

The Influence of Fanaticism and Product Quality on Official Merchandise Purchase Decisions at Graha Persib Bandung (Case Study of Persib Fans in Bandung City)

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Abstract:

Purpose:

This study aims to examine the influence of fanaticism and product quality on the purchasing decisions of official Persib Bandung merchandise among fans in Bandung City.

Keyword:

Fanaticism, Product
Quality, Purchasing
Decision, Official
Merchandise, Persib
Bandung

Methodology:

This study uses a quantitative approach with a survey method, distributing questionnaires to 96 respondents who are consumers of official Persib merchandise to collect data.

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Findings:

The research results show that both fanaticism and product quality have a positive and significant impact on purchasing decisions. Fanaticism is generally considered strong, although aspects of long-term loyalty and social engagement still have some weaknesses. Similarly, product quality is considered quite good, but there are areas for improvement, particularly regarding the design and durability of merchandise to better align with consumer expectations.

Implication:

This study concluded that increased fanaticism and product quality can drive purchasing decisions for official Persib Bandung merchandise. Product recommendations include strengthening the emotional bond between fans and the club through creative marketing strategies and maintaining consistent product quality to compete with pirated merchandise.

Paper Type:

Research Paper



INTRODUCTION

Football is a highly popular sport worldwide, including in Indonesia. Football clubs rely not only on revenue from match ticket sales and sponsorships, but also on the sale of official merchandise such as jerseys, hats, scarves, and various other products. This merchandise not only serves as a source of additional revenue for the clubs but also serves as a means for fans to express their support and identify with their favorite club.

Persib Bandung, one of Indonesia's leading football clubs, has a fan base known as "Bobotoh." Bobotoh are known for their strong fanaticism, reflected in their enthusiastic support for every match, both inside and outside the stadium. However, despite their large and enthusiastic fan base, sales of official Persib Bandung merchandise do not always match the number of supporters. It raises questions about the factors that influence supporters' decisions to purchase official merchandise.

Based on a pre-survey conducted by researchers on 20 respondents, researchers found that there were several phenomena related to fanaticism, product quality and purchasing decisions, so that researchers concluded that all variables were still not optimal.

Fanaticism is an excessive belief in an object. It is demonstrated through extreme enthusiasm, emotional attachment, love, and long-lasting excessive interest. Fanatics tend to believe their views are correct and will defend and defend that truth. Support from those around them can also strengthen fanaticism, as evidenced by the behavior of individuals or groups who exhibit fanatical attitudes. Persib Bandung has supporters who can be described as fanatical in their support of the club during matches. (Khomsiyah Asma'ul, 2021, p. 243)

According to (Kotler & Armstrong, 2018, p. 19), product quality is the characteristics of a product or service that support its ability to satisfy customer needs. The definition above assumes that product quality is the capacity of a product to satisfy customer desires. Customer desires are the result of the product's unwavering quality, durability, comfort, and other important characteristics (Heykal et al., 2024).

In addition, according to (Kotler & Koler, 2016, p. 227), purchasing decisions are a process in which consumers go through five stages, namely problem recognition, information search, alternative evaluation, purchasing decisions, and post-purchase behavior, which begins long before the actual purchase is made and has a long-lasting impact afterward.

To support this research, previous research conducted by Irsyad & Ferdiani (2024) showed that partially Fanaticism had an effect of 3.497, Product Quality of 4.261, and Consumptive Behavior of 6.507 had a positive and significant influence on Purchasing Decisions. Simultaneously, Fanaticism, Product Quality and Consumptive Behavior had a positive and significant influence on Purchasing Decisions of 46.033, then had a coefficient of determination value of 26%. Another study conducted by Desfitriady et al. (2023) in their journal entitled "The Influence of Trust and Product Quality on Purchasing Decisions on Shopee" showed that the simultaneous F test on trust (X1) and product quality (X2) had a significant influence on online purchasing decisions (Y) on the Shopee marketplace for Dialogue Group employees in Cimahi City.

Based on the information that has been presented, it provides a basis for researchers to conduct research in the field of marketing management, especially in exploring purchasing decisions on official merchandise at Graha Persib. Therefore, the researcher chose the research title "The Effect of Fanatism and Product Quality on Official Merchandise Purchase Decisions at Graha Persib Bandung (Case Study of Persib Fans in Bandung City)".

