

The Impact of Brand Image on Purchase Intention of The Indonesian National Team Jersey By Erspo

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ABSTRACT

This study aims to examine the influence of brand image on consumer purchase intention of the Indonesian national football team jersey produced by the Erspo brand. Although Erspo initially faced criticism regarding the design and quality of its products, supporter loyalty remained high. This research uses a quantitative approach with a descriptive method. A total of 100 respondents were selected using the Cochran formula. Data were collected through questionnaires distributed to Indonesian national team supporters in the Bandung area and analyzed using simple linear regression with SPSS software version 26. The results indicate that brand image has a significant effect on the purchase intention of Erspo's Indonesian national team jerseys, with a coefficient of determination (R^2) of 0.791, meaning brand image explains 79.1% of the variation in purchase intention. The brand image dimensions—strength (88.96%), favorability (78.92%), and uniqueness (83.08%)—play an important role in shaping consumer perception and increasing purchase intention. Statistical analysis reveals that the t -calculated value of 19.268 exceeds the t -table value of 1.661, with a significance level of 0.000 ($p < 0.05$), confirming the significant positive influence of brand image on purchase intention. Based on these findings, it is recommended that Erspo continue to strengthen its brand image through design innovation, quality improvement, and effective communication strategies to engage with its consumers, particularly focusing on enhancing the favorability dimension which showed the lowest perception score among the three brand image dimensions.

KEYWORDS

brand image, purchase intention, national team jersey, Erspo, consumer behavior



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INTRODUCTION

The national team's jersey in football is a symbol of national identity and pride (Sorek & White, 2016). In Indonesia, football is part of the nation's character, as seen from the crowd of stands and the use of national team jerseys (Prawira & Suhianto, 2024). Football culture in Indonesia has evolved beyond mere sporting entertainment to become a significant social phenomenon that reflects collective identity and national spirit (Nurgiansah et al., 2025). The proliferation of football

supporters' communities across the archipelago demonstrates the deep emotional connection between Indonesian citizens and their national team, manifesting in various forms of support including the purchase and display of official team merchandise (Supriatna, 2024). This cultural significance positions the national team jersey not merely as athletic apparel but as a symbolic artifact representing patriotism, solidarity, and collective aspiration (Villanueva Jr, 2020). This is in agreement with Indrawan & Aji that football in Indonesia is more than just a sport, but a lifestyle, and its fans are proof of that. (Supriatna , 2024).



Figure 1. The Most Watched Sports Data by the Indonesian People
Source: DataIndonesia.id

As illustrated in Figure 1, football dominates the sports viewing preferences of Indonesian people with 67.7% viewership, significantly surpassing other sports such as badminton (34.2%) and volleyball (20.6%). This overwhelming popularity translates into substantial market potential for football-related merchandise, particularly national team jerseys, which serve as tangible expressions of fan support and national pride (Kerr, 2024). The sports merchandise industry in Indonesia, particularly for national team apparel, represents a growing market segment driven by increasing disposable income, expanding middle-class population, and heightened national team visibility through international competitions.

The Indonesian national team's apparel brand, Erspo, is facing challenges related to consumer perception of the jersey design they make. Initially, the design of the latest jersey of the Indonesian national team by Erspo received sharp criticism from various circles. The criticism focuses on aspects such as colors, motifs, and design elements that are considered not in line with fan expectations or do not reflect national identity (sport.detik.com). In addition, the price that is considered not comparable to the quality also adds a negative spotlight to this product (Roy et al., 2021).

