

THE INFLUENCE OF PERCEIVED VALUE AND TEAM IDENTIFICATION ON PURCHASE INTENTION LICENSED MERCHANDISE PERSIB CLUB

Krisna Adhitia Nugraha¹, Rita Komaladewi, Thomas Budhyawan³

^{1,2,3}Universitas Padjadjaran Bandung; Indonesia

Correspondence: krisna16002@mail.unpad.ac.id

Submitted: 23/02/2023

Revised: 22/04/2023

Accepted: 20/06/2023

Published: 11/08/2023

Abstract

The purpose of this study was to determine the effect of perceived value and team identification on the purchase intention of licensed merchandise for the PERSIB Bandung football club. The measurement model used in this study is a data analysis method using Smart PLS 3.0 software. Partial Least Square (PLS) is a statistical method of Structural Equation Modeling (SEM) based on variance designed to solve multiple regression. This research uses a quantitative approach with a descriptive research type. The data collected is in the form of primary data obtained through distributing questionnaires and secondary data obtained through research journals and scientific books. Data collection techniques use the distribution of Google Forms online. In this study, the population is infinite or infinite, where the number of individuals cannot be known with certainty. The population that is the focus of this research is the Persib Bandung club fans who are spread across various regions in Indonesia. The technique for calculating the minimum number of samples in the SEM model refers to the calculation of Hair et al. (1987), which uses multiplication of the number of indicators multiplied by five so that the minimum total sample used is 120 respondents. The research sample used is Persib Bandung football club fans who have visited the official store. The results of the study show that perceived value and team identification have a positive effect on the community's purchase intention of licensed merchandise for the PERSIB Bandung football club.

Keywords

Licensed Merchandise, Perceived Value, Purchase Intention, Team Identification,



© 2023 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution-NonCommercial 4.0 International License (CC BY NC) license (<https://creativecommons.org/licenses/by-nc/4.0/>).

INTRODUCTION

The benefits of exercising are very diverse, and one of them is maintaining a healthy body. Most people like to exercise because sports can provide entertainment. According to the World Atlas, in 2021, football will be the most popular sport in the world, with 4 billion fans. Soccer is in great demand because it doesn't require expensive equipment, so anyone can follow it (Fitria Yulianto, 2018). Therefore, football is a type of sport that has big fans around the world. A survey conducted by World Atlas (2021) on the databoks.katadata.co.id website shows the ten sports with the largest number of fans in the world. It is known that football is the sport with the most fans, with a total of 4 billion fans. After football, cricket is the second most popular sport in the world, with 2.5 billion fans. This sport is very famous in several countries, such as England, India, Pakistan, and Australia. Meanwhile, hockey has 2 billion fans (Suwandi, Sripujiningsih, & Sulastri, 2017).

One of the football clubs in Indonesia that has the most fans in Indonesia is Persib Bandung. Judging from the number of followers on social media Instagram, Persib Bandung's official account has the most number of followers compared to other Indonesian football clubs. PT Persib Bandung Dignified was founded on August 20, 2009, after Persib Bandung was separated from the APBD and located at Graha Persib, 3rd floor, Jalan Sulanjana No. 17 Bandung. Persib currently plays in Liga 1 Indonesia. The main and biggest sponsor is still held by Indofood, and the newest jersey apparel is Sportama, and the football club from Bandung is under the auspices of PT. Dignified Persib Bandung (persib.co.id). According to company sales data for January - June 2022, merchandise sales obtained by Persib have not been maximized, which is indicated by quite high fluctuations in sales each month. This shows that the interest of supporters in purchasing merchandise has not been well-formed (Fitria Yulianto, 2018).

Licensed merchandise comes from the word license, which is defined as a value-added process that provides opportunities to generate income through the delivery of rights to use other organizations' intellectual property for commercial purposes (Obaid & Kumar, 2022). The success of a football club cannot be separated from the role of fanatical supporters who always support each game. Any type of items related to your favorite club will definitely be collected. This makes merchandise benefits in increasing the income of a football club (Singh, Bhardwaj, & Sudan, 2019). Apart from being beneficial to the club, merchandise is also considered capable of providing benefits to supporters by growing a sense of love for the club they are defending. A person's trust and loyalty to a football club can trigger interest in buying products or merchandise offered by the club.

Purchase intention or intention to buy is the urge to own a product that arises because someone has been impressed by the quality and superiority of the product and has obtained information about the product (Divya & Evanita, 2021). The formation of purchase intention will have an impact on increasing profitability and being able to assist companies in carrying out their organizational activities (Sugito & Allsabab, 2018).

