating that Perceived Fit (PFIT) has positive impact on Perceived Quality (PQ) (T-value > 1.96 at 0.05 level of significance). Hypothesis H2c, thus, is accepted.

3.4.4.3. Hypothesis 3, Brand Awareness (AW)

3.4.4.3.1. Hypothesis H3a. Brand Awareness (AW) Positively Affects Sponsor's Brand Engagement (ENG)

Hypothesis H3a notes that Brand Awareness (AW) positively affects sponsor's Brand Engagement (ENG). In Table 15, the results of the PLS calculation indicate that the T-values are 6.7173, indicating that Brand Awareness (AW) has positive impact on Brand Engagement (ENG) (T-value > 1.96 at 0.05 level of significance). Hypothesis H3a, thus, is accepted.

3.4.4.3.2. Hypothesis H3b. Brand Awareness (AW) Positively Affects Sponsor's Perceived Quality (PQ)

Hypothesis H3b notes that Brand Awareness (AW) positively affects sponsor's Perceived Quality (PQ). In Table15, the results of the PLS calculation indicate that the T-values are 5.4012, indicating that Brand Awareness (AW) has positive impact on Perceived Quality (PQ) (T-value > 1.96 at 0.05 level of significance). Hypothesis H3b, thus, is accepted.

3.4.4.4. Hypothesis 4, Perceived Quality (PQ)

3.4.4.4.1. Hypothesis H4a. Perceived Quality (PQ) Positively Affects Sponsor's Brand Engagement (ENG)

Hypothesis H4a notes that Perceived Quality (PQ) positively affects sponsor's Brand Engagement (ENG). In Table 15, the results of the PLS calculation indicate that the T-values are 4.5073, indicating that Perceived Quality (PQ) has positive impact on Brand Engagement (ENG) (T-value > 1.96 at 0.05 level of significance). Hypothesis H4a, thus, is accepted.

3.4.4.4.2. Hypothesis H4b. Perceived Quality (PQ) Positively Affects Sponsor's Purchase Behavior (PB).

Hypothesis H4b notes that Perceived Quality (PQ) positively affects sponsor's Purchase Behavior (PB). In Table 15, the results of the PLS calculation indicate that the T-values are 2.6886, indicating that Perceived Quality (PQ) has positive impact on Purchase Behavior (PB) (T-value > 1.96 at 0.05 level of significance). Hypothesis H4b, thus, is accepted.

3.4.4.5. Hypothesis 5, Brand Engagement (ENG)

3.4.4.5.1. Hypothesis H5. Brand Engagement (ENG) Positively Affects Sponsor's Purchase Behavior (PB)

Hypothesis H5 notes that Brand Engagement (ENG) positively affects sponsor's Purchase Behavior (PB). In Table 15, the results of the PLS calculation indicate that the T-values are 3.8552, indicating that Brand Engagement (ENG) has positive impact on Purchase Behavior (PB) (T-value > 1.96 at 0.05 level of significance). Hypothesis H5, thus, is accepted.

3.4.5. F Square Effect Size

The author then tests the strength of the interaction between latent variables by analyzing the f2 effect size of the model Wong (2013). According to Hidayat (2018), the A f2 value of 0.02 is categorized at the structural level as a poor effect on the predictor latent variable (exogenous latent variable); the f2 value of 0.15 is categorized as having a sufficient effect at the structural level on the predictor latent variable (exogenous latent variable); and the f2 value of 0.35 is categorized as a strong influence of the expected variable (exogenous latent variable).

	AW	ENG	PB	PFIT	PQ	TID
Brand Awareness (AW)		0.1212			0.1176	
Brand Engagement (ENG)			0.0337			
Purchase Behaviour (PB)						
Perceived Fit (PFIT)	0.1188	0.0148			0.2926	
Perceived Quality (PQ)		0.0464	0.0113			
Team Identification (TID)	0.0176			0.3144		

Table 16: F Square Result

Based on the result on Table 16, it can be concluded that Team Identification (TID) (Team Identification (TID) towards Perceived Fit (PFIT)) and Perceived Fit (PFIT) (Perceived Fit (PFIT) towards Perceived Quality (PQ)) have strong effect size since their value are close to 0.35. Brand Awareness (AW) (Brand Awareness (AW) towards Brand Engagement (ENG)) and (Brand Awareness (AW) towards Perceived Quality (PQ)), and Perceived Fit (PFIT) (Perceived Fit (PFIT) towards Brand Awareness (AW)) have sufficient effect size since their value are close to 0.15. While Brand Engagement (ENG), Perceived Fit (PFIT) (Perceived Fit (PFIT) towards Brand Engagement (ENG)), Perceived Quality (PQ) (Perceived Quality (PQ) towards Brand Engagement (ENG)) and (Perceived Quality (PQ) towards Purchase Behavior (PB)), and Team Identification (TID) (Team Identification (TID) towards Brand Awareness (AW)) effect size can be categorized as slightly weak effect since the value is closer to 0.02.