Consumer perception of a product is heavily influenced by visual and emotional aspects, which include elements such as design, color, and overall aesthetics, as well as how the product creates an emotional bond with the consumer

that can influence buying interest (Chitturi et al., 2022). This is supported by the opinion that the right packaging design, colors, and graphic elements can shape a positive perception of consumers towards the product, thereby increasing their buying interest (Simmonds & Spence, 2017). In this context, criticism of design can lead to negative perceptions that affect the overall brand image. Mailani et al. (2023)

However, behind the criticism, there is a strong loyalty from the national team supporters (Sonntag & García, 2020). Despite the criticism of the design, many fans still bought the *jersey* as a form of support for the national team. This shows that despite the negative perceptions, the emotional support from fans remains high. According to research by brand image can affect consumer trust and loyalty, where brands with a positive image are more effective in attracting buying interest, as they create a sense of security and satisfaction in consumers (Azizan & Yusr, 2019). Therefore, Erspo needs to proactively handle criticism to maintain and increase buying interest. Sholichah & Squirting (2023).



Figure 2. Erspo version of jersey

Source: RaysSportindo

Erspo offers three versions of the Indonesian national team's jersey: supporter, replica, and player issue (sport.detik.com). The supporter version is the result of a collaboration with Regarsport, which is known for its quality and more affordable price (Merkert et al., 2020). This collaboration aims to reach more fans with a variety of options to suit their needs and budgets (D'Amato, 2016). The replica and player issue versions offer higher quality and detail, according to those used by the players on the field.

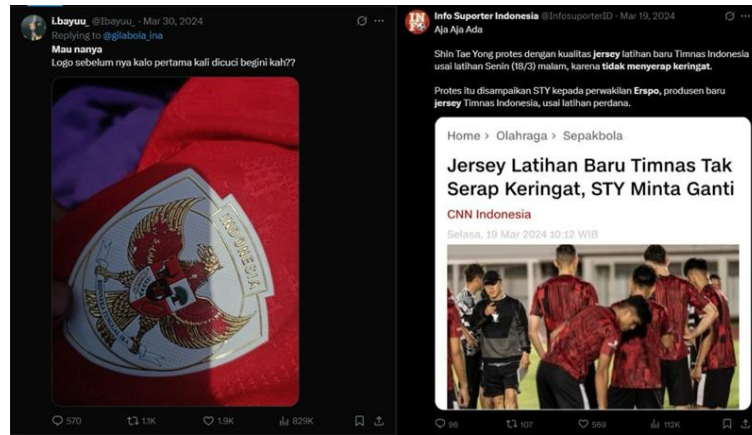


Figure 3. Screenshot of tweets from @Ibayuu_ and @InfosuporterID accounts
Source: x.com

However, before Erspo appealed to diverse consumer segments, especially national team fans, the company faced challenges. At the beginning of the launch, some products experienced quality and design issues. This can be seen from @Ibayuu_ criticism of the quality of the Erspo jersey player issue variant which is considered unsatisfactory. In addition, @InfosuporterID highlighted the problem with Erspo's training jerseys that do not absorb sweat well, raising doubts about its reliability and appeal amid stiff competition with major brands.



Figure 4. Screenshot of tweets from @SoniAndrio and @Officialkjtj accounts
Source: x.com

By addressing these issues and focusing on innovation and quality improvement, this was reinforced by a tweet from @Officialkjtj discussing the improvement of the logo quality on Erspo's player issue jersey which is now better than ever. In addition, @SoniAndrio explained that Erspo listens to input from national team fans and is committed to improving the design and quality of the jerseys produced.

The results of this effort can be seen from the increase in sales of the Indonesian national team jersey which has increased up to five times, even abroad (bolasport.com). This improvement shows that despite the initial challenges, the right strategy and loyal support from fans can turn things around for success (Doyle et al., 2017).

This success can be seen as a result of Erspo's ability to listen to consumer feedback and adapt quickly to improve the quality of its brand (Koskinen, 2025). This is reinforced by the opinion that consumer input is an important tool to improve product quality. Thus, despite being criticized, Erspo managed to rebuild its positive image and increase its sales. São Paulo Et Al. (2024)

This study aims to identify brand image on the interest in buying the Indonesian national team jersey of the Erspo brand (Burhanudin & Aristhya, 2025). The research provides significant benefits across multiple stakeholder groups. Academically, this study contributes to the sports marketing literature by providing empirical evidence on brand image effects in the context of sports merchandise, particularly in emerging markets where brand loyalty and national identity intersect (Gashi, 2025). The findings extend theoretical understanding of how brand image dimensions differentially influence purchase intention in emotionally charged product categories.