There are several factors that can influence supporters in determining interest in buying a football club's licensed merchandise, one of which is the perceived value of the product offered (Titah, Lapian, & Rumokoy, 2018). According to (Li, Shu, & Shao, 2021), the perceived value of a product being sold can influence a person's intention to make a purchase. Perceived value is a comprehensive evaluation of the benefits provided and the benefits received from the product or service being sold based on the consumer's perception of the product (Pratama & Tunjungsari, 2022). Perceived value in licensed merchandise can be seen from two perspectives, and the first is the utility perspective, where consumers focus on the functional value of a product. The second perspective is a symbolic perspective that focuses on how a product represents consumers or consumers feel represented by a particular product (Obaid & Kumar C K, 2022). The symbolic perspective can be the main reason for supporters buying licensed merchandise products. In addition, the perspective of peer influence or the influence of peers can also influence perceived value which can be a consideration for purchasing an item, especially licensed merchandise products (Khomsiyah & Sanaji, 2021). So it is important for a club to pay attention to perceived value in order to increase purchase intention or purchase intention of licensed merchandise (Nugroho, Gunawan, & Sugihartanto, 2022).

Researchers see an opportunity to examine in more depth the effect of perceived value and team identification on the intention to purchase licensed merchandise from Persib Bandung. There is a gap in several previous studies regarding the use of different research variable indicators in seeing the effect of perceived value and team identification on the purchase intentions of a product. In research (Li et al., 2021), several indicators describe perceived values, such as emotional values, social values, Performance Values, and the Value of Money. Meanwhile, another study conducted by (Pham, Tran, Misra, Maskeliunas, & Damaševičius, 2018) used three assessment indicators, namely emotional value, social value, and functional value. Then gaps are also found in the Team identification variable. It is known that there are differences in the indicators used in previous studies. In the research conducted (Petraivičiūtė, Šeinauskienė, Rūtelionė, & Krukowski, 2021), the

use of indicators for Team identification variables includes the unity of feelings one has, attachment to other people's opinions, feelings of praise, part of a team, and team success with personal success. However, in research conducted by (Stroebe, Woratschek, & Durchholz, 2021), the indicators used include fan satisfaction, attendance at team matches, and a sense of belonging to the team. Therefore, this research can provide an overview to football clubs, especially Persib, to consider and evaluate the factors that form the value of products sold or perceived value, as well as identify teams that can shape the purchase intention of Persib club licensed merchandise. This has an impact on the high or low income of a club, especially in the sale of licensed merchandise (Kim, Rogol, & Lee, 2022).

There are several previous studies related to the variables used in the research. Previous research is used as a reference in compiling the background and compiling the theory used. The first study was conducted (Stroebe et al., 2021) to investigate the effect of perceived value on the relationship between team identification and purchase intention of team-licensed clothing in collegiate sports. The study found that Team identification had no significant effect on merchandise purchase intentions. However, the full mediation of perceived value in the relationship between team identification and purchase intention is well established (Jiang, Deng, Fan, & Jia, 2022). They measure the significant effect of team identification on perceived value at the time the product is offered. Then there is another study conducted by (Lee, 2021) with the aim of investigating the effect of team identification on consumer purchase intentions in sports influencer marketing in South Korea. The results of this study indicate that team identification has a positive effect on consumer purchase intentions and also on the value formed in advertising content (Obaid & Kumar, 2022).

Researchers see an opportunity to examine in more depth the effect of perceived value and team identification on the intention to purchase licensed merchandise from Persib Bandung. There is a gap in several previous studies regarding the use of different research variable indicators in seeing the effect of perceived value and team identification on the purchase intentions of a product. In research (Li, Shu, and Shao 2021), several indicators describe perceived values, such as emotional values, social values, Performance Values, and Value of Money. Meanwhile, another study conducted by (Pham et al. 2018) used three assessment indicators, namely emotional value, social value, and functional value. Then gaps are also found in the Team identification variable. It is known that there are differences in the indicators used in previous studies. In the research conducted (Lee 2021), the use of indicators for Team identification variables includes the unity of feelings one has, attachment to other people's opinions, feelings of praise, being part of a team, and team success with

personal success. However, in research conducted by (Stroebel, Woratschek, and Durchholz 2021), the indicators used include fan satisfaction, attendance at team matches, and a sense of belonging to the team.

Based on the phenomenal explanation that has been stated in the background can be found problems related to the not yet optimal selling of licensed merchandise by Persib Bandung. The first problem can be seen from the sales data of merchandise products which are still fluctuating, experiencing significant increases and decreases. This can affect the level of profitability owned by the company, so it is necessary to have several factors forming the interest of supporters in making purchases. Apart from that, there are problems related to the sale of merchandise, such as there are still many types of unofficial merchandise that are sold by some people at much lower prices. Sales of unofficial merchandise are sometimes sold when matches take place at the stadium as well as offline in markets. This price difference certainly affects the interest of supporters in buying official club merchandise because the unofficial merchandise sold sometimes has detailed similarities. One of the things that are able to shape the purchase intention is to increase the perceived value of the merchandise products sold and take advantage of the symbolic perspective of supporters to buy licensed merchandise products. In addition, Persib must also pay attention to the performance of teams that are able to form team identification because the more accomplished a club is, the greater the interest of supporters to buy licensed merchandise because they can feel the strength of team identification that has been formed at their favorite club.