3.4.6. Total Indirect and Total Effect
        Total indirect and total effect is the next bootstrapping process that must be conducted via Smart PLS. This figure is useful for determining, by mediating variables, the extent of the indirect effect percentage from the independent variable to the dependent variable.

Brand Awareness (AW) -> Brand Engagement (ENG)	0.0691
Brand Awareness (AW) -> Purchase Behaviour (PB)	0.1153
Perceived Fit (PFIT) -> Brand Engagement (ENG)	0.2519
Perceived Fit (PFIT) -> Purchase Behaviour (PB)	0.1386
Perceived Fit (PFIT) -> Perceived Quality (PQ)	0.1039
Perceived Quality (PQ) -> Purchase Behaviour (PB)	0.0474
Team Identification (TID) -> Brand Awareness (AW)	0.1753
Team Identification (TID) -> Brand Engagement (ENG)	0.2394
Team Identification (TID) -> Purchase Behaviour (PB)	0.0842
Team Identification (TID) -> Perceived Quality (PQ)	0.3180

Table 17: Total Indirect and Total Effect Result

Based on the result on Table 17 it can be concluded that:
- Brand Awareness (AW) affect Brand Engagement (ENG) by 6.91%
- Brand Awareness (AW) affect Purchase Behavior (PB) by 11.53%
- Perceived Fit (PFIT) affect Brand Engagement (ENG) by 25.19%
- Perceived Fit (PFIT) affect Purchase Behavior (PB) by 13.86%
- Perceived Fit (PFIT) affect Perceived Quality (PQ) by 10.39%
- Perceived Quality (PQ) affect Purchase Behavior (PB) by 4.74%
- Team Identification (TID) affect Brand Awareness (AW) by 17.53%
- Team Identification (TID) affect Brand Engagement (ENG) by 23.94%
- Team Identification (TID) affect Purchase Behavior (PB) by 8.42%
- Team Identification (TID) affect Perceived Quality (PQ) by 31.80%

3.5. Comparative Analysis
        The author carried out a comparative study between the six MotoGP teams that were the object of research, which are the Monster Energy Yamaha MotoGP team, Repsol Honda Team, Ducati Team, Petronas Yamaha SRT, LCR Honda, Team SUZUKI ECSTAR, after extensively evaluating the model. This comparative analysis aims to demonstrate the effects of MotoGP sponsorship in Indonesia so that the MotoGP sponsorship will eventually be seen. The author uses the Kruskal-Wallis Test using SPSS as a reference when doing this study. The findings of the study contain the following:

Test Statistics[a,b]						
	TID	PFIT	AW	PQ	ENG	PB
Kruskal-Wallis H	9.962	8.203	48.565	21.322	11.265	35.401
df	5	5	5	5	5	5
Asymp. Sig.	0.076	0.145	0.000	0.001	0.046	0.000

Table 18: Kruskal-Wallis Test Statistics
a. Kruskal Wallis Test
b. Grouping Variable: TEAM

On the basis of the website spssindonesia.com, the Kruskal-Wallis test decision is based on the value of Asymp. Sig. As illustrated in Table 18. If the Asymp. Sig. smaller than 0.05, it can be concluded that there are significant differences between the six MotoGP teams. Nevertheless, if Asymp. Sig. Sec. Having demonstrated a higher value of 0.05, it can be inferred that no major differences were found in order to avoid further study of the Kruskal-Wallis test. Therefore, it can be shown from the result seen in Table 70 that the only variables that can be compared between the six teams are Brand Awareness (AW), Perceived Quality (PQ), Brand Engagement (ENG), and Purchase Behavior (PB) since the Asymp. Sig. value is respectively 0.000, 0.001, 0.046, and 0.000 (smaller than 0.05). After ensuring the Asymp. Sig. Sec. Value passed the test, then, as seen in the following table, the author should compare the results of the six brands.

