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Factors in Purchase Intention of Foreign Soccer Club Jersey

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A R T I C L E   I N F O

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Abstract: *One of the funding sources for a soccer club comes from sales of soccer jersey. Indonesia is categorized as the potential market for world class soccer club in selling their jersey since most of their fans are Indonesian. The objective of this research is to specify the dominant factors in foreign soccer jersey purchase intention by adopting purchase intention theory with product quality, product design, marketing, team performance, perceived pride, and social influence as the variables used. Questionnaire is distributed personally to the soccer jersey buyers and users that study or/and work in Cikarang Utara, Indonesia by using purposing sampling method. The data obtained is analyzed with factor analysis method to get the dominant factors. The result found four dominant factors namely Soccer Club's Impression, Fans Devotion, Pride of Fans Identity, and Attachment of Favourite Player.*

Abstrak: Salah satu sumber pendanaan klub sepak bola berasal dari penjualan jersey sepak bola. Indonesia dikategorikan sebagai pasar potensial bagi klub sepak bola kelas dunia dalam menjual jersey mereka karena sebagian besar penggemar mereka adalah orang Indonesia. Penelitian ini bertujuan untuk mengetahui faktor dominan dalam niat beli jersey sepak bola asing dengan mengadopsi teori niat beli dengan kualitas produk, desain produk, pemasaran, kinerja tim, kebanggaan yang dirasakan, dan pengaruh sosial sebagai variabel yang digunakan. Kuesioner dibagikan secara pribadi kepada pembeli dan pengguna jersey bola yang belajar atau/dan bekerja di Cikarang Utara, Indonesia dengan menggunakan metode purposing sampling. Data yang diperoleh dianalisis dengan metode analisis faktor untuk mendapatkan faktor dominan. Hasil penelitian menemukan empat faktor dominan yaitu Kesan Klub Sepak Bola, Pengabdian Penggemar, Kebanggaan Identitas Penggemar, dan Keterikatan Pemain Favorit.

INTRODUCTION

Soccer is absolutely the world's most popular sport that has been played and its merchandise generates big amounts of money (Decrop & Derbaix, 2010). A study by Dr. Peter Rohlmann proved it by showing the sales of soccer jersey on the period of 2005-2009 was led by two clubs, Manchester United and Real Madrid, on the number of 1.2 million to 1.5 million soccer jersey per year each (Srivastava, 2015). As the one of the most populated countries in the world (Central Intelligence Agency, 2017), Indonesia becomes a potential market for the world soccer

club to gain revenues through the sales of soccer jersey. That statement was supported by the fact that Indonesia was determined as country in Asia Pacific that has biggest soccer fans by reached 54% (Kompas, 2010). The number is increasing and proved on a survey that conducted by Nielsen Sport (2016), Indonesia was placed on second place as the country that has biggest soccer fans in the world. 77% of Indonesian is interested on soccer.

The world-class soccer clubs were realizing the potential market in Indonesia and several clubs responded to this phenomenon. The clubs provide Indonesian-version website in order to make Indonesian fans comfortable when visiting the website (Goal, 2012). It also said that on 2012, the big five of Premier League club, Manchester United, Manchester City, Arsenal, Liverpool, and Chelsea, already launched their Indonesian-language website. Juventus was also launching their Indonesian-language website on 2014 (Juventus, 2014).

Another UK's soccer club, Manchester United, also realized the potential in Indonesia. Jamie Reigle, the club"s former director for corporate development in the UK, said that from 50 million viewers in 2011 who watched Manchester United games, 10 million viewers are from Indonesia. He also stated that there are thrice as many Indonesian Facebook fans compared to Manchester United"s English fan and it proved the importance of Indonesia"s market towards the club (Campaignindia, 2012). On 2013, Manchester United makes big step in seizing the Indonesia market by launching their first official merchandise store in Jakarta, Indonesia (Detiksport, 2013). In term of economic value, Indonesia had the potency to help those soccer clubs. Liverpool FC, soccer club of Liverpool city in UK, might get the investment from their fans (Liverpoolecho, 2017). UK Ambassador to Indonesia, Moazzam Malik, revealed that the Indonesian fan base might be the perfect strategy to strengthen ties between the two nations and it could also help boost the economies in both Jakarta and Liverpool (Djatmiko, 2017).

