

The Influence of Supporter Loyalty and Brand Image on Official Merchandise Purchase Decisions at Persis Store Surakarta

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Abstract: *This study aims to examine the relationship between supporter loyalty, brand image, and official merchandise purchase decisions at Persis Store Surakarta. The study employed a quantitative approach with a descriptive and associative design. Data were collected through questionnaires from 120 Persis Solo supporters who had previously purchased official merchandise at Persis Store Surakarta and were willing to participate. Respondents were selected using purposive sampling. Data were analyzed using multiple linear regression, partial t-tests, a simultaneous F-test, and the coefficient of determination (R^2). The results show that supporter loyalty has a positive and statistically significant relationship with purchasing decisions ($B = 0.229$, $t = 2.519$, $p = 0.013$). Brand image also has a positive and statistically significant relationship with purchasing decisions ($B = 0.396$, $t = 4.600$, $p < 0.001$). Based on the standardized regression coefficients, brand image has a larger relative association with purchasing decisions ($\beta = 0.399$) than supporter loyalty ($\beta = 0.225$). Simultaneously, supporter loyalty and brand image are significantly associated with purchasing decisions ($F = 46.715$, $p < 0.001$). The R^2 value of 0.547 indicates that the two independent variables explain 54.7% of the variation in purchasing decisions among the respondents. These findings highlight the relevance of supporter loyalty and brand image to official merchandise purchasing decisions among existing Persis Store customers. However, the results may not represent supporters who have never purchased official merchandise and should not be interpreted as establishing causality.*

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Introduction

The Indonesian football industry is showing increasingly dynamic development, not only in terms of competition but also as part of the sports industry with economic and commercial potential. Football clubs are now not solely focused on achieving success on the pitch, but also developing revenue streams through various business activities, one of which is the sale of official merchandise. In this development, supporters hold a strategic position, acting not only as spectators but also as consumers



who contribute to club revenue.(Saleh & Thajeel, 2025)One club with a strong fan base is Persis Solo, which caters to its supporters through its official Persis Store, offering jerseys and various official club merchandise. However, interest in the club isn't always followed by a decision to purchase official products. Some supporters still choose unofficial products or even don't buy merchandise, making purchasing decisions an interesting phenomenon to study.(Wulandari & Kurniawan, 2025).

Club merchandise purchasing behavior can be influenced by emotional factors related to a supporter's closeness to the club. One such factor is supporter loyalty, which is a crucial factor in shaping purchasing behavior. Loyalty demonstrates a supporter's commitment to long-term support for the club and can be demonstrated through a tendency to purchase products that represent the club's identity.(Palupi et al., 2025)found that loyalty has a positive effect on the interest in purchasing merchandise, whereas(Octivanti & Azizah, 2025)This indicates a significant influence of consumer loyalty on purchasing decisions. Thus, loyalty has the potential to drive not only initial purchases but also ongoing repeat purchases.

The next factor is brand image, namely the perceptions and associations formed in the minds of consumers regarding a brand.(Putra Pratama & S., 2025)shows that brand image has a significant influence on interest in purchasing sports products, while(Afnandi & Anasrulloh, 2025)found a positive influence of brand image on purchasing decisions. A positive club image can increase supporters' trust, pride, and desire to use official club products.(Küster et al., 2025)also shows that club image and emotional attachment play a role in shaping loyalty and consumer behavior. In an international context,(Varea Calero et al., 2025)found that fan engagement influences purchase intention, while Wu (2026) showed that perceived value influences the decision to repurchase sports merchandise.

Based on these findings, loyalty and brand image are strongly related to sports merchandise purchasing behavior. However, research specifically examining these three factors in the decision to purchase official merchandise at Persis Store is still important. This study is expected to provide empirical evidence regarding the factors that encourage Persis Solo supporters to choose and purchase official merchandise. In addition to enriching academic studies in the field of sports marketing management, the research results can also serve as a basis for Persis Store in designing more appropriate marketing strategies, particularly in strengthening supporter engagement, building loyalty, and enhancing the club's brand image.