METHODS

In this study, the unit of analysis is Persib Bandung fans, better known as bobotoh (fans of the Indonesian language) in Bandung. The researcher used a purposive sampling technique, with an unknown population size. A questionnaire served as the research instrument to generate validity and reliability tests that met the requirements. The research method used was multiple linear regression, which included classical assumption tests and coefficients of determination.

RESULTS AND DISCUSSION

In this study, 56.3% of respondents were male, with the majority aged 21–25 (49%). 69.8% were single, and 46.9% were employed as private sector employees. 52.1% also had a high school/vocational high school education, and 43.8% had an income between Rp 1,000,000 and Rp 3,000,000. This study demonstrated that all data used met the instrument testing requirements, particularly validity and reliability, as shown in the table below:

Validity and Reliability Test.

Table 1. Validity and Reliability Test of Customer Experience (X1)

Case Processing Summary			
		N	%
Cases	Valid	96	100.0
	Excluded ^a	.0	.0
	Total	96	100.0
Reliability Statistics			
		N of Item	
Cronbach's Alpha		10	.773

Table 2. Validity and Reliability Test of Brand Loyalty (X2)

Case Processing Summary			
		N	%
Cases	Valid	96	100.0
	Excluded ^a	.0	.0
	Total	96	100.0
Reliability Statistics			
Cronbach's Alpha		N of Item	
.760		16	

Source: Data Processed by SPSS V27 (2025)

Table 3. Validity and Reliability Test of Consumer Satisfaction (Y)

Case Processing Summary			
		N	%
Cases	Valid	96	100.0
	Excluded ^a	.0	.0
	Total	96	100.0
Reliability Statistics			
Cronbach's Alpha		N of Item	
.796		12	

Source: Data Processed by SPSS V27 (2025)

Normality Test. The Asymp test was calculated using the research data in Table 4 below. The Kolmogorov-Smirnov test revealed a value of 0.200. As required, if the Kolmogorov-Smirnov value is greater than alpha (0.05), then the data is assumed to be normally distributed.

Table 4. Normality Test	
One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
N	96
Asymp. Sig. (2-tailed) ^c	.200 ^d

Source: Data Processed by SPSS V27 (2025)

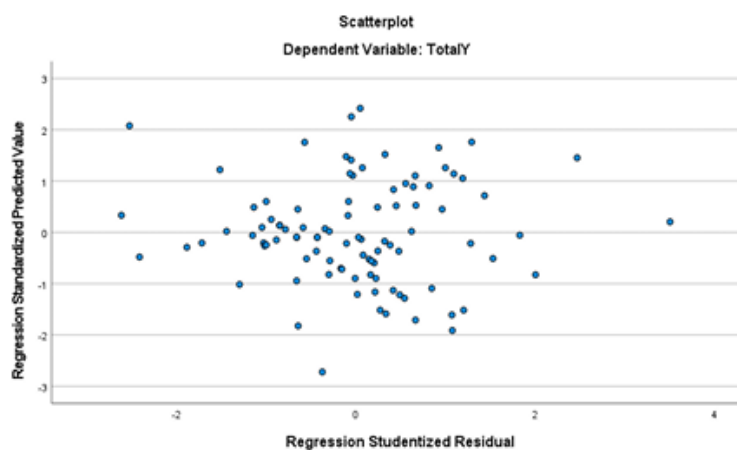
Multicollinearity Test. The tolerance value exceeds 0.01, and the Variance Inflation Factor (VIF) is below 10 (see Table 5 below). It indicates that there is no multicollinearity among the independent variables in this study. Furthermore, there are no signs of severe multicollinearity.

Table 5. Multicollinearity Test		
Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF

1	Fanaticism (X1)	.855	1.169
	Product Quality (X2)	.855	1.169
a. Dependent Variable: Buying decision (Y)			

Source: Data Processed by SPSS V27 (2025)

Heteroscedasticity Test. From the heteroscedasticity analysis, as seen in the scatterplot, there is no clear and regular pattern. The points are scattered both above and below the 0 value on the Y-axis.



