

ABSTRACT

The Asian Games is the largest sporting event in the Asian continent which is an important event for the host country as it produces a legacy and significant impact on economic growth in a country. GDP has a significant influence on various aspects of people's lives. ROI Marketing in the Asian Games is about promoting the image of the host country, increasing tourism, and supporting local economic development. However, it is important to understand that the relationship between GDP and ROI marketing is not always linear and simple. There are various factors that influence the complex interaction between economic growth and marketing investment results. This study aims to determine the role of economic growth in the influence of Gross Domestic Product on ROI Marketing for the Asian Games sport event.

The method used in this study is a quantitative method with descriptive analysis of purposive sampling, namely economic growth, GDP and ROI. The analysis technique used in this study is Descriptive Statistics and Conditional Process Analysis from Hayes. The data processing tool used by researchers uses Microsoft Office Excel and PROCESS applications from Hayes with the SPSS 27 program.

The results of this study are that the W variable does not moderate the effect of X on Y or in other words economic growth does not moderate or does not strengthen the effect of X (GDP) on ROI in an Asian Games Sport Event.

Keywords: Asian Games, sport event, GDP, economic growth, ROI Marketing