RESEARCH METHOD

A quantitative approach was used in this study. Paramita et al. (2021:5) define quantitative research as the philosophical view of positivism. Positivism holds that phenomena in research can be classified, are relatively fixed, concrete, observable, measurable, and involve causal relationships.

Sugiyono (2020:16) describes the quantitative research method as based on the philosophy of positivism, used to study a specific population or sample, with data collection through research instruments, quantitative or statistical data analysis, and the aim of testing a predetermined hypothesis.

The type of research used in this study was quantitative descriptive research. Sugiyono (2020:147) defines descriptive research as research that describes research results. In descriptive research, data can be presented in the form of tables, graphs, brief descriptions, and other formats to describe the research object.

Sugiyono (2020:194) notes that data collection can be conducted in various settings, from diverse sources and through various methods. Data can be collected in natural settings, in laboratories with experimental methods, at home with different respondents, at seminars or discussions, on the street, and in other contexts.

RESULT AND DISCUSSION

Descriptive analysis

Descriptive analysis is used to describe the respondents' responses to each variable as well as answer the formulation of the problem through grouping the data into a frequency distribution table. The research instrument consisted of 34 statements distributed to 100 respondents. The assessment uses a 4-point Likert scale, where "strongly agree" is worth 4 and "strongly disagree" is worth 1. The total score is converted into a percentage to assess the propensity of the response.

Descriptive Analysis of Sub-Variable X (Brand Image)

Table 1. Descriptive Analysis of Strength Dimension

No	Statement	Score Categories				Score Total	Score Maximum	%	Criterion
		STS	TS	S	SS				
1.	The Erspo national team jersey has a strong appeal for me.	2	0	35	63	359	400	89,75%	Strongly agree
2.	I was interested in the design of the Erspo national team jersey.	2	2	37	59	353	400	88,25%	Strongly agree
3.	The quality of the Erspo national team jersey material is very good.	1	1	37	61	358	400	89,50%	Strongly agree
4.	The Erspo national team jersey is comfortable to wear.	2	1	35	62	357	400	89,25%	Strongly agree
5.	I believe that the Erspo national team jersey is durable.	2	0	40	58	354	400	88,50%	Strongly agree
6.	The Erspo brand is trustworthy for jersey products.	2	0	40	58	354	400	88,50%	Strongly agree
Total						2135	2400	88,96%	Strongly agree

Source: Data processed by the author, 2025

Based on the results of data processing in the table above, the average score of the six statements representing the strength dimension showed a value of 88.96%. To interpret these results, respondents' assessments can be further analyzed through the following continuum line reference.

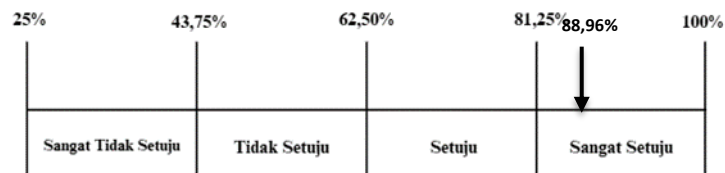


Figure 1. Dimensional Continuum Line Strength

Source: Data processed by the author, 2025

Based on Figure 5, it can be seen that the value for the *strength* dimension of 88.96% indicates that the dimension is in the category of "Strongly Agree." The statement with the highest percentage is found in statement number one, which is 89.75%, which indicates that respondents agree that the Erspo *Brand* National Team Jersey has a strong appeal.

