Loyalitas terhadap tim olahraga mengintegrasikan pendekatan pemasaran relasional dan hirarki efek: studi kasus pada Persib Bandung dan Persija Jakarta = Sport team loyalty integrating relationship marketing approach and a hierarchy of effects: case of Persib Bandung and Persija Jakarta

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Abstrak

Loyalitas terhadap tim sangat penting dalam industri olahraga terutama karena kurangnya kontrol terhadap hasil pertandingan. Untuk itu perlu ada pendekatan relasional untuk menciptakan loyalitas para supporter. Selain itu, perlu juga ditambahkan pendekatan hierarchy of effects, cognition - affection - conation, untuk membantu menjelaskan seberapa kuat dan loyal hubungan antara konsumen olahraga dan timnya terjalin. Penelitian ini menggunakan Structural Equation Modelling dengan bantuan software LISREL 8.51. Penelitian ini menemukan bahwa team attachment memiliki pengaruh positif dengan team loyalty. Kedua, membuktikan bahwa team self - expression memiliki pengaruh positif dengan team attachment. Ketiga, membuktikan bahwa team trust memiliki pengaruh positif dengan team attachment. Terakhir, membuktikan bahwa team involvement memiliki pengaruh positif dengan team attachment.

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In sport industry, loyalty was considered as one of the most important aspect as the lack of match control often to happen. Therefore, relational approach is needed in order to create supporters's loyalty. Moreover, hieararchy of effects; cogmition-affection-conation is needed to describe further the relationship between consumers and the club itself. This research used Structural Equation Modelling (SEM) with Lisrel 8.51 as the statistical software. Furthermore, this research found that team attachment had a positive influence towards team loyalty. It was also prove that team self expression had a positive influence towards team attachment. Last but not least, This research found that team involvement had a positive influence towards team attachement.