The big role that Indonesia had in the world of soccer is resulting a low interest of Indonesian soccer. Indonesian people tend to choose international soccer club instead of the local soccer clubs as their favorite team. Socialbakers.com (2018) collected data about most-liked soccer team official Facebook page by Indonesian.

Table 1. Most-Liked Soccer Team Facebook 2018

No	Soccer Club	Local Fans	Total Fans
1	Real Madrid (Spain)	10,431,843	109,502,483
2	Barcelona (Spain)	9,968,721	102,704,147
3	Manchester United (UK)	9,815,311	73,242,266
4	Persib Bandung (Indonesia)	9,073,060	9,784,117
5	Chelsea (UK)	5,427,399	34,690,891
6	PSG-Paris Saint German (France)	4,535,656	29,512,081
7	Manchester City (UK)	4,311,831	36,494,024
8	AC Milan (Italy)	3,583,892	24,810,819
9	Arsenal (UK)	3,509,513	37,771,436
10	FC Bayern Munchen (Germany)	3,417,471	22,152,685

Source: Socialbakers.com (2018)

Table 1.1 proves that Indonesian's soccer fans are still prefering foreign soccer club compared to the local soccer club. There are some reasons that could cause Indonesian is having higher preference in foreign soccer club, such as poor performance and low achievement (Pialasudirman.com, 2016). Persib Bandung, which is the most-liked soccer team in Indonesia, placed in the 996 rank (Footballdatabase.com, 2018). Indonesia national soccer team itself sunk in 160 of world soccer ranking (FIFA, 2018). The problem emerges when most of Indonesian tends to choose the international club as their favorite club and showing their support toward their favourite club by purchasing their attributes, especially soccer club jersey. The potency of local soccer club getting more developed by receiving financial income from the sales of its merchandise are decreasing since Indonesian's soccer fans are channeling their money to the foreign soccer club.

The subject of this research is the people who buy and use foreign soccer club's jersey who work or study in Cikarang Utara, Indonesia. The objective of the research is identifying the dominant factors from product quality, product design, marketing, perceived pride, team performance, and social influence that stimulated purchase intention among consumers of foreign soccer club's jersey. Another objective is identifying the new dominant factor that generated from applied consumers purchase intention theory of foreign soccer club's jersey.

Literature Review

According to Kotler & Armstrong (2018), purchase intention formed when the consumers ranks the brands and consumers will decide to purchase the most preferred brand. Purchase intention in sport merchandise plays important role towards related sport teams and consumers (Kim, James, & Kim, 2016). However, sport club merchandise shopping behaviour is different than shopping behavior in general (Özer & Argan, 2016). Visetvithsakul & Techakittiroj (2015) also had research regarding purchase intention towards soccer jersey and the result showed marketing process doesn't affect significantly the purchase intention from consumers and perceived pride is the variable that had greatest influence among all variables used.

Product quality is the characteristics from product or service and bear on its ability to fulfill what customers needed and its directly connected to consumer's value and satisfaction (Kotler & Armstrong, 2018). According to Tai (2009), there are indicators in quality that could influence consumer's intention to purchase the products. The indicators are product quality, which are characteristic, image, and benefits. Characteristics measured features and aesthetic, image measures performance, conformance to specification, reliability, durability, serviceability, and benefits measures perceived quality(Shaharudin et al., 2011).

Product design is the aspects that could increase consumer value by contributing on how the looks of product match to its usefulness (Kotler & Armstrong, 2018). Product design is the most obvious product attributes because it shows how's the product is shaped. Therefore, Ruswanti, Herlambang, & Januarko (2016) referred that product design could be measure with several indicators including color, material, shape, and proportions.

Marketing is involving consumers in the business process and controlling profitable consumer relationships (Kotler & Armstrong, 2018). It is not in the old sense of increasing sales number but involves the consumers, establishing strong consumer relationship, and creates value in order to make the consumer repurchase the product. This new marketing concept called as customer-engagement marketing, which means directly and continuously involve consumers in

creating brand conversations, brand experience, and brand community. Internet and social media are the tools that elevate the customer-engagement marketing.