Source: Data Processed by SPSS V27 (2025)

Figure 1. Heteroscedasticity Test Using the Scatterplot Method

Autocorrelation Test. Based on the table generated from the SPSS calculation, the Durbin-Watson value was 1.747. To determine whether autocorrelation exists, we must compare the Durbin-Watson value (dU) with its critical value. In this situation, with 96 data sets (n) and 2 independent variables (k), the dU value is 1.7103, and the 4-dU value is 2.2897. Since the Durbin Watson value is 1.747, it lies between dU and 4-dU ($1.7103 < 1.747 < 2.2897$). Therefore, it can be concluded that there is no autocorrelation, and the analysis results can be used for subsequent analysis.

Table 6. Autocorrelation Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.633 ^a	.401	.388	4.385	1.747

a. Predictors (Constant) X1, X2
b. Dependent Variable Y

Source: Data Processed by SPSS V27 (2025)

Multiple Linear Regression Analysis.

Table 7. Multiple Linear Regression Analysis

Coefficiens ^a

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constan)	10.496	4.339		2.419	.018
	Residual	.688	.113	.528	6.080	<.001
	Total	.134	.058	.202	2.333	.022

a. Dependent Variable: Buying decision

b. Predictors (Constant): Product Quality (X2), Fanaticism (X1)

Source: Data Processed by SPSS V27 (2025)

From the table, it is known that the multiple linear regression equation is:

$$Y = 10,496 + 0,688X_1 + 0,134X_2$$

The value of the constant β_0 is 10.496, indicating the value of the Purchasing Decision variable when there is no influence from Fanaticism and Product Quality. In other words, if Fanaticism and Product Quality are equal to 0 units, then the Purchasing Decision will total 10.496 units. It indicates that both Fanaticism and Product Quality have a positive impact on Purchasing Decisions.

Coefficient of Determination. Based on Table 7, the R-squared value is 0.401, or 40.1%. This figure indicates that Fanaticism and Product Quality together contribute 40.1% to or influence purchasing decisions, while the remaining 59.9% comes from other factors not examined.

Table 8. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.633 ^a	.401	.388	4.38546

a. Predictors: (Constant), Product Quality(X2), Fanaticism (X1)

Source: Data Processed by SPSS V27 (2025)

Partial Determination Coefficient (r^2). Based on the existing table, the impact of each variable can be calculated as follows:

$$\begin{aligned} \text{Fanaticism (X1): } & 0.528 \times 0.605 \times 100\% = 0.31944 \text{ or } 31.9\% \\ \text{Product Quality (X2): } & 0.202 \times 0.403 \times 100\% = 0.081406 \text{ or } 0.08\% \end{aligned}$$

From the calculations, the most significant impact comes from the Fanaticism variable (X1), contributing 31.9%, while the Product Quality variable (X2) contributes 0.08%.

Table 9. Partial Determination Coefficient (r^2)

Coefficients ^a					
Model	Unstandardized B	Coefficients Std.Error	Standardized Coefficients Beta	t	Sig.

1	(Constan)	10.496	4.339	2.419	.018
	Fanaticism	.688	.113	.528	6.080
	Product Quality	.134	.058	.202	2.333
					.022

Source: Data Processed by SPSS V27 (2025)

Based on the results of testing the partial determinant coefficient, it was found that fanaticism on purchasing decisions influenced 0.31944 or 31.94%, which means that fanaticism has a significant partial influence on purchasing decisions for Official Merchandise at Graha Bpersib Bandung.

Based on the results of testing the partial determinant coefficient, it was found that discounts on purchasing decisions have an influence of 0.081406 or 0.08% on the decision to purchase Official Merchandise at Graha Persib Bandung.

Based on the test results of the determinant coefficient or r^2 , the R^2 (R Square) value was obtained as 0.388, and it was concluded that the magnitude of the simultaneous influence of Fanaticism and Product Quality on the Decision to Purchase Official Merchandise at Graha Persib Bandung was 0.401 or 40.1%.

CONCLUSION

The conclusions obtained based on the research results and discussion are as follows:

1. Based on the discussion and testing conducted by the researcher, it can be concluded that Fanaticism has a significant influence of 31.9% on the decision to purchase official merchandise at Graha Persib Bandung.
2. Based on the discussion and testing conducted by the researcher, it can be concluded that Product Quality has a significant influence of 0.08% on the decision to purchase official merchandise at Graha Persib Bandung.
3. Based on the discussion and testing conducted by the researcher, it can be concluded that Fanaticism and Product Quality have a significant influence of 40.1% on the decision to purchase official merchandise at Graha Persib Bandung.

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