With this phenomenon, further studies will be carried out regarding the formation of supporter interest in making purchases which can be influenced by the perceived value of the products offered and the identification team that has been formed at the Persib Bandung club.

METHOD

This research uses a quantitative approach as a method for collecting data scientifically and validly with the aim of finding, developing, and proving a certain knowledge that can be used to understand, solve, and anticipate problems (Petračiūtė et al., 2021). Quantitative methods are based on the philosophy of positivism and are used to research certain samples or populations by collecting data using research instruments and analyzing data using quantitative/statistical techniques. This aims to describe and test the hypotheses that have been set, as explained by Sugiyono (2018) (Paludi & Juwita, 2021).

The research object refers to the subject or topic being studied, as well as the place and time where the research is conducted. The object of research can include various attributes of people, activities, or phenomena and will be examined by researchers to obtain certain information and conclusions. For example, according to Sugiyono (2018), the object of research can be interpreted as the characteristics of people, activities, or activities with certain variations that are studied by researchers to then be analyzed and conclusions drawn. In this study, the research object to be examined is the phenomenon of interest in purchasing merchandise products with the Persib Bandung football club trademark.

It is important to know the sources of data in research in order to avoid errors and in accordance with research objectives. Sugiyono (2017) explains that there are two types of data, namely primary and secondary data. Primary data is a source of data obtained directly by data collectors, in this case, through filling out questionnaires by respondents using Google Forms. The distribution of the questionnaire was carried out by creating a questionnaire link which was then distributed via short messages with the help of social media. Secondary data were obtained through indirect sources and were not provided directly by respondents or research subjects. In this study, apart from primary data, researchers also used secondary data obtained from articles, books, national and international journals, as well as previous research.

Sugiyono (2017) states that there are several data collection techniques that can be carried out, including interviews, questionnaires, observations, or a combination of the three. In this study, the data collection technique used was a questionnaire or online questionnaire via Google form. Questionnaires or questionnaires are data collection techniques that ask respondents to answer a series of questions (Sugiyono, 2017). Data sources are sources of information needed for research and are very important to ensure the success of the research.

Indrawati states that population refers to all groups of people, events, or objects that attract the attention of researchers to study and draw conclusions (Semet, Kindangen, & Tulung, 2021). A general area consisting of subjects or objects with certain characteristics and quantities determined by researchers to be studied and then drawn conclusions is called a population, as expressed by an anonymous author (Sugiyono, 2018). The population has a role as a limit to research results. In this study, the population is infinite or infinite, where the number of individuals cannot be known with certainty. The population that is the focus of this research is Persib Bandung club fans who are scattered in various regions in Indonesia. According to (Walliman, 2011), a sample is a number of

people or individuals who are collected collectively and used to describe the total existing population. Bentler and Chou (1987) recommend that the number of samples that must be met for SEM estimation is five times the parameters to be estimated. Various opinions expressed by experts are relatively not too different regarding the minimum sample size used, namely 100 samples. The minimum sample size in this study using the SEM model refers to Bentler and Chou (1987), with a minimum total sample of 120 respondents.

The sampling technique was carried out by non-probability sampling. In this study, non-probability sampling techniques were used using purposive sampling techniques. Sugiyono (2018) defines purposive sampling as a sampling technique with certain considerations. The purposive sampling technique is often used in quantitative research or research that does not generalize. The characteristics of the respondents from this study include fans of the Persib Bandung club, domiciled in the city of Bandung, and having visited the Persib Bandung store both offline and online via the official Persib Bandung website.

In this study, the data analysis technique used is the Variance Based Structural Equation Model, which utilizes the Partial Least Square (Smart-PLS) version 3.0 program. According to Karim et al. (2021), one method of data analysis is multivariate analysis, which is a statistical analysis technique for analyzing several variables simultaneously, as explained by Juliandi (2018). Sugiyono (2018) states that SEM is an analysis that combines factor analysis approaches, structural models, and path analysis. Therefore, in structural equation modeling (SEM) analysis, three types of activities can be carried out simultaneously, namely checking the validity and reliability of the instrument, testing the relationship model between variables, and activities to obtain a model that is suitable for prediction. According to Sekaran & Bougie (2016), SEM is different from ordinary multivariate analysis, such as multiple regression or factor analysis. Based on this, there is a hypothesis that is formulated, among others, as follows:

Hypothesis 1

Ho: there is no significant relationship between perceived value and purchase intention of Persib Bandung Club licensed merchandise

Ha: There is a significant relationship between perceived value and purchase intention of Persib Bandung Club licensed merchandise.