Sport teams have been early adopters of social media tools for a number of reasons: to maintain and to nurture a two-way communication with their fans (Parganas et al., 2017), to obtain information (Browning & Sanderson, 2012), and to increase brand awareness (Eagleman, 2013). Soccer fans are increasingly following their team in social media settings (Parganas et al., 2017). Fans engage in online activities with their team in order to receive relevant content and up-to-date information (Broughton, 2012). This research is using four indicators to measure the marketing. Placement refers to utilization of social media celebrities in promotion activities, marketing activities related with events that could support the objective of product, experiental marketing is promotion activities that involved consumer's feeling, and interaction means availability of interaction in social media marketing platform (Maoyan et al., 2014).

According to (Salas et al., 2008), team is social entities that consist of members with high-interdependency of task and has same valued common goals. Therefore, team performance could be defined as stratified process that generated from the condition of each individual taskwork and teamwork process. According to (Ngan et al., 2012), there are three indicators of team performance which are team identification that refers to the attachment of fans toward particular sport team; team member is every person that belongs to particular team, and team achievement means success that the team achieved.

According to Decrop & Derbaix (2010), pride is one of the most important thing in sport fans behaviour. Based on their research, they found that wearing team attributes, team color preferece, and spreading positive information regarding their favourite team are the result of pride. There are introspective pride, vicarious pride, contagious pride, and conspicious pride that defined as four indicators that could help to measure perceived pride.

Based on (Xihao & Yang, 2007), social influence was firstly known after Hyman (1942) examined the term "reference group". When individual actively involved in groups and implemented group's value or perspective as his or her base behaviour, the group could be considered as reference group (Hawkins & Mothersbaugh, 2010). There are three types of social influence that could be used as the indicator to measure social influence, which are informational influence, utilitarian influence, and value-expressive influence (Swee & Chew, 2016).

Most of the previous research measured purchase intention of soccer club merchandise by using team identification, image of soccer club, price, and atmosphere of the stadium. However, there is only limited previous research that considering product design,marketing process, or social influence as the variable that measures purchase intention of soccer club merchandise.

There's none of research that were conducted to examine the purchase intention of soccer club merchandise in Indonesia, specifically Jabodetabek. Therefore, this research was held to provide information in this area. This research adopted purchase intention theory that adopted from Visetvithsakul & Techakittiroj (2015). There are six variables, namely product quality, product design, marketing, team performance, perceived pride, and social influence.
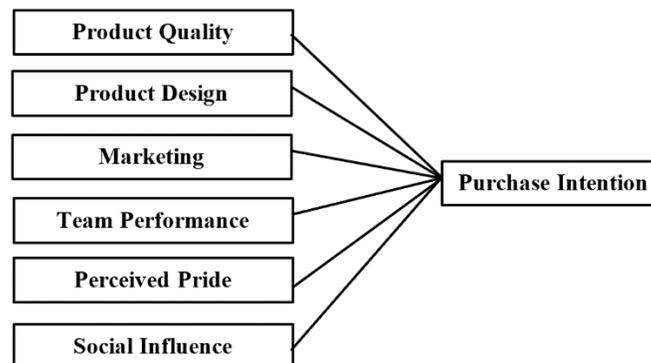
RESEARCH METHODOLOGY

Theoretical Framework

Figure 1. Theoretical Framework
Source: Visetvithsakul and Techakittiroj (2015)

Data Collection

The population that used in this research is employees and college students who buy and use soccer jersey from foreign soccer club. It was chosen because most of soccer fans' age is are student, labour, and employee aged 25 years old or below (Liputan6, 2015). The study was conducted in Jabodetabek, Indonesia, since it is the third largest metropolitan area in the world with population over 30 millions (Worldpopulationreview,2018). There are approximately 22 industrial estate that listed in Himpunan Kawasan Industri Indonesia that based in Jabodetabek area (HKIIindonesia, 2015). There are also 237,050 college students in Jabodetabek area (Risetdikti, 2017). Researcher implements non-probability sampling method, especially purposive sampling technique. Based on the selected population, sample that used in this study were employees and college students who buy and use soccer jersey from foreign soccer club in Jabodetabek. There are 151 respondents who participate in this research. Those 151 respondents are consisted of employees and college students who buy and use foreign soccer club jersey in Jabodetabek area. Questionnaire were prepared by using Bahasa Indonesia because the researcher and respondents will have the same interpretation of each statement written in the questionnaire.