Method

This study uses a quantitative approach with a descriptive and associative design to analyze the influence of supporter loyalty and brand image on the decision to purchase Persis Solo merchandise.(Sugiyono, 2022). The research was conducted at Persis Store as the official store of Persis Solo located at Jl. Menteri Supeno No. 10, Manahan, Banjarsari District, Surakarta City. The research population included Persis Solo supporters who had purchased merchandise at Persis Store, with an unknown population size. The sample was determined using a non-probability sampling technique with a purposive sampling method, based on the respondent criteria, namely being a Persis Solo supporter, having purchased merchandise at Persis Store Surakarta, and being willing to be a research respondent. The sample size was set at 120 respondents based on 24 research indicators with the provision of five times the number of indicators. Data collection was carried out using questionnaires distributed directly or via Google Form, with each statement measured using a five-level Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).(Arikunto, 2006).

The research variables consist of three independent variables, namely supporter loyalty (X1) and brand image (X2), and one dependent variable, namely purchasing decision (Y). Loyalty is measured through repeat purchases, commitment, preference, and recommendation; while brand image is measured through positive image, trust, quality, and reputation. Purchasing decision is measured through indicators of needs, preferences, decision considerations, satisfaction, and repurchase intention. The data used consists of primary data obtained through respondent questionnaires and secondary data in the form of books, scientific journals, previous research, and other relevant sources. Before the main analysis was carried out, the research instrument was tested through validity and reliability tests to ensure that each statement item was able to measure the variable accurately and consistently. All



collected data were then processed using SPSS software.

Data analysis was conducted through descriptive and inferential analysis. Descriptive analysis was used to describe the characteristics of respondents and the distribution of answers for each variable through frequency, percentage, and average value. Next, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests as prerequisites for multiple linear regression analysis. Hypothesis testing was conducted using multiple linear regression with equations to determine the effect of loyalty and brand image on purchasing decisions. The t-test was used to determine the effect of each independent variable partially, while the F-test was used to test the effect of all three independent variables simultaneously on purchasing decisions. Furthermore, the coefficient of determination (R^2) was used to determine the ability of loyalty and brand image to explain variations in purchasing decisions. Decision making on the hypothesis was based on a significance level of 5% or 0.05. ($Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$)

Research results

Descriptive Analysis

Table 1. Respondent Characteristics Based on Gender, Age, Last Education, and Occupation

No.	Characteristics	Category	Amount	Percentage
1	Gender	Man	101	84.2%
		Woman	19	15.8%
		Total	120	100%
2	Age	< 20 Years	18	15.0%
		20–29 Years	92	76.7%
		30–39 Years	8	6.7%
		40–50 Years	2	1.7%
		Total	120	100%
3	Last education	Diploma (D1/D2/D3/D4)	12	10.0%
		Bachelor's Degree (S1/S2/S3)	30	25.0%
		High School/Vocational School/Equivalent	78	65.0%
		Total	120	100%
4	Work	Government employees	1	0.8%
		Private employees	51	42.5%
		Students	49	40.8%
		Self-employed/Entrepreneur	19	15.8%
		Total	120	100%

Source: Processed primary data, 2026

Based on Table 1, the characteristics of 120 respondents show that the consumers of official Persis Solo merchandise in this study were dominated by men, namely 101 people (84.2%), while women were 19 people (15.8%). Based on age, the most respondents were in the range of 20–29 years as many as 92 people (76.7%), followed by respondents aged under 20 years as many as 18 people (15.0%), aged 30–39 years as many as 8 people (6.7%), and aged 40–50 years as many as 2 people (1.7%). In terms of the last education, the majority of respondents were high school/vocational school/equivalent graduates as many as 78 people (65.0%), then bachelor's degree as many as 30 people (25.0%), and diploma as many as 12 people (10.0%). Meanwhile, based on occupation, the majority of respondents came from the private sector employee group, with 51 people (42.5%), followed by students with 49 people (40.8%), self-employed/entrepreneurs with 19 people (15.8%), and civil servants with 1 person (0.8%). Overall, the respondent profile shows that the buyers of official Persis Solo merchandise in this study were mostly men aged 20–29 years, with a high school/vocational school/equivalent education, and working as private employees or students. These characteristics illustrate that consumers of Persis Solo merchandise in the research sample are dominated by the young adult age group who are relatively close to supporter activities and have the potential for high involvement with the club.