Hypothesis 2

Ho: there is no significant relationship between team identification and purchase intention of Persib Bandung licensed merchandise

Ha: There is a significant relationship between team identification and purchase intention of Persib Bandung licensed merchandise.

FINDINGS AND DISCUSSION

Findings

Descriptive Analysis

Descriptive analysis is a statistical method used to present, summarize, and interpret data descriptively. The purpose of descriptive analysis is to provide a comprehensive understanding of the characteristics, patterns, and relationships in the observed data. The descriptive analysis provides a clear picture of the observed data and helps in identifying relevant patterns, trends, and characteristics for the results of the descriptive analysis to find out the description of the variables in the research conducted. Descriptive analysis is done by looking for the percentage of the actual score. Score Percentage data can be analyzed by calculating the average answer based on the scoring of each answer from the respondent. The percentage of interval scores can be calculated as follows:

a) The total number of samples is 120 people, and the largest scale value (SS) is five while the smallest scale value (STS) is 1. b) Then the maximum index value is $5 \times 120 = 600$ and the index value is minimum is $1 \times 120 = 120$. So the smallest percentage value is % Smallest = (Minimum index value : Maximum index value) $\times 100\% = (120:600) \times 100\% = 20\%$. c) Interval value is obtained by means, Interval = (% Largest - % Smallest): Many Categories Interpretation Interval = $(100\% - 20\%): 5 = 16\%$, so that a percentage interval value is obtained by 16%. So from the calculation above, the results of the interpretation categories can be formed in the table below:

Table 1. Score Interpretation Categories

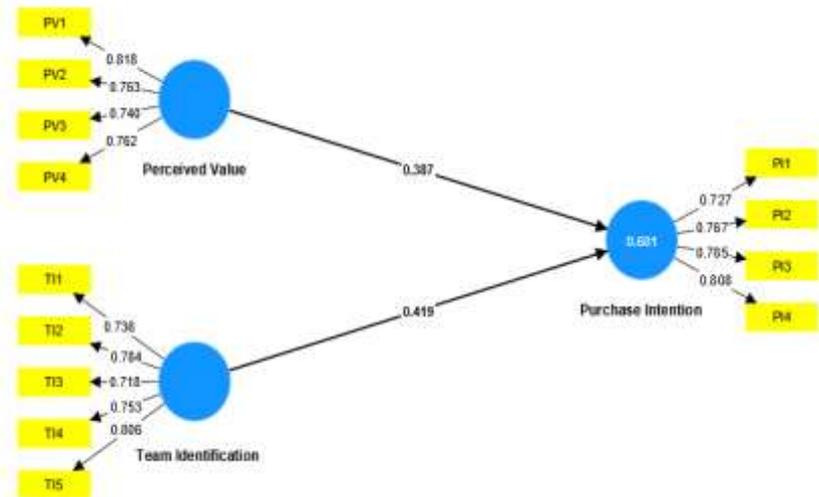
No.	Interval	Score Interpretation Categories
1.	20,00% - 36,00%	Very Not Good
2.	36,01% - 52,00%	Not Good
3.	52,01% - 68,00%	Enough
4.	68,01% - 84,00%	Good
5.	84,01% - 100%	Very Good

Source: Data processed by the researcher (2023)

Verification Analysis

The data in this study were processed using Structural Equation Modeling (SEM) with partial least squares (PLS) with the help of SmartPLS 3.0 software. From the data obtained through a questionnaire using the Partial Least Square estimation method with the PLS algorithm, a full model path diagram is obtained.

Figure 1. Coefficient of Standardization of Structural Modeling



Source: SmartPLS Data Processing 3.0 (2023)

The research results explain the stages of data processing, which are divided into the evaluation of measurement or outer models and the testing of structural models or inner models. The test was carried out to answer the previously determined problem formulation, namely to determine the relationship between the independent variables consisting of perceived value and team identification variables with the dependent variable, namely purchase intention.

Outer Model

1. Validity test

Convergent Validity

The convergent validity of the measurement model with reflexive questions is assessed based on the correlation between the item score/component score estimated by the SmartPLS Software. The individual reflexive measure is said to be high if it correlates more than 0.70 with the construct being measured. But according to Chin, 1998 (in Ghozali, 2006). In this study, a loading factor limit of 0.70 will be used. Manifest variables that have a loading factor value of less than 0.70 will be reduced from the model. For all variables with a loading factor value above 0.70, it can be used, and further tests can be carried out. The following is the outer loading value of each dimension in the

research variables:

Table 2. Outer Loading Value

Variable	Dimension	Outer Loading
<i>Perceived Value (X1)</i>	PV1	0,818
	PV2	0,763
	PV3	0,740
	PV4	0,762
<i>Team Identification (X2)</i>	TI1	0,736
	TI2	0,784
	TI3	0,718
	TI4	0,753
	TI5	0,806
<i>Purchase Intention (Y)</i>	PI1	0,727
	PI2	0,767
	PI3	0,785
	PI4	0,808

Source: SmartPLS Data Processing 3.0 (2023)

From the table above, it can be concluded that all research variable indicators have an outer loading value of > 0.7 so that they meet the requirements of convergent validity. Apart from looking at the outer loading value, another method that can be used to determine validity is by looking at the average variant extracted (AVE) value for each indicator, where the AVE value must be greater than 0.5 or > 0.5 for a good model. The following is the AVE value of each variable in the following table:

Table 3. Average Variance Extracted (AVE) Value

No.	Variable	AVE
1.	Perceived Value (X1)	0,595
2.	Team Identification (X2)	0,597
3.	Purchase Intention (Y)	0,578

Source: SmartPLS Data Processing 3.0 (2023)

Based on the data presented in the table above, it is known that the AVE values of the variables Perceived Value (X1), Team Identification (X2), and Purchase Intention (Y) are greater than 0.5 or > 0.5 . Thus it can be stated that each variable has good discriminant validity.

Discriminant Validity

At the discriminant validity stage, a test must be carried out for each indicator of each variable, the test is carried out by looking at the cross-loading value, and it is expected that the cross-loading value is higher than the indicators of other variables in the same model, here is the form of the cross loading model in this research.

Table 4. Cross loading

No.		Perceived Value	Team Identification	Purchase Intention
1.	PV1	0.818	0.642	0.595
2.	PV2	0.763	0.711	0.609
3.	PV3	0.740	0.649	0.558
4.	PV4	0.762	0.618	0.525
5.	TI1	0.573	0.736	0.497
6.	TI2	0.690	0.784	0.612
7.	TI3	0.613	0.718	0.531
8.	TI4	0.622	0.753	0.534
9.	TI5	0.720	0.806	0.650
10.	PI1	0.526	0.567	0.727
11.	PI2	0.585	0.552	0.767
12.	PI3	0.609	0.623	0.785
13.	PI4	0.573	0.567	0.808

Source: Data processed by the researcher (2023)

The Discriminant Validity test table seen on the cross-loading value shows that all the correlations between the construct variables in the study are higher than the correlations between the variables in the study. Therefore, it can be concluded that all variable indicators fulfill the discriminant validity requirements. To find out discriminant validity can be done by using the Fornell Larcker Criterion. The test results are listed in the following table:

Table 5. Fornell Larcker Criterion Value

Variable	Perceived Value	Purchase Intention	Team Identification
Perceived Value	0,771		
Purchase Intention	0,744	0,772	
Team Identification	0,851	0,748	0,760

Source: Data processed by the researcher (2023)

Based on the results of the table above, it can be concluded that each construct has a Fornell Larcker Criterion value that is greater than the correlation between one construct and the other constructs in the model. Based on the AVE squared value, it can be concluded that all constructs in the measurement model meet the criteria of discriminant validity. In addition, the results of the Fornell Larcker Criterion test show that the values obtained are in accordance with the test criteria.

1. Reliability Test

Construct reliability Two measurements were used, namely composite reliability and Cronbach alpha. The construct reliability, both composite reliability and Cronbach alpha, was measured to vary from 0 to 1, with 1 being a perfect estimate of reliability, but the construct was declared reliable if the value of composite reliability and Cronbach alpha was greater than 0.7. In

the following table, the reliability of the construct variables studied is presented.

Table 6. Composite Reliability and Cronbach Alpha

Variable	Cronbach's Alpha	Composite Reliability	Information
Perceived Value	0,772	0,775	Reliable
Purchase Intention	0,774	0,776	Reliable
Team Identification	0,817	0,824	Reliable

Source: Data processed by the researcher (2023)

Based on the test table, it can be concluded that all latent variables have proven to be reliable because the composite reliability and Cronbach's alpha test values show good values. That is, all latent variable values have composite reliability values and Cronbach's alpha ≥ 0.70 . Therefore, it can be stated that the questionnaire used as a research tool has sufficient reliability or consistency.

Inner Model

1. R-Square

The structural model is a model that relates exogenous latent variables with endogenous latent variables or the relationship of endogenous variables with other endogenous variables. The R-Square or R² value for the dependent construct shows the magnitude of the influence/accuracy of the independent construct in influencing the dependent construct. The value of R² explains how much the hypothesized exogenous variables in the equation are able to explain the endogenous variables.