Pretest Stage

Primary data is gathered by questionnaire that distributed online. Online questionnaires are usually created as "web forms" with a database to store the answers and the process of the survey saves further costs, time, and energy (Sekaran & Bougie, 2016). The questionnaire was started to distribute on January 25th, 2019 to the research's sample. The questionnaire distributed to 15 sample respondents to check the validity of the questionnaire. Statements that show the result of Pearson r correlation coefficient (r) higher than 0.514 will be categorized as valid,

meanwhile statements that show correlation below 0.514 will be measured as invalid. The reliability test was also taken in order to check the consistency and stability from the questionnaire. Researcher is using Kolmogorov-Smirnov to test whether the data has been distributed normally.

The data will be categorized as normal when the significant number is greater than 0.05. The second method is by analyzing plot of normal probability.

Methodology

Factor analysis is a research method that help to deduct number of variables to meaningful, interpretable, and manageable set of factors (Sekaran & Bougie, 2016). Factor analysis tried to find inter-relationship between variables that formely independent. It will summarized into smaller number of new variables. The new set of variables will be labeled with new name from the analysis (Hair et al., 2014). There will be several steps in factor analysis, which are checking the correlation matrix, factor extraction, factor rotation, and labeling the established factors.

RESULT AND DISCUSSION

Pretest Stage

Based from the validity test, from 36 statements that distributed to 15 respondents during pre-test, there are 30 statements categorized as valid.Those statements have r compute value above 0.514 and there are six statements that didn't reach 0.514 for the value of r compute and categorized as invalid. The reliability test is conducted after the invalid statement removed. It will be considered as reliable if the reliability coefficients are 0.70. In table 4.7 below shows the reliability test result for all variables.

Table 2. Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,755	,959	31

Source: Primary Data and SPSS Version 24.00 (2019)

It means that all valid statement that listed in the questionnaire are having 0.755 as the reliability coefficient. It means that the questionnaire is considered as reliable because the coefficient value is above 0.7. Hence, the questionnaire is suitable for the research.

Lillieforce Significance Correction is used as the indicator to define whether the variable is passing the normality test. It shows that all the variable is reaching 0.5 and considered as normal. The normality test is showing that the data in this research is normally distributed. Therefore, all variables are eligible to be further analyed. Multivariate analysis can be applied for this research and researcher is choosing factor analysis method. Figure 4.1 showed the example of probability plots from product quality variable and it is normal because the plots are scattered along the line and follow the diagonal line of probability plots.
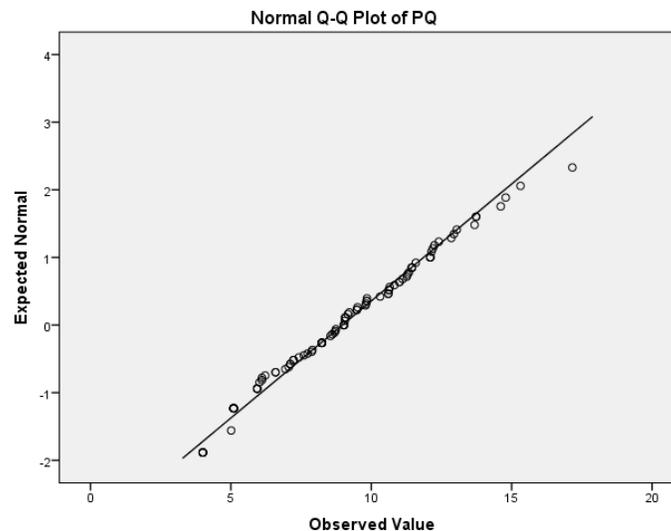
Figure 2. Probability Plots of Product Quality.
Source: Developed by Researcher (2019)