Table 1. Descriptive Analysis of the Dimension of Favorability

No	Statement	Score Categories				Score Total	Score Maximum	%	Criterion
		STS	TS	S	SS				
1.	I like the Erspo national team jersey.	3	4	63	30	320	400	80,00%	Agree
2.	The Erspo National Team jersey is my favorite choice.	1	11	59	29	316	400	79,00%	Agree
3.	I will still buy the national team jersey from Erspo.	3	6	61	30	318	400	79,50%	Agree
4.	I am loyal to the Erspo brand for the national team jersey.	4	9	61	26	309	400	77,25%	Agree
5.	I would recommend the Erspo national team jersey to friends.	4	6	61	29	315	400	78,75%	Agree
6.	I feel proud to recommend the Erspo national team jersey.	4	7	58	31	316	400	79,00%	Agree
Total						1894	2400	78,92%	Agree

Source: Data processed by the author, 2025

Based on the results of data processing in the table above, the average score of the six statements representing the favorability dimension showed a value of 78.92%. To interpret these results, respondents' assessments can be further analyzed through the following continuum line reference.

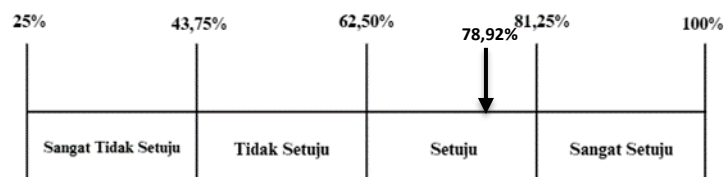


Figure 2. Dimensional Continuum Line Favorability (Partiality)

Source: Data processed by the author, 2025

Based on Figure 6, it can be seen that the value for the favorability dimension of 78.92% is in the "Agree" category. The statement with the lowest percentage is found in statement number five, which is 78.75%, which shows that respondents have a positive attitude, but their desire to recommend the Erspo brand national team jersey to others is still not fully strong.

Table 2. Descriptive Analysis of the Uniqueness Dimension

No	Statement	Score Categories				Score Total	Score Maximum	%	Criterion
		STS	TS	S	SS				
1.	The Erspo national team jersey has its own uniqueness.	2	3	58	37	330	400	82,50%	Strongly agree
2.	Erspo offers different designs than other brands.	3	3	56	38	329	400	82,25%	Strongly agree
3.	The Erspo national team jersey always follows the latest trends.	3	3	50	44	335	400	83,75%	Strongly agree
4.	I see innovation in the Erspo national team jersey products.	2	3	56	39	332	400	83,00%	Strongly agree
5.	The Erspo national team jersey has distinctive characteristics that I like.	1	5	53	41	334	400	83,50%	Strongly agree
6.	The distinctive characteristics of the Erspo national team jersey set it apart from the rest.	2	3	54	41	334	400	83,50%	Strongly agree
Total						1994	2400	83,08%	Strongly agree

Source: Data processed by the author, 2025

Based on the results of data processing in the table above, the average score of the six statements representing the uniqueness dimension showed a value of 83.08%. To interpret these results, respondents' assessments can be further analyzed through the following continuum line reference.

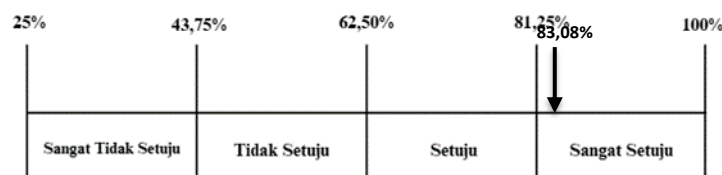


Figure 3. Dimensional Continuum Line Uniqueness

Source: Data processed by the author, 2025

Based on Figure 7, it can be seen that the value for the uniqueness dimension of 83.08% is in the category of "Strongly Agree." The statement with the highest percentage is found in statement number three, which is 83.75%, which shows that respondents agree that the Erspo Brand National Team Jersey always follows the latest trends.

