

# Analisis Pengaruh Brand Love Terhadap Loyalty Pada Tim Sepak Bola Dengan Relationship Length Sebagai Variabel Moderasi = Analysis of the Influence of Brand Love on Loyalty in Football Teams with Relationship Length as a Moderating Variable

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## Abstrak

Industri sepak bola global diprediksi tumbuh di masa yang akan datang. Meskipun menjanjikan, bisnis tim sepak bola terbukti tidak selalu menguntungkan. Profesionalisasi industri olahraga mendorong transformasi manajemen tim sepak bola menjadi entitas bisnis dengan fokus keuntungan dan keberlanjutan. Penelitian ini menganalisis komponen brand love yang terdiri dari enam aspek kunci, yaitu passion, emotional attachment, intrinsic rewards, brand connection, high quality, dan thinking. Peneliti melakukan penelitian kausal kuantitatif dengan menggunakan metode partial least squares (PLS) pada 501 partisipan melalui kuesioner online. Hasil penelitian menunjukkan bahwa brand love secara signifikan memengaruhi loyalty, word of mouth, dan willingness to pay dalam pembelian tiket serta merchandise. Lebih lanjut, relationship length memiliki dampak positif dalam memoderasi antara brand love dan loyalty, sementara tidak berpengaruh secara signifikan pada moderasi antara brand love dan word of mouth serta willingness to pay. Penelitian ini mengimplikasikan bahwa manajer pemasaran tim sepak bola perlu secara proaktif menciptakan merek yang membangkitkan sisi emosional penggemar, mengembangkan identitas merek, serta memahami bahwa pembelian tiket dan merchandise menjadi upaya memperkuat hubungan tim dengan penggemar guna membentuk ikatan kuat antara tim dan penggemarnya.

.....The global football industry is predicted to grow in the future. Despite its promise, football team businesses have proven not always profitable. Professionalization in the sports industry drives the transformation of football team management into a business entity with a focus on profit and sustainability. This research analyzes the components of brand love, consisting of six key aspects: passion, emotional attachment, intrinsic rewards, brand connection, high quality, and thinking. The researchers conducted quantitative causal research using the partial least squares (PLS) method with 501 participants through an online questionnaire. The results indicate that brand love significantly influences loyalty, word of mouth, and willingness to pay in the purchase of tickets and merchandise. Furthermore, relationship length positively moderates the relationship between brand love and loyalty, while it does not significantly affect the moderation between brand love and word of mouth or willingness to pay. This study implies that football team marketing managers need to proactively create brands that evoke emotional connections with fans, develop brand identity, and understand that ticket and merchandise purchases are efforts to strengthen the team's relationship with fans to form a strong bond between the team and its supporters.