Factor Analysis

Preliminary Analysis

In the preliminary analysis, the researcher was checking the correlation matrix, KMO and Bartlett's test, and Anti-Image Matrices. The result for correlation matrix shows the determinant value is 2,796E-005 which means it is very close to zero. The correlation matrix shows that there is high correlation between variables. The result of KMO Measure of Sampling Adequacy shows 0.716 which is greater than 0.5. On Bartlett's Test of Sphericity's, the value of its Sig. is 0.000 and it also fulfilled the requirement. Based on this result, the data is considered as adequate, suitable, and fulfilling the requirement. The data obtained is able to go to the next step and the sampling method that used is acceptable.

Measures of Sampling Adequacy (MSA) of each manifest variable will be analyzed by using the Anti-Image Matrices. The result of Measure of Sampling Adequacy of statement that greater than 0.5 means that the statement have adequate and suitable amount of sample. Therefore, the variables can be analyzed by using factor analysis. At the first trial, product design 1's MSA is below 0.5, so it needs to be eliminated. After taking out product design 1, MSA from all variable is above 0.5. MSA value below 0.5 means that the statements do not have enough sample and it is not suitable to be analyzed by using factor analysis method. Table 4.9 shown that only 29 statements is fulfilling the requirement for factor analysis method and able to be proceed to the next step.

Table 3. Anti-Image Matrices

Variables	MSA	Variables	MSA
Product Quality 1	0.701 [a]	Team Performance 3	0.794[a]
Product Quality 2	0.727[a]	Team Performance 4	0.734[a]
Product Quality 3	0.726[a]	Team Performance 5	0.789[a]
Product Quality 4	0.731[a]	Team Performance 6	0.807[a]

Product Design 2	0.691ᵃ	Perceived Pride 1	0.712ᵃ
Product Design 3	0.545ᵃ	Perceived Pride 2	0.803ᵃ
Product Design 4	0.549ᵃ	Perceived Pride 3	0.696ᵃ
Product Design 5	0.663ᵃ	Perceived Pride 4	0.686ᵃ
Product Design 6	0.625ᵃ	Social Influence 1	0.597ᵃ
Marketing 1	0.782ᵃ	Social Influence 2	0.695ᵃ
Marketing 2	0743ᵃ	Social Influence 3	0.719ᵃ
Marketing 3	0.649ᵃ	Social Influence 4	0.745ᵃ
Marketing 4	0.722ᵃ	Social Influence 5	0.670ᵃ
Team Performance 1	0.724ᵃ	Social Influence 6	0.630ᵃ
Team Performance 2	0.746ᵃ		

Source: Primary Data and SPSS (2019)

Factor Extraction
a. Communalities

Communalities shows the variance from manifest variable in the amount of extracted factors. Initial communalities of all variables are showing 1 because it is defined before extraction process. High value of communalities indicates high correlation with the extracted factor.

Table 4. Communalities

	Initial	Extraction		Initial	Extraction
PQ1	1,000	,231	**TP3**	1,000	,544
PQ2	1,000	,167	**TP4**	1,000	,401
PQ3	1,000	,212	**TP5**	1,000	,654
PQ4	1,000	,290	**TP6**	1,000	,606
PD2	1,000	,046	**PP1**	1,000	,273
PD3	1,000	,018	**PP2**	1,000	,457
PD4	1,000	,001	**PP3**	1,000	,451
PD5	1,000	,140	**PP4**	1,000	,411
PD6	1,000	,122	**SI1**	1,000	,004
M1	1,000	,334	**SI2**	1,000	,114
M2	1,000	,267	**SI3**	1,000	,127
M3	1,000	,225	**SI4**	1,000	,087
M4	1,000	,368	**SI5**	1,000	,040
TP1	1,000	,433	**SI6**	1,000	,099
TP2	1,000	,531			

Source: Primary Data and SPSS (2019)

b. Total Variance Explained

Based on 4.11, there are nine factors that has eigenvalue greater than 1. In order to simplify the new factor that formed from the analysis, the researcher decide to increase the eigenvalue to 3.5 and there are only two new factors formed.