Descriptive Analysis of Sub-Variable Y (Buying Interest)

Table 4. Descriptive Analysis of the Transactional Interest Dimension

No	Statement	Score Categories				Score Total	Score Maximum	%	Criterion
		STS	TS	S	SS				
1.	I am interested in buying the Erspo national team jersey in the near future.	3	5	49	43	332	400	83,00%	Strongly agree
2.	I plan to buy the Erspo national team jersey.	3	4	52	41	331	400	82,75%	Strongly agree
3.	I am willing to pay the price offered for the Erspo national team jersey.	4	8	46	42	326	400	81,50%	Strongly agree
4.	I feel that the price of the Erspo national team jersey is worth the quality.	4	4	51	41	329	400	82,25%	Strongly agree
Total						1318	1600	82,38%	Strongly agree

Source: Data processed by the author, 2025

Based on the results of data processing in the table above, the average score of the four statements representing the transactional interest dimension showed a value of 82.38%. To interpret these results, respondents' assessments can be further analyzed through the following continuum line reference.

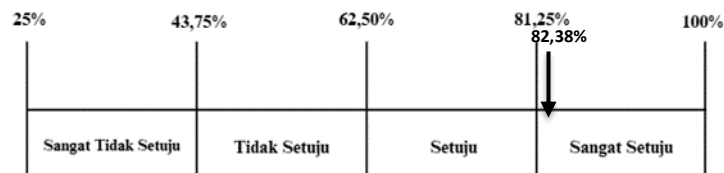


Figure 4. Transactional Interest Dimension Continuum Line

Source: Data processed by the author, 2025

Based on Figure 8, it can be seen that the value for the transactional interest dimension reaches 82.38%, which falls into the category of "Strongly Agree." The highest percentage is found in statement number one, which is 83.00%, which shows that respondents agree to have an interest in buying the Erspo Brand National Team Jersey in the near future.

Table 3. Descriptive Analysis of the Dimension of Referential Interest

No	Statement	Score Categories				Score Total	Score Maximum	%	Criterion
		STS	TS	S	SS				
1.	I would recommend the Erspo national team jersey to others.	3	6	55	36	324	400	81,00%	Agree

No	Statement	Score Categories				Score Total	Score Maximum	%	Criterion
		STS	TS	S	SS				
2.	I'm sure others will also like the Erspo national team jersey.	4	4	53	39	327	400	81,75%	Strongly agree
3.	My friends influenced my interest in buying the Erspo national team jersey.	6	10	46	38	316	400	79,00%	Agree
4.	I bought the Erspo national team jersey because of the influence of my environment that supports the Indonesian national team.	8	2	53	37	319	400	79,75%	Agree
Total						1286	1600	80,38%	Agree

Source: Data processed by the author, 2025

Based on the results of data processing in the table above, the average score of the four statements representing the dimension of referential interest showed a value of 81.47%. To interpret these results, respondents' assessments can be further analyzed through the following continuum line reference.

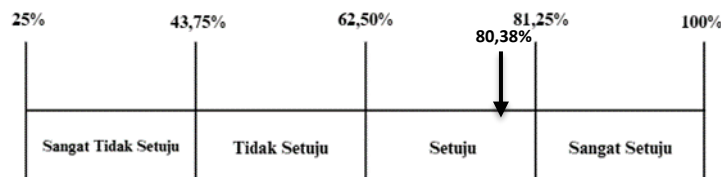


Figure 5. Lines of Continuum Dimension of Referential Interest

Source: Data processed by the author, 2025

Based on Figure 9, it can be seen that the value for the referential interest dimension reaches 80.38%, which falls into the category of "Agree." The statement with the lowest percentage is found in statement number three, which is 79.00%, which shows that respondents have a positive attitude, but the influence of friends on buying interest is still relatively weak because it is not fully the main driving factor.