Quantitative Analysis

Table 2. Validity Test Results

Variables	Instrument	R Table	R Count	Significance	Information
Supporter Loyalty (X1)	X2.1	0.179	0.749	<0.001	Valid
	X2.2	0.179	0.586	<0.001	Valid
	X2.3	0.179	0.748	<0.001	Valid
	X2.4	0.179	0.734	<0.001	Valid
	X2.5	0.179	0.724	<0.001	Valid
Brand Image (X2)	X3.1	0.179	0.753	<0.001	Valid
	X3.2	0.179	0.805	<0.001	Valid
	X3.3	0.179	0.728	<0.001	Valid
	X3.4	0.179	0.728	<0.001	Valid
	X3.5	0.179	0.667	<0.001	Valid
Purchase Decision (Y)	Y.1	0.179	0.790	<0.001	Valid
	Y.2	0.179	0.729	<0.001	Valid
	Y.3	0.179	0.715	<0.001	Valid
	Y.4	0.179	0.698	<0.001	Valid
	Y.5	0.179	0.717	<0.001	Valid

Source: Processed primary data, SPSS 2026

Based on Table 2, all items in the Supporter Loyalty, Brand Image, and Purchase Decision variables have calculated r values greater than the table r of 0.179. All item-total correlations also have a significance of <0.001. Thus, all 20 analyzed statement items are declared valid and suitable for use in further research analysis.

Table 3. Reliability Test Results

Variables	Cronbach's Alpha	Number of Items	Information
Supporter Loyalty (X1)	0.753	5	Reliable
Brand Image (X2)	0.781	5	Reliable
Purchase Decision (Y)	0.776	5	Reliable

Source: Processed primary data, SPSS 2026

Based on Table 3, the Cronbach's Alpha value for Supporter Loyalty was 0.753, Brand Image was 0.781, and Purchase Decision was 0.776. All values were above the 0.70 threshold, indicating that the instrument for all variables was deemed reliable. This means that the questionnaire items had a sufficient level of consistency to be used in testing the research model.

Classical Assumption Test

Table 4. Results of the One-Sample Kolmogorov-Smirnov Normality Test

Component	Mark
N	120
Mean Residual	0.0000000
Standard Deviation	2.08786636
Test Statistics	0.077
Asymp. Sig. (2-tailed)	0.075
Monte Carlo Sig. (2-tailed)	0.075
99% CI Monte Carlo	0.069 - 0.082

Source: Processed primary data, SPSS 2026

Based on Table 4, the Asymp. Sig. (2-tailed) and Monte Carlo Sig. (2-tailed) values are both 0.075. This value is greater than 0.05, so the residuals of the regression model are declared normally distributed. Thus, the normality assumption has been met and the model can proceed to the next classical assumption test.

Table 5. Multicollinearity Test Results

Variables	Tolerance	VIF	Information
Supporter Loyalty (X1)	0.490	2,039	There is no multicollinearity
Brand Image (X2)	0.520	1,922	There is no multicollinearity

Source: Processed primary data, SPSS 2026

Based on Table 5, all independent variables have a tolerance value greater than 0.10 and a VIF value less than 10. Supporter Loyalty has a tolerance of 0.490 and a VIF of 2.039; while Brand Image has a tolerance of 0.520 and a VIF of 1.922. These results indicate that the regression model does not experience symptoms of multicollinearity.

Table 6. Results of Heteroscedasticity Test (Glejser)

Variables	B	t	Sig.	Information
Supporter Loyalty (X1)	0.058	1,056	0.293	There is no heteroscedasticity
Brand Image (X2)	-0.095	-1,825	0.071	There is no heteroscedasticity

Source: Processed primary data, SPSS 2026

Based on Table 6, the significance value for Supporter Loyalty is 0.293, and Brand Image is 0.071. All significance values are greater than 0.05, so based on the Glejser test, there are no symptoms of heteroscedasticity in the regression model.