Table 5. Total Variance Explained

Com ponent	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,965	13,672	13,672	3,965	13,672	13,672	3,962	13,663	13,663
2	3,688	12,718	26,390	3,688	12,718	26,390	3,691	12,728	26,390
3	3,105	10,705	37,096						
4	2,113	7,288	44,383						
5	1,593	5,494	49,877						
6	1,371	4,728	54,606						
7	1,177	4,058	58,664						
8	1,117	3,851	62,514						
9	1,045	3,602	66,117						
10	,874	3,013	69,129						
11	,833	2,873	72,002						
12	,793	2,736	74,738						
13	,740	2,552	77,290						
14	,663	2,286	79,576						
15	,617	2,128	81,703						
16	,597	2,058	83,762						
17	,546	1,883	85,645						
18	,510	1,759	87,404						
19	,499	1,720	89,123						
20	,450	1,551	90,674						
21	,432	1,490	92,165						
22	,411	1,416	93,580						
23	,367	1,265	94,845						
24	,300	1,034	95,879						
25	,275	,950	96,829						
26	,253	,873	97,702						
27	,229	,788	98,490						

Extraction Method: Principal Component Analysis.

Source: Primary Data and SPSS (2019)

Figure 4.3 is basically showing table 4.11 in the form of graph. The scree plot showed that there could be eight factors extracted since the eigenvalue are above 1. However, the factoring process is stopped at 2nd factor since the Eigenvalue is changed to 3.5. The attempt is done in order

to simplify the number of extracted factors. It can be seen from the curve first factor plot until second factor is decline slightly as the range of Eigenvalue between those factors are quite far.
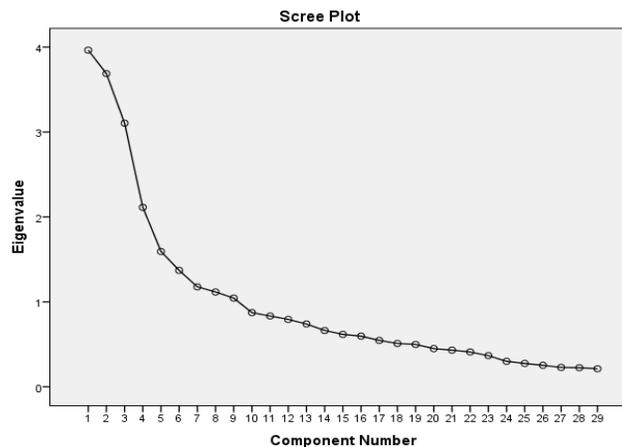

Figure 4. Scree Plot.
Source: Researcher of Data (2019)

Factor Rotation

The two extracted factor were rotated and showed the factor loading in Table 4.12. Factor loading is the process to classified the variable to the extracted factors. Classification is done by comparing the correlation value from each statement of variable. High value of factor loading indicates high correlation with extracted factors.

Table6. Rotated Component Matrix

	Component			Component	
	1	2		1	2
PQ1	,471	-,091	**TP3**	-,069	,734
PQ2	,404	,064	**TP4**	-,138	,618
PQ3	,459	-,031	**TP5**	-,239	,773
PQ4	,499	-,202	**TP6**	-,130	,767
PD2	-,028	,213	**PP1**	,500	,153
PD3	,123	-,049	**PP2**	,671	,079
PD4	,027	-,011	**PP3**	,670	-,043
PD5	,185	,326	**PP4**	,588	,257
PD6	,097	,335	**SI1**	-,053	,039
M1	,570	,091	**SI2**	-,236	-,241
M2	,515	-,039	**SI3**	-,210	-,288
M3	,473	,045	**SI4**	-,289	-,056
M4	,607	,004	**SI5**	-,089	-,181
TP1	,017	,658	**SI6**	-,283	-,135
TP2	-,082	,724			
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 3 iterations.					

Source: Primary Data and SPSS (2019)

The purpose of doing rotation on component matrix is filtering the manifest variables since there are lot of manifest variables with high loading. It also make the analysis easier since there's defined value of factor loading. The manifest variables are acceptable if they have factor loading value above 0.5.

The factor loading value below 0.5 is considered as weak and manifest variable with those value can't be proceed to the next step of factor analysis.