Table 4. Descriptive Analysis of the Dimension of Preferential Interest

No	Statement	Score Categories				Score Total	Score Maximum	%	Criterion
		STS	TS	S	SS				
1.	The Erspo national team jersey is my top choice.	3	5	39	53	342	400	85,50%	Strongly agree
2.	I prefer the Erspo national team jersey over other brands.	3	5	36	56	345	400	86,25%	Strongly agree
3.	I am interested in buying more jersey products from Erspo.	4	6	34	56	342	400	85,50%	Strongly agree

No	Statement	Score Categories				Score Total	Score Maximum	%	Criterion
		STS	TS	S	SS				
4.	My interest in the Erspo national team jersey is high.	4	3	34	59	348	400	87,00%	Strongly agree
Total						1377	1600	86,06%	Strongly agree

Source: Data processed by the author, 2025

Based on the results of data processing in the table above, the average score of the four statements representing the preferential interest dimension showed a value of 86.06%. To interpret these results, respondents' assessments can be further analyzed through the following continuum line reference.

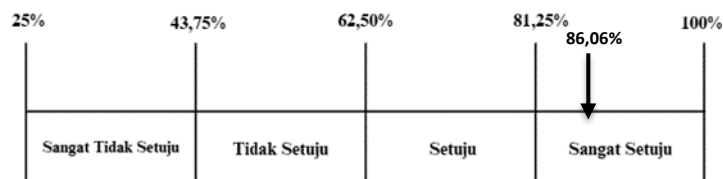


Figure 6. Continuum Line of Preferential Interest Dimension

Source: Data processed by the author, 2025

Based on Figure 10, it can be seen that the value for the preferential interest dimension reaches 86.06%, which falls into the category of "Strongly Agree." The highest percentage is found in statement number four, which is 87.00%, which shows that respondents agree and believe that they have a high interest in the Erspo Brand National Team Jersey.

a. Exploratory Interests

Table 5. Descriptive Analysis of the Dimension of Exploratory Interest

No	Statement	Score Categories				Score Total	Score Maximum	%	Criterion
		STS	TS	S	SS				
1.	I often look for additional information about the Erspo national team jersey.	3	5	35	57	346	400	86,50%	Strongly agree
2.	I would like to know more about Erspo products.	3	4	37	56	346	400	86,50%	Strongly agree
3.	I am happy to look at the Erspo national team jersey collection.	4	1	35	60	351	400	87,75%	Strongly agree
4.	I am interested in trying the various variants of the Erspo national team jersey available.	3	2	35	60	352	400	88,00%	Strongly agree
Total						1395	1600	87,19%	Strongly agree

Source: Data processed by the author, 2025

Based on the results of data processing in the table above, the average score of the four statements representing the dimension of exploratory interest showed a

value of 87.19%. To interpret these results, respondents' assessments can be further analyzed through the following continuum line reference.

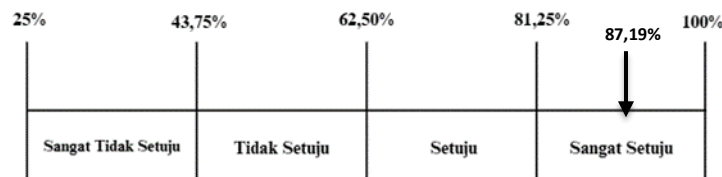


Figure 7. Continuum Line of Exploratory Interest Dimension

Source: Data processed by the author, 2025

Based on Figure 11, it can be seen that the value for the dimension of exploratory interest reaches 87.19%, which falls into the category of "Strongly Agree." The highest percentage is found in statement number four, which is 88.00%, which shows that respondents agree and believe that they are interested in trying the various variants of the Erspo Brand National Team Jersey available.

Results of Descriptive Analysis of Brand Image and Buying Interest Variables

a. Results of Descriptive Analysis of Brand Image Variables (X)

Table 6. Results of Descriptive Analysis of Brand Image Variables

No	Sub Variables	Total Items	Total Score	Maximum Score	Perseritase	Criterion
1	Strength	6	2135	2400	88,96%	Strongly agree
2	Favorability	6	1894	2400	78,92%	Agree
3	Uniqueness	6	1994	2400	83,08%	Strongly agree
Total		18	6023	7200	83,65%	Strongly agree

Source: Data processed by the author, 2025

Based on the table above, the calculation results for the brand image variable, which was 83.65%. To interpret these results, respondents' assessments can be further analyzed through the following continuum line reference.