Ranks			
	Team	**N**	**Mean Rank**
AW	Ducati Team	34	232.09
	Repsol Honda Team	101	226.20
	LCR Honda	8	186.44
	Team SUZUKI ECSTAR	39	180.41
	Petronas Yamaha SRT	39	162.91
	Monster Energy Yamaha MotoGP	141	142.44
	Total	362	
PQ	Repsol Honda Team	101	217.99
	Ducati Team	34	198.66
	Petronas Yamaha SRT	39	170.35
	Team SUZUKI ECSTAR	39	168.22
	Monster Energy Yamaha MotoGP	141	160.36
	LCR Honda	8	139.69
	Total	362	
ENG	Petronas Yamaha SRT	39	229.44
	Ducati Team	34	192.85
	Repsol Honda Team	101	180.13
	Team SUZUKI ECSTAR	39	174.09
	Monster Energy Yamaha MotoGP	141	170.53
	LCR Honda	8	146.31
	Total	362	
PB	Ducati Team	34	224.65
	Team SUZUKI ECSTAR	39	206.65
	Repsol Honda Team	101	205.87
	LCR Honda	8	175.44
	Petronas Yamaha SRT	39	160.00
	Monster Energy Yamaha MotoGP	141	152.98
	Total	362	

Table 19: kruskal-Wallis Ranks Table

Based on the Table 19, it can be seen that Ducati Team ranks top in terms of brand awareness (with mean rank value 232.09), showing that the Ducati Team fans in Indonesia are aware to the sponsorship brand of Ducati Team. It also can be seen that Repsol Honda Team ranks top in terms of perceived quality (with mean rank value 217.99), this shows that the fans of Repsol Honda Team in Indonesia are satisfied with the quality of the products that the sponsor deliver to the fans. In terms of brand engagement, Petronas Yamaha SRT ranks top (with mean rank value 229.44) this shows that the fans of Petronas Yamaha SRT in Indonesia have the highest connection or engagement to the sponsorship brand. The last indicator is purchase behavior with Ducati Team ranks top (with rank mean value 224.65) this shows that the Ducati Team fans in Indonesia have the highest behavior to buy their favorite team sponsor products.

3.6. Purchase Behavior Results

The results of purchase behavior from the data gathered from the questionnaire the author distributes, and the author able to get 362 respondents. From 362 data gathered, the results shows that 36.19% of MotoGP fans in Indonesia have ever purchased their favorite team sponsors product. The data also shows that 23.76% of MotoGP fans in Indonesia bought their favorite team sponsors product 1 to 2 times, and 12.43% bought mete than twice. This data shows that sponsorship in MotoGP can affects the purchase behavior of MotoGP fans in Indonesia.

3.7. Discussion

3.7.1. Team Identification (TID) Positively Affects Sponsor's Brand Awareness (AW)

Team Identification (TID) has direct positive effect on Brand Awareness (AW) shown by the T-Values (2,1672) and the slightly weak effect size (0.0176). This result is in line with previous literature (Biscaia et al., 2013) and suggests

that strongly identifiable fans can be a priority focus market for firms engaged in sponsorship deals. The identification with the favorite team greatly influences the relation with the degree to which they can identify and establish connections with the sponsor's product.

3.7.2. Team Identification (TID) Positively Affects Perceived Fit (PFIT)

Team identification was shown to have a significant and positive impact on the perceived fit shown by, among others, the highest T-Values (9, 5536) and the strong effect size (0.3144). In other words, their interaction with the favourite team significantly affects the connection with the sponsor they perceive with the product of the sponsor (Donlan, 2014; Gwinner& Swanson, 2003). This finding is in line with previous literature (Biscaia et al., 2013) and suggests that for firms engaged in sponsorship deals, strongly identifiable fans may be a focus target category.

3.7.3. Perceived Fit (PFIT) Positively Affects Sponsor's Brand Awareness (AW)

It has been shown that Perceived Fit has a significant and positive impact on the brand awareness shown by the T-Values (5,3677) and the sufficient effect size (0.1188). The high influence of perceived fit on variables of brand awareness is in line with the literature (Becker-Olsen & Hill, 2006; Grohs& Reisinger, 2005; Papadimitriou et al., 2016; Vivek et al., 2012). Fans as sport customers are willing to participate in different sport business programs, competitions or activities in order to maintain their loyalty to their favorite sport team (Funk & James, 2001).