Table 3.6 Component Transformation Matrix

Component	1	2
1	0,995	-0,1
2	0,1	0,995

Source: Primary Data and SPSS (2019)

Component transformation matrix shows the correlation between each new formed factors. It could be examined by analyzing the value diagonally and it is considered high since the value is greater than 0.5 and greater than value in the vertical and horizontal line.

Table 3.7 Factor Classification

Factor	Manifest						
1	PP2	PP3	M4	PP4	M1	M2	PP1
2	TP5	TP6	TP3	TP2	TP1	TP4	

Source: Developed by the Researcher (2019)
Notes:
PP   : Perceived Pride   TP   : Team Performance
M   : Marketing

Dominant Factor

From the test by implementing factors analysis method there are new factors that generated from 29 manifest variables, the new factor shows 26.390% cumulative value which means that the factor are able to represent 26.390% variability of all variables.

a. First Factor

The first new factor that formed has variance value 13.663% after rotated. The two variables that include into the first factor consist of Marketing and Perceived Pride. Below are the Table 4.15 shows the seven variables that formed the new factors.

Table 3.8 Construction of the First Factor

No	Variables	Statement
1	Perceived Pride 2	My family tends to influence my choice in choosing foreign favorite football clubs
		Keluarga saya cenderung mempengaruhi pilihan saya dalam memilih klub sepak bola asing favorit
2	Perceived Pride 3	Great fanaticism from club's fans tend to make me purchase soccer jersey of related club

		Fanatisme yang tinggi dari pendukung lainnya cenderung membuat saya membeli jersey klub asing tersebut.
3	Marketing 4	Foreign soccer club's social media that actively post the latest news about the club tends to make me purchase the club jersey
		Akun sosial media klub yang cenderung aktif memposting kabar terkini soal klub tersebut cenderung membuat saya tertarik membeli jerseynya.
4	Perceived Pride 4	I always wear soccer jersey in order to show my pride of particular soccer club.
		Saya menggunakan jersey untuk menunjukkan kebanggaan saya akan suatu klub asing.
5	Marketing 1	New season kit campaign by soccer club's players tends to make me purchase the jersey from the related club.
		Promosi jersey klub sepak bola asing setiap awal musim oleh para pemain klub cenderung membuat saya tertarik untuk membeli jersey dari klub tersebut.
6	Marketing 2	I feel interested to purchase foreign soccer club's jersey while seeing the official online store of those club.
		Saya cenderung tertarik membeli jersey klub sepak bola asing saat melihat online store resmi milik klub tersebut.
7	Perceived Pride 1	I always feel proud to purchase my favourite soccer club's jersey.
		Saya selalu merasa bangga membeli jersey klub sepak bola asing favorit saya.

Source: Developed by the Researcher (2019)

On the first factor, there are two variable consisted, Perceived Pride and Marketing. This factor is showing that foreign soccer club fans influenced by social media marketing and club's pride of the related club and it could generated their intention to purchase the jersey. The researcher decides to name it as "Social Identity of Soccer Fans". Social identity is a framework to examine the foundation and development of group selection and associative behaviors. Individuals gravitate toward these groups because they ''embody the attributes they ascribe to their organization into their own self-concepts". Thus, alignment with a group, as opposed to personal identification, is indicative of a form of vicarious involvement (Mudrick et al, 2016).

b. Second Factor

In this factor, it is generated from six manifest variables. This factor has 13.402 % as its variance value. There are only four variables that loaded into the second factor which are two of Product Quality, Team Performance, and Social Influence.