Table 7. Path Coefficient dan R-Square

Variable	Coefficient of Determination (r ²)
Perceived Value	0,387
Team Identification	0,419

Source: Data processed by the researcher (2023)

Based on the test result, it can be concluded that the Perceived Value variable influences Purchase Intention by 38.7%. Then Team Identification affects Purchase Intention by 41.9%. In addition, the independent variables' Perceived Value and Team Identification are able to influence the Purchase Intention variable together by 60.1%. The remaining 39.9% is influenced by other variables not used in the study.

2. Hypothesis Test

Hypothesis testing in this study was carried out by looking at the T-Statistics values and P-Values. The research hypothesis can be declared accepted if the value of $t\text{-table} < t\text{-count}$ or $P\text{-Values} < 0.05$. By using a sample of 120 respondents with $df = n - k - 1$ or $df = 120 - 3 - 1 = 116$, then obtained t table (1.9806) with a significance level (α) 0.05. The following are the results of hypothesis testing obtained in this study through testing the inner model.

Table 8. Hypothesis Testing Results (Direct Effect)

Hypothesis	Information	t- Statistic	P Values	Result
H1	There is a relationship between perceived value and purchase intention	3,789	0.000	Accepted
H2	There is a relationship between team identification and purchase intention	4,181	0.000	Accepted

Source: Data processed by the researcher (2023)

Based on hypothesis testing using smart PLS software, it was found that both hypotheses in the study were acceptable. The first hypothesis test shows that there is a significant relationship between perceived value and purchase intention. Then for testing, the second hypothesis shows that there is a significant relationship between team identification and purchase intention.

Discussion

Perceived Value Has a Positive Effect on Purchase Intention

The influence between perceived value and purchase intention shows a positive and significant relationship. The variable Perceived Value affects Purchase Intention because the perceived value is able to include customers' assessment of the benefits they expect to get from a product or service. If customers feel that the product or service provides significant benefits and satisfies their needs or wants, then they will tend to have a higher intention to buy it. Perceived value is the subjective perception or assessment that consumers have of a product or service. Perceived value reflects whether consumers feel that the product or service is commensurate with the benefits and price provided. In this study, Persib Bandung club merchandise license products are considered to have a good enough ability to form product purchase intentions. As for attitudes in building positive value perceptions, among others, respondents have considered emotions rather than prioritizing product functions in purchasing merchandise products and purchasing merchandise products with a guarantee for the products sold. In this study, Persib Bandung club merchandise license products are considered to have a good enough value to form product purchase intention.

The relationship between perceived value and purchase intention shows a positive and significant relationship. Perceived value has received a lot of attention because it plays an important role in purchase intentions and is also one of the vital tools for gaining a sustainable competitive advantage. A consumer decision is often made based on incomplete information, and perceived value can be a signal that has a positive impact on consumer purchase intentions. From the results of testing the data that has been done, it can be seen that there is a positive influence between the

perceived value on purchase intention of official merchandise from the Persib Bandung club. This statement is supported by the results of the t-test, which was carried out and showed a calculated t-value of 3.789 which was greater than the t-table value of 1.9806 with a significance level of 0.000.

The results of this study support research (Cuong, 2020), which shows that there is a relationship between perceived value and the formation of buying interest in consumers in buying a product at a fashion store. This research confirms that perceived value influences customer satisfaction and purchase intention. Therefore, fashion store managers must carry out design and maintenance, improve consumer perceptions of brand credibility and create differences in the perceived value of the brands used. Furthermore, there are the results of other studies conducted by (Dam, 2020) and (Petraivičiūtė et al., 2021) showing that perceived value has a positive influence on purchase intentions.

High perceived value has a positive effect on customer purchase intentions for several reasons, such as when customers feel that they are getting benefits that are comparable to or greater than the price paid, they will be satisfied with their purchase. This satisfaction can increase the customer's purchase intention to make repeat purchases in the future. High perceived value is often associated with superior product or service quality or features. If customers feel that the product or service offers an advantage over other options on the market, they are more likely to choose the product and have a stronger purchase intention. Positive perceived value can build customer trust in a brand or company. Customers who are satisfied with the value provided by the company tend to become loyal customers and recommend the product or service to others.

Customers who feel they are getting good value from a product or service are more likely to respond positively to promotions, discounts, or special offers. They may see the opportunity as a way to get more value for money at a lower price, thereby increasing their purchase intention. Perceived value can also influence psychological factors in the purchasing decision-making process. Customers who feel they are getting good value tend to feel more confident and satisfied with their purchase, which can increase their purchase intention. Overall, high perceived value is an important factor in influencing customer purchase intentions. Companies that are able to provide high value to their customers have a greater chance of succeeding in the market and building long-term relationships with consumers.

Team Identification Has a Positive Effect on Purchase Intention

The relationship between team identification and purchase intention shows a positive and significant relationship. Team identification has a strong effect on behavioral responses. For example, among fans, those with high self-esteem are identified as more loyal and have significantly lower brand-switching intentions than those identified as low.