3.7.4. Perceived Fit (PFIT) Positively Affects Sponsor's Brand Engagement (ENG)

Perceived Fit has been seen to have a significant and positive influence on the Brand Engagement shown by the T-Values (2.2887) and the slightly weak effect size (0.0148). The strong effect of perceived fit on Brand Engagement variables is also in line with the literature (Becker-Olsen & Hill, 2006; Grohs& Reisinger, 2005; Papadimitriou et al., 2016; Vivek et al., 2012). Fans are likely to engage in numerous sports market programs, tournaments or events as sports clients in order to preserve their commitment to their favorite sports team (Funk & James, 2001). What is more, the commitment becomes stronger if they experience congruence between a supporter and their favorite team.

3.7.5. Perceived Fit (PFIT) Positively Affects Sponsor's Perceived Quality (PQ).

Perceived Fit has shown that the high T-Values (8.6702) and the strong effect size (0.2926) have a significant and positive impact on the Perceived Quality. The high influence of Perceived Fit on variables of perceived efficiency is also in line with the literature (Becker-Olsen & Hill, 2006; Grohs& Reisinger, 2005; Papadimitriou et al., 2016; Vivek et al., 2012). In order to sustain their loyalty to their chosen sporting team, fans are likely to invest in different sports market initiatives, competitions or activities as sports consumers (Funk & James, 2001). What is more, once they perceive congruence between a supporter and their favorite team, the loyalty becomes greater.

3.7.6. Brand Awareness (AW) Positively Affects Sponsor's Brand Engagement (ENG)

Brand awareness has shown that there is a significant and positive influence on the brand engagement with the T-Values (6.7173) and the sufficient effect size (0.1212). It indicates that the brand recognition of the sponsor was necessary for the transfer of a successful sponsorship message, powerful enough to influence fans of the sports team to connect with the product brand of the sponsor, and this finding complies with previous literature (Keller, 2001). The fact that the sponsor can be known to fans necessarily implies that they will also engage with the brand.

3.7.7. Brand Awareness (AW) Positively Affects Sponsor's Perceived Quality (PQ)

Brand awareness has shown that the T-Values (5.4012) and the sufficient effect size (0.1176) have a significant and positive impact on the perceived quality. This finding is consistent with the brand resonance model of Keller (2001). Sponsors will also inspire fans to evaluate their product quality highly by making them aware of different means such as tv, promotion, advertisement and social media of their product brand thought.

3.7.8. Perceived Quality (PQ) Positively Affects Sponsor's Brand Engagement (ENG)

Perceived Quality has shown a significant and positive influence on the Brand Engagement of the T-Values (4.5073) and the slightly weak effect size (0.0464). It is more likely for fans who greatly respect the quality of the sponsor's brand to interact with it. This conceptualization is consistent with the current perception that acknowledges that the consumer's decision to purchase a particular brand is impacted by its quality appraisal (Aaker, 1992). Fans who are aware of the products of the sponsor are more prepared to associate with the brand if they expect a high level of consistency.

3.7. 9.Perceived Quality (PQ) Positively Affects Sponsor's Purchase Behavior (PB)

Perceived quality has shown a significant and positive impact on the T-Values purchase behavior (2.6886) and the slightly weak effect size (0.0113). Fans who strongly appreciate the quality of the product brand of the sponsor are more likely to connect with it, build greater brand loyalty to the sponsor and end up purchasing the product. This conceptualization is also consistent with the current perception that acknowledges that the consumer's decision to purchase a particular brand is impacted by its quality appraisal (Aaker, 1992).

3.7.10. Brand Engagement (ENG) Positively Affects Sponsor's Purchase Behavior (PB)

Brand engagement had a positive and significant impact on the buying behavior, offering evidence for H5, with T-Values of 3,8552 and a slightly weak effect size (0,0337). This finding supports the introduction of this framework into the philosophical model and emphasizes its significance in explaining how sport sponsorship can contribute to these effects. This study indicates that in the sports industry, client involvement tends to drive substantial results for the sponsor in addition to perceived quality and brand awareness.