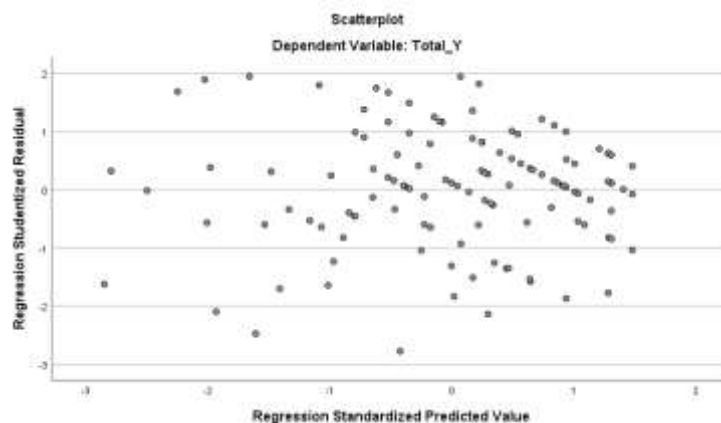


Figure 1. Scatterplot of Heteroscedasticity Test

Source: Processed primary data, SPSS 2026

The scatterplot in Figure 1 shows that the residual points are scattered above and below zero and do not form a systematic tapering or widening pattern. Although there is a reasonable grouping of points because the data is derived from Likert scores, there is no consistent pattern of increasing or decreasing residual variance. This visual result supports the Glejser test's conclusion that the model does not experience heteroscedasticity.

Multiple Linear Regression Analysis

Table 7. Results of Multiple Linear Regression Analysis

Model	B	Std. Error	Beta	t	Sig.
(Constant)	3,129	1,514	-	2,066	0.041
Supporter Loyalty (X1)	0.229	0.091	0.225	2,519	0.013
Brand Image (X2)	0.396	0.086	0.399	4,600	<0.001

Source: Processed primary data, SPSS 2026

Based on Table 7, the multiple linear regression equation obtained is:

$$Y = 3.129 + 0.229X_1 + 0.396X_2 + e$$

The regression equation can be interpreted as follows:

- The constant of 3.129 shows that if Supporter Loyalty and Brand Image are considered constant or have a value of zero, then the basic value of the Purchasing Decision is 3.129.
- The Supporter Loyalty coefficient of 0.229 is positive. This means that every one-unit increase in Supporter Loyalty will increase Purchase Decision by 0.229 units, assuming Brand Image remains constant.
- The Brand Image coefficient of 0.396 is positive. This means that every one-unit increase in Brand Image will increase Purchase Decision by 0.396 units, assuming Supporter Loyalty remains constant. The standardized beta value of 0.399 is also the largest among the three independent variables, indicating that Brand Image demonstrates the most dominant relative influence in the model.

Hypothesis Testing

Table 8. Results of the t-Test (Partial)

Variables	B	t Count	t Table	Sig.	Decision
Supporter Loyalty (X1)	0.229	2,519	1,981	0.013	H2 accepted
Brand Image (X2)	0.396	4,600	1,981	<0.001	H3 is accepted

Source: Processed primary data, SPSS 2026

- Supporter Loyalty has a t-test of $2.519 > 1.981$ with a significance of $0.013 < 0.05$ and a positive regression coefficient of 0.229. Thus, H2 is accepted, which means that Supporter Loyalty has a positive and significant effect on the Purchase Decision of official merchandise at Persis Store Surakarta.
- Brand Image has a t-test of $4.600 > 1.981$ with a significance of <0.001 and a positive regression coefficient of 0.396. Thus, H3 is accepted, which means that Brand Image has a positive and significant effect on the Purchase Decision of official merchandise at Persis Store Surakarta.

Table 9. F-Test Results (Simultaneous)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	626,724	3	208,908	46,715	<0.001
Residual	518,743	116	4,472		
Total	1145,467	119			

Source: Processed primary data, SPSS 2026

Based on Table 9, the calculated F value of 46.715 is greater than the F table of 2.683 and the significance value <0.001 is smaller than 0.05. Thus, Supporter Loyalty and Brand Image together have a significant influence on the Purchase Decision of official merchandise at Persis Store Surakarta. These results indicate that the regression model used is appropriate to explain variations in purchasing decisions among research respondents.

Table 10. Results of the Coefficient of Determination (R²) Test

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.740	0.547	0.535	2,115

Source: Processed primary data, SPSS 2026

Based on Table 10, the R Square value is 0.547. This means that 54.7% of the variation in Purchasing Decisions can be explained by Supporter Loyalty and Brand Image, while the remaining 45.3% is explained by other factors outside the research model. The Adjusted R Square value of 0.535



indicates that after considering the number of predictors and sample size, the model's explanatory power remains at around 53.5%.

Discussion

1. The Influence of Supporter Loyalty on Official Merchandise Purchase Decisions at Persis Store Surakarta

The results of the second hypothesis test indicate that Supporter Loyalty has a positive and significant effect on Purchasing Decisions. The regression coefficient of Supporter Loyalty is 0.229, the calculated t-value of 2.519 is greater than the t-table of 1.981, and the significance value of 0.013 is less than 0.05. Based on these results, H2 is accepted.