The Team Identification variable affects Purchase Intention because a high level of identification with a sports team can affect individual affection for the brand associated with that team. Individuals who are strong in team identification tend to have positive affection for the brands used or promoted by sports teams. This strong affection can drive them to have a higher intention to buy products related to the team. Individuals who identify with a sports team tend to have a higher intention to purchase products related to that team to support the team and meet social and emotional needs. In this study, respondents had a fairly high level of identification with the Persib Bandung Club, so this affected the respondents' affection for the purchase intention of the official merchandise offered.

Team identification is a phenomenon in which consumers feel connected or related to a brand or product because they perceive a shared value, identity, or purpose with that brand. If consumers feel identified with a brand or product, this can have a positive effect on their purchase intention (Wang & Hsu, 2019). There are several reasons why team identification has a positive effect on purchase intention, including team identification creates an emotional bond between consumers and brands. When consumers feel that a brand reflects the same values or identity as themselves, they will feel more emotionally attached to the brand. This can increase the feeling of attachment and loyalty to the brand, which in turn influences purchase intention.

Consumers often use brands or products as a way to express their identity or personality to others. If they feel that the brand represents themselves or the values they want to convey to the world, they will be more likely to choose the product and have a stronger purchase intention. Team identification can also be influenced by social factors, such as groups of friends or communities in which consumers are involved. If a product or brand gets positive support or recognition from that social group, consumers identified with that group will be more likely to have more positive purchase intentions for that product (Nofiyanti & Wiwoho, 2020). If consumers have had positive experiences with a brand or product in the past and feel identified with the brand, they are likely to create positive associations with the brand. This can affect their perception of product quality and

value, which ultimately affects their purchase intention in the future. Team identification can be an important factor in building long-term relationships between brands and consumers. Companies that are successful at creating team identification with their customer base are likely to be more successful at building customer loyalty and positively influencing their purchase intentions (Chi et al., 2021).

The constructive attitude in identifying the football team that was carried out included respondents feeling confident when the team's performance was good and trying to convey personal statements as part of the team. From the results of testing the data that has been done, it can be seen that there is a positive influence between team identification on the purchase intention of official merchandise from the Persib Bandung club. This statement is supported by the results of the t-test, which was conducted and showed a calculated t-value of 4.181 which was greater than the t-table value of 1.9806 with a significance level of 0.000.

The results of this study support research (Lee, 2021), which shows that there is a positive relationship between team identification and fans' buying interest in a product being sold. Highly identified fans present a more consistent pattern of consumption intent than low-identified fans, regardless of the game outcome. In addition, the results of the study (Nugroho et al., 2022) show that team identification has a positive effect on purchase intention.

CONCLUSION

Based on the results of the research and discussion that have been put forward in the previous chapter, it can be concluded that the researchers hope to be able to provide answers to the problems formulated in this study, including that there is a positive influence between perceived value on purchase intention of official merchandise from the Persib Bandung club. Then there is also a positive relationship between team identification and purchase intention of official merchandise from the Persib Bandung club. As for the suggestions given to the company based on the results of the descriptive analysis, it is known that the company must pay attention to the visual and aesthetic factors of the merchandise products being sold because this gets the lowest score. Things that can be done include paying attention to the design concept of the merchandise products being sold.

REFERENCES

- Chi, T., Ganak, J., Summers, L., Adesanya, O., McCoy, L., Liu, H., & Tai, Y. (2021). Understanding perceived value and purchase intention toward eco-friendly athleisure apparel: Insights from U.S. Millennials. *Sustainability (Switzerland)*, 13(14).
- Cuong, D. T. (2020). The impact of brand credibility and perceived value on customer satisfaction and purchase intention in the fashion market. *Journal of Advanced Research in Dynamical and Control Systems*, 12(3 Special Issue), 691–700.
- Dam, T. C. (2020). Influence of Brand Trust, Perceived Value on Brand Preference and Purchase Intention. *Journal of Asian Finance, Economics, and Business*, 7(10), 939–947.
- Divya, T., & Evanita, S. (2021). The influence of social media and celebrity endorsers on culinary purchase intention by viral marketing as a mediating variable. *Operations Management and Information System Studies*, 1(1), 41–50.
- Fitria Yulianto, P. (2018). Sepak bola dalam industri olahraga. *Seminar Nasional Ilmu Keolahragaan UNIPMA*, 1(1), 98–105.
- Jiang, X., Deng, N., Fan, X., & Jia, H. (2022). Examining the role of perceived value and consumer innovativeness on consumers' intention to watch intellectual property films. *Entertainment Computing*, 40(October 2020), 100453.
- Khomsiyah, A., & Sanaji, S. (2021). Pengaruh Loyalitas dan Fanatisme Supporter pada Klub terhadap Keputusan Pembelian Merchandise Orisinal: Studi pada Supporter Persija Lamongan. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 10(2), 242.
- Kim, Y., Rogol, E., & Lee, J. S. (2022). Impact of Core and Peripheral Service Satisfaction on Team Identification and Revisit Intention: A Comparison of Minor and Major League Ice Hockey. *Journal of Global Sport Management*, 7(1), 158–180.
- Lee, J. K. (2021). The effects of team identification on consumer purchase intention in sports influencer marketing: The mediation effect of ad content value moderated by sports influencer credibility. *Cogent Business & Management*, 8(1), 1–22.
- Li, Z., Shu, S., & Shao, J. (2021). Innovative or not? The effects of consumer perceived value on purchase intentions for the palace museum's cultural and creative products. *Sustainability (Switzerland)*, 13(4), 1–19.
- Nofiyanti, N., & Wiwoho, G. (2020). Pengaruh Perceived Usefulness dan Perceived Value Terhadap Online Repurchase Intention pada Marketplace Shopee di Kecamatan Kebumen dengan