Table 3.9 Construction of the Second Factor

No	Variables	Statement
1	Team Performance 5	Foreign soccer club's ranking in the competition tend to be my consideration before purchase foreign soccer club's jersey
		Posisi klub di klasemen kompetisi cenderung menjadi pertimbangan saya untuk membeli jersey klub sepak bola asing
2	Team Performance 6	Foreign soccer club's achievement tends to be reason when I am purchasing their jersey.
		Prestasi dari klub asing tersebut cenderung menjadi alasan saya untuk membeli jersey.
3	Team Performance 3	Soccer club's player tend to influence my intention to purchase soccer club's jersey
		Pemain dari suatu klub asing cenderung mempengaruhi keputusan saya dalam membeli jersey klub tersebut.
4	Team Performance 2	I always observe the performance of foreign soccer club's jersey before purchase their jersey.
		Saya selalu memperhatikan performa klub sebelum memutuskan untuk membeli jersey klub sepak bola asing tersebut.
5	Team Performance 1	I always purchase the jersey from my favourite foreign soccer club.
		Saya selalu membeli jersey dari klub sepak bola asing yang saya idolakan.
6	Team Performance 4	I tend to purchase the jersey of particular foreign soccer club that has famous club player.
		Saya cenderung membeli jersey dari klub asing yang memiliki pemain terkenal saja.

Source: Developed by the Researcher (2018)

Based on Table 4.16, the second factor is constructed from Team Performance. This factor is showing the identity of the team, team performance, team achievement, and team member could contribute in the intention of purchasing soccer jersey. Researcher decided to name it as "Performance Identification". Based on Ngan et al (2012), identifying the club means level of attachment to, or concern about a particular sports team and performance is the most important factor contributing to their identification.

Discussion

The previous study that conducted by Visetvithsakul & Techakittiroj (2015) is using six variables applied in the study, which are product quality, product design, marketing, team performance, perceived pride, and social influence. Perceived pride is the variable that highly correlated and marketing is not affecting the purchase intention of soccer jersey. In this particular

research, researcher found two dominant factor by using those six manifest variable. The first factor named Social Identity of Soccer Fans. It is constructed from marketing and perceived pride. Pride is one of the factors that motivated soccer fans to purchase the soccer club's jersey. Pride could be generated from family, friends, or the performance of soccer club itself. Social media marketing from the related club also could contribute in increasing prideness of soccer fans. Thus, Social Identity of Soccer Fans is explaining that soccer fans influenced by their society in forming their identity of becoming particular soccer club's fans.

The second factor, Performance Identification, is extracted from team performance variable. Performance of the soccer club in the field is becoming the main reason for the soccer fans to grow their devotion towards the club. Soccer fans try to observe and identify the achievement, performance, and member of the club. Performance Identification is effort of the fans to identify the performance of the team in order to developed their attachment and loyalty towards particular soccer club.

CONCLUSION AND RECOMMENDATION

Conclusion

In this research, researcher tries to reveal the dominant factor that leads the purchase intention of foreign soccer club jersey, where this research adopted the purchase intention theory of Visetvitsakul & Techakitiroj (2015). This research applied six variables to generate the dominant factor, namely product quality, product design, marketing, team performance, perceived pride, and social influence. The research is focusing on observing the users and buyers of foreign soccer jersey who work or/and study in Jabodetabek. There are two dominant factors that extracted from purchase intention by using factor analysis method, namely Social Identity of Soccer Fans and Performance Identification. The most dominant factor belongs to Social Identity of Soccer Fans, where it is showed that soccer fans influenced by their society in forming their identity of becoming particular soccer club's fans. For that, the soccer club needs to conduct social media marketing strategy and maintain the social aspects of their fans. Performance Identification means how soccer fans identify the performance of the team in order to develop their attachment and loyalty towards particular soccer club. Therefore, the soccer club needs to give special attention on soccer club's performance in the competition, the achievement of soccer club, and the ability of the soccer players signed in the club.

Recommendation

This research showed that local soccer club should start to grow the attachment of their club in order to increase the pride of fans and gain more soccer fans since the influence could be sourced by people who surrounded the fans. Based on this research, soccer fans are paying attention on the official account of their favourite soccer club. Thus, soccer club could implement social media marketing as the strategy to gain more fans that will purchase their soccer jersey. Another important aspect is the club's performance itself. It can't be denied that soccer fans pay much attention on performance, achievement, club's players and use it as the reason to be the fans of particular club and purchase their jersey. This research could also provide knowledges regarding purchase intention towards foreign soccer club jersey and factor analysis method in conducting research. In the future, researcher suggests conducting research by using different methodology,

or another population, or even another product for the purpose to explore more about the theory that used in this research.

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