This positive influence indicates that consistent support and commitment from supporters to the club are related to increased decisions to purchase official products. Loyalty makes consumers not only consider one-time purchases, but also have a tendency to choose official products, make repeat purchases, and recommend Persis Store. Descriptive results show an average Supporter Loyalty of 4.14, which is in the high category. Item X2.5, namely loyalty even though the team loses, obtained the highest mean of 4.33 and is in the very high category. This indicates that respondents' loyalty is relatively persistent regardless of the team's performance in a match.

These findings support Oliver's (2022) theory, used in Chapter II, that loyalty is a strong commitment to consistently repurchase a club in the future. In the context of football fans, loyalty has both emotional and behavioral dimensions. Commitment to a club can reduce the tendency to switch to alternative products and strengthen the preference for official merchandise as a form of ongoing support. (Moh. Roy Arba'in, Purwanti, 2025).

The results of this study align with Palupi et al. (2025), who found that supporter loyalty positively influences merchandise purchase intention. These findings also align with Octivanti and Azizah (2025), who explained that consumer loyalty significantly influences purchasing decisions. Therefore, Persis Store can view loyalty not only as a result of a long-term relationship between supporters and the club, but also as an asset that can influence purchasing behavior for official products.

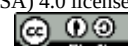
2. The Influence of Brand Image on Official Merchandise Purchase Decisions at Persis Store Surakarta

The results of the third hypothesis test indicate that Brand Image has a positive and significant effect on Purchasing Decisions. Brand Image has a regression coefficient of 0.396, a calculated t-value of 4.600 which is greater than the t-table of 1.981, and a significance value <0.001 . Thus, H3 is accepted. In addition, the standardized beta of Brand Image of 0.399 is the highest beta value compared to Supporter Loyalty of 0.225. This indicates that Brand Image is the variable with the most dominant relative influence in the research model.

The findings indicate that Persis Solo's image, trust in the club, perceived product quality, and merchandise reputation are important considerations in purchasing decisions. The descriptive results of Brand Image obtained an average of 4.15 in the high category. Item X3.5 regarding Persis product reputation obtained the highest mean of 4.33 in the very high category. Thus, brand reputation and positive perceptions of official products can increase consumer confidence in choosing merchandise from Persis Store compared to unofficial alternatives.

These results align with the concept of brand image according to Kotler and Keller (2022), namely that brand image is a collection of consumer perceptions, beliefs, and impressions of a brand. A positive brand image can reduce consumer uncertainty, increase trust in quality, and provide symbolic value that makes consumers feel proud when using club products.

Empirically, the results of this study align with Afnandi and Anasrulloh (2025) who stated that brand image has a positive influence on purchasing decisions. This finding is also consistent with Putra et al. (2025) who demonstrated the importance of brand image in shaping purchasing interest in sports products. In this study, the strong influence of brand image confirms that Persis Store's commercial strategy cannot simply rely on loyalty, but also requires maintaining the quality, authenticity, reputation, and consistency of the Persis Solo brand identity.



Conclusion

Based on the results of research on 120 respondents of Persis Solo supporters who have purchased merchandise at Persis Store Surakarta and the results of multiple linear regression analysis, it can be concluded that supporter loyalty and brand image have a positive and significant effect on the decision to purchase official merchandise at Persis Store Surakarta, both partially and simultaneously. Supporter loyalty also has a positive and significant effect with a regression coefficient of 0.229, a calculated t value of 2.519, and a significance of 0.013 < 0.05, which indicates that the stronger the commitment and loyalty of supporters to Persis Solo, the higher the tendency to purchase official products. Furthermore, brand image has a positive and significant effect on purchasing decisions with a regression coefficient of 0.396, a calculated t value of 4.600, and a significance of < 0.001, and a standardized beta value of 0.399 which is the largest value compared to other variables, so that brand image becomes the most dominant variable in influencing purchasing decisions. Simultaneously, the three variables have a significant effect on purchasing decisions with a calculated F value of 46.715 and a significance of < 0.001. The R Square value of 0.547 indicates that supporter loyalty and brand image together are able to explain 54.7% of the variation in purchasing decisions, while the remaining 45.3% is influenced by other factors outside the research model.

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