- Customer Satisfaction sebagai Variabel Intervening. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 2(2), 281–290.
- Nugroho, M. F., Gunawan, J., & Sugihartanto, F. (2022). Pengaruh Perceived Value dan Team Identification terhadap Purchase Intention Licensed Merchandise Klub Persebaya. *Jurnal Sains Dan Seni ITS*, 11(2), 2337–3520.
- Obaid, A. I., & Kumar C K, K. (2022). The Impact of Social Media (SM) on Sport Marketing Strategy Development: A Case Study of Football Teams in Iraq. *Journal La Sociale*, 3(4), 155–159.
- Obaid, A. I., & Kumar, K. (2022). The Role of Social and Digital Media on Sport Marketing in Iraq and Its Effect on Football. *Journal of Asian Multicultural Research for Social Sciences Study*, 3(3), 58–63.
- Paludi, S., & Juwita, R. (2021). Pengaruh Persepsi Harga, Lokasi Dan Kualitas Produk Terhadap Keputusan Pembelian. *Equilibrium: Jurnal Penelitian Pendidikan Dan Ekonomi*, 18(01), 41–53.
- Petravičiūtė, K., Šeinauskienė, B., Rūtelionė, A., & Krukowski, K. (2021). Linking luxury brand perceived value, brand attachment, and purchase intention: The role of consumer vanity. *Sustainability (Switzerland)*, 13(12), 1–21.
- Pham, Q. T., Tran, X. P., Misra, S., Maskeliunas, R., & Damaševičius, R. (2018). Relationship between convenience, perceived value, and repurchase intention in online shopping in Vietnam. *Sustainability (Switzerland)*, 10(1).
- Pratama, Y. A., & Tunjungsari, H. K. (2022). Pengaruh Pengalaman Merek Pada Loyalitas Merek Produk Merchandise Klub Sepak Bola Bali United Dengan Mediasi Kepuasan Dan Ketidakpastian. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 6(1), 224.
- Semet, H. A. I. F., Kindangen, P., & Tulung, J. E. (2021). The Influence of Consumer Perceived Value Dimensions of Consumer Repurchase Intention of Imported Thrift Clothes (Study Case : Rumah Live Online Manado). *International Business Administration, Management Department Faculty*, 9(4), 532–542.
- Singh, J., Bhardwaj, K., & Sudan, S. (2019). How the Sport Sponsorship Influence Sports Marketing. *Journal of Critical Reviews*, 6(1), 186–195.
- Stroebel, T., Woratschek, H., & Durchholz, C. (2021). Clothes Make the Fan: The Effect of Team Merchandise Usage on Team Identification, Fan Satisfaction and Team Loyalty. *Journal of Global Sport Management*, 6(2), 185–202.
- Sugito, & Allsabab, M. A. H. (2018). Peluang pengembangan industri keolahragaan dalam

meningkatkan potensi olahraga dan perekonomian di Indonesia. *Prosiding SNIKU (Seminar Nasional Ilmu Keolahragaan UNIPMA, 1(1), 60–69*. Retrieved from

Suwandi, A. S., Sripujiningsih, S., & Sulastri, S. (2017). Industri Sepakbola: Pengelolaan Dan Akuntabilitas Keuangan (Studi Kasus Pada Klub Sepakbola Arema Cronus). *Jurnal Akuntansi Aktual, 4(1), 1–9*.

Titah, V., Lopian, S. L. H. V. J., & Rumokoy, F. S. (2018). Analysing Factors That Drive Customers Purchase Intention of Licensed Team Merchandise Sport Station Manado. *Jurnal EMBA, 6(3), 1418–1427*.

Wang, J., & Hsu, Y. (2019). Does sustainable perceived value play a key role in the purchase intention driven by product aesthetics? Taking smartwatch as an example. *Sustainability (Switzerland), 11(23)*.