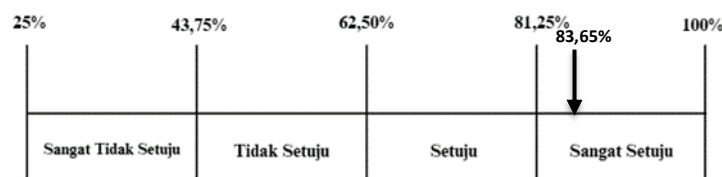


Figure 8. Brand Image Variable Continuum Line

Source: Data processed by the author, 2025

Based on Figure 12, it can be seen that the value of the brand image variable reaches 83.65%, which is classified as "Strongly Agree." These results indicate that the brand image formed has been at an excellent level according to respondents' perceptions.

Results of Descriptive Analysis of Buying Interest Variable (Y)

Table 7. Results of Descriptive Analysis of Buying Interest Variables

No	Sub Variables	Total Items	Total Score	Maximum Score	Perseritase	Criterion
1	Transactional Interest	4	1318	1600	82,38%	Strongly agree
2	Referential Interest	4	1286	1600	80,38%	Strongly agree
3	Preferential Interests	4	1377	1600	86,06%	Strongly agree
4	Exploratory Interests	4	1395	1600	87,19%	Strongly agree
Total		16	5376	6400	84,00%	Strongly agree

Source: Data processed by the author, 2025

Based on the table above, the calculation results for the purchase interest variable, which was 84.00%. To interpret these results, respondents' assessments can be further analyzed through the following continuum line reference.

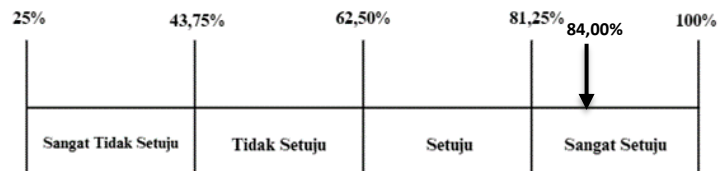


Figure 9. Continuum Line of Buying Interest Variables

Source: Data processed by the author, 2025

Based on Figure 13, it can be seen that the value of the buying interest variable reached 84.00%, which is classified as "Strongly Agree." These results indicate that the buying interest that has formed has been at a very good level according to the respondents' perception.

b. Conclusion of Descriptive Analysis Results on All Variables

Table 10. Conclusion of Descriptive Analysis Results

No	Variable	Total Score	Maximum Score	Perseritase	Criterion
1	Brand Image (X)	6023	7200	83,65%	Strongly agree
2	Buying Interest (Y)	5376	6400	84,00%	Strongly agree

Source: Data processed by the author, 2025

Based on Table 10, it can be seen that in the percentage range of 81.25%–100%, the brand image variable obtained a score of 83.65%, while the purchase interest variable reached 84.00%. Based on these results, both were classified into the category of "Strongly Agree." These results reflect the very high level of respondents' perception of these two variables.

Simple Linear Regression Test

This study aims to test the influence of brand image on the buying interest of the Indonesian National Team Brand Erspo Jersey. The method used is a quantitative approach with simple linear regression analysis. This model is used to determine how much the brand image variable (independent) influences on buying interest (dependent) through testing the regression coefficient value. Data processing is carried out using SPSS software, and the results are summarized in the form of the following table.