3.7.10. 1. Implications in Business & Management

Based on the results above, it can be seen that all the hypothesis and the variables have positives impact to other variables. Identification with the favorite team has a huge effect on the relation MotoGP fans in Indonesia experience with the sponsor and the degree to which fans may identify and establish relations with the sponsor. And for firms involved in endorsement deals, widely recognized fans may be a priority focus category. Furthermore, in order to maintain their engagement to their favorite team, fans as MotoGP enthusiasts are able to partake in multiple acts, events or practices of the sports industry. What's more, this engagement gets deeper as they experience continuity between a sponsor and their favorite team. Then, in brand awareness, the idea that fans will recognize the sponsor obviously means that they are indeed going to connect with the brand. Sponsors can also encourage fans to highly assess their merchandise quality by making them conscious of multiple ways of thinking about their product name, such as news, branding, ads and social media. From the results it can be seen quality also can be the way by which brand awareness of sponsors can improve fan brand interaction with the brand of the sponsor. Fans who are aware of the products of the sponsor are more prepared to associate with the brand if they expect a high level of consistency.

4. Conclusion and Recommendation

4.1. Conclusion

Through this analysis, it can be shown that MotoGP sponsorship has an effect on Indonesia's public purchase behavior. It can be seen that 36.19% of the respondents of 362 are actually bought their favorite MotoGP team sponsorship products at least once. Numbers of variables are used in this research, variables like team identification, perceived fit, brand awareness, perceived quality, and brand engagement were used to be able to generate the expected purchase behavior of sponsorships products in MotoGP. The author gathered data from 362 respondents in the process of reaching this conclusion using a quantitative approach. By using SmartPLS in carrying out PLS-SEM analysis, the data obtained was processed well. Finally, this analysis not only shows how MotoGP sponsorship affects Indonesia's public purchasing behavior, but also provides a comparison of models between the six MotoGP teams used as research objects, Monster Energy Yamaha MotoGP team, Repsol Honda Team, Ducati Team, Petronas Yamaha SRT, LCR Honda, Team SUZUKI ECSTAR, so that they can ultimately become a recommendation for. More specifically, this is how the research questions can be answered by the study's findings.

It can be concluded that all variables in this model are included as factors influencing purchasing behavior towards sponsoring products in response to the research questions. Starting from Team Identification (TID), Perceived Fit (PFIT), Brand Awareness (AW), Perceived Quality (PQ), and Brand Engagement (ENG). Variables that have direct positive effects are Perceived Quality (PQ) and Brand engagement (ENG). Based on the results of the research in chapter 4, both Perceived Quality (PQ) and Brand Engagement (ENG) has shown a significant and positive impact towards Purchase Behavior (PB). This result means that MotoGP fans in Indonesia strongly appreciate the quality of the sponsorship products and more likely to engage with the brand and end up purchasing the product.

To answer the research question 'What is the effect of becoming a sponsor in MotoGP toward public purchase behavior in Indonesia?' based on the research conducted by the author it can be seen that the effect in purchase behavior is that MotoGP fans in Indonesia are buying their favorite team sponsorship products, with 36.19% of 362 MotoGP fans are buying sponsorship products. And to answer the second research question 'What are the factors that effects the public purchase behavior in Indonesia in becoming sponsors in MotoGP?' it can be answered that the factors that affects public purchase behavior in Indonesia are the variable used in this research which are Team Identification (TID), Perceived Fit (PFIT), Brand Awareness (AW), Perceived Quality (PQ), and Brand Engagement (ENG). All of the variables are affecting purchase behavior as what shown in the research framework. With the variables that have direct positive impact towards purchase behavior are perceived quality and brand engagement. Which means that in Indonesia, MotoGP fans greatly respect the quality of the sponsorship goods and are more likely to engage with the brand and end up buying the product.

4.2. Recommendation

4.2.1. Sports Team Management & Sponsoring Companies

The findings of the research provide valuable evidence for the management of the sports teams that are exploring new sponsorship deals. More precisely, the results illustrate the importance of recognizing the sponsor's fan team. In order to draw more advertisers, sports team administrators should also encourage the level of identity of their supporters. Finally, this research highlighted that sponsoring corporations should closely analyze how fans view the fit between the sports team and their brand. This is an important problem because supporters are the key customers of sports teams and because a positive perceived fit will lead to stronger endorsement performance linked to the brand (i.e., brand awareness, brand engagement and perceived quality). Therefore, when selecting an agreement, brand managers should either calculate the degree of perceived fit for multiple sporting teams and/or encourage a strong fit to change the expectations that fans currently have.

4.2.2. Future Research

In order to explore in depth, the mediating role of perceived quality in the relationship between brand awareness and brand engagement, further testing is needed, as results showed in the study that the relationship was strong in the case of this research. Future researchers can also expand the analysis by developing the scope of this research, namely by adding respondents from countries other than Indonesia to the scope of this research, considering the many possible countries. The analysis perspective would be wider by doing so.

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