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	-3,679	3,020		,226
	Citra Merek	,954	,049	,889	,000

a. Dependent Variable: Minat Beli

Figure 10. Simple Linear Regression Test Results

Source: SPSS Output, 2025

Based on the results of simple regression analysis, the equation $Y = -3.679 + 0.954X$ was obtained. The constant value of the unstandardized coefficients is -3.679, which indicates the value of buying interest when the brand image is not taken into account. Meanwhile, a regression coefficient of 0.954 shows that every one unit increase in brand image will increase buying interest by 0.954. Because the value of the coefficient is positive, it can be concluded that the brand image has a positive effect on buying interest.

Coefficient of Determination

The determination coefficient (R^2) test in this study was used to determine how much influence the independent variable, namely brand image (X), on the bound variable, namely buying interest (Y). The results of data processing using SPSS are presented in the following table as a basis for assessing the contribution of brand image in explaining the variation in buying interest.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,889 ^a	,791	,789	4,813

a. Predictors: (Constant), Citra Merek

Figure 11. Influence of Variable X on Variable Y

Source: SPSS Output, 2025

Based on the image above, the R Square value of 0.889 shows that the brand image (X) has an influence of 79.1% on the buying interest (Y) of the Indonesian National Team Brand Erspo product. The remaining 20.9% was influenced by other factors other than the variables studied in this study.

Hypothesis Test

a. T Test

The T test is used to test the hypothesis regarding the significant influence of independent variables on dependent variables partially. This test aims to find out whether the brand image (X) individually has a significant effect on buying interest (Y). The test results are presented in the following table as the basis for drawing conclusions.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-3,679	3,020		-1,218	,226
Citra Merek	,954	,049	,889	19,268	,000

a. Dependent Variable: Minat Beli

Figure 12. Hypothesis T Test

Source: SPSS Output, 2025

Hypothesis:

H0: There is no influence of the image of the Erspo brand on consumers' buying interest in the Erspo brand of the Indonesian National Team Jersey. H1: There is an influence of the image of the Erspo brand on the purchase interest of consumers in the Erspo brand of the Indonesian National Team Jersey.

Based on the results of the partial regression analysis (t-test) shown on the SPSS output, it is known that the significance value (Sig.) is 0.000, which is much smaller than the significance level (α) of 0.05. In addition, the calculated t value of 19.268 is greater than the table t of 1.661. This means that H0 is rejected and H1 is accepted, so it can be concluded that Erspo's brand image has a significant effect on consumers' buying interest in the Indonesian national team jersey.

b. Test F

The F test is used to determine whether the independent variable, namely brand image (X), simultaneously and significantly affects the bound variable, namely buying interest (Y). The results of the tests are presented in the following table as a basis for assessing the significance of the relationship between the two.

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8601,632	1	8601,632	371,249	,000 ^a
	Residual	2270,608	98	23,169		
	Total	10872,240	99			

a. Predictors: (Constant), Citra Merek

b. Dependent Variable: Minat Beli

Figure 13. Hypothesis Test F

Source: SPSS Output, 2025

Based on the image above, a significance value (Sig.) of 0.000 is obtained which is smaller than $(\alpha) = 0.05$ and the calculated F value of 371.249 which is much greater than the F of the table of 3.089. This shows that the independent variable, namely brand image (X), simultaneously has a significant effect on the dependent variable of buying interest (Y) on the Erspo brand Indonesian national team jersey product. Thus, it can be concluded that the brand image model has a significant contribution in encouraging increased consumer buying interest in the product.

CONCLUSION

The study found that brand image positively and significantly influences consumer buying interest in Erspo-brand Indonesian national team jerseys, with both brand image and purchase interest scores falling in the "Strongly Agree" range (83.32% and 83.67%, respectively), and regression analysis confirming significance (t-calculated = 19.268 vs. t-table = 1.661; $p = 0.000$). Consumers particularly valued design and product characteristics in shaping their perceptions and purchase intentions, and there is a strong propensity to recommend the products. For future research, it would be useful to explore how specific brand image dimensions interact with external factors such as price sensitivity, fan loyalty, and social influence across different regions or demographics to generalize the findings beyond the current sample.

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