

The Effect of Perceived Value and Team Identification on the Repeat Purchase of Persib Official Jersey Mediated By *Bobotoh's* Attitude in the City of Bandung

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Abstract

The ever-increasing growth of the football club merchandise market shows that official merchandise has become an important part of the sports industry. However, even though Persib Bandung has a large and loyal supporter base, sales of Persib Official Jersey in the 2024/2025 season have decreased by around 20% due to the rampant circulation of pirated jerseys. This condition shows that there is a gap between Bobotoh's emotional attachment to the club and the behavior of buying official products. This study aims to analyze the influence of Perceived Value and Team Identification on Repeat Purchase by placing Attitude Bobotoh as a mediating variable. Quantitative methods were applied as an approach in this study. This study involved 138 respondents as a research sample. Respondents were selected based on the purposive sampling method included in the non-probability sampling technique. At the same time, data were obtained through the use of questionnaires that met the criteria of validity and realism and passed the classical assumption test. Furthermore, hypothesis testing was analyzed through multiple regression and sobel test using SPSS version 22. The results show that Perceived Value and Team Identification have a positive and significant influence on Bobotoh's Attitude. Perceived Value and Team Identification positively and significantly influence Repeat Purchase. In addition, Bobotoh's Attitude can mediate the influence of Perceived Value and Team Identification on Repeat Purchases.

INTRODUCTION

The need for clothing not only functions as a fulfillment of basic human needs, but also as a means of self-expression and consumer social identity. In the context of the sports industry, especially football, clothing products in the form of *official merchandise* become a necessity to express affiliation, loyalty, and pride in the club it supports (Kwon *et al.*, 2022).

Consumers don't just buy *merchandise* for utilitarian functions, but also to meet emotional and symbolic needs, such as a sense of belonging and identification with the team (Stroebel *et al.*, 2021). The fulfillment of these needs and desires has the potential to shape a positive attitude of consumers towards the product, which further contributes to the repurchase decision (*repeat purchase*) of *official merchandise* as a form of continued support for the club (Childs *et al.*, 2019).

Football is the sport that has the largest number of fans in the world, with around 3.5 billion fans, followed by the second largest sport of cricket with 2.5 billion fans and hockey fans with 2 billion fans (WorldAtlas, 2025)

This popularity encourages the development of the industry. Global football merchandise is projected to increase from around USD 11.5 billion in 2024 to USD 21.4 billion in 2035. This growth was driven by increasing fan loyalty, consumer purchasing power, and ease of access through digital channels (Databridge, 2025). Customer loyalty can maintain the company's sustainability while improving the company's outcomes (Son, 2025)

In Indonesia, *official merchandise* from football clubs has been widely marketed through offline stores (*club official store*) and online shops (*marketplace*). In terms of price, such as *jersey* officially sold starting at around Rp. 199,000, while pirated versions circulate for Rp. 50,000-100,000 (DetikJabar, 2025). This condition shows that the decision to buy a football jersey is greatly influenced by the perceived value.

In the context of national football, Persib Bandung is a proud club of West Javanese people, especially the city of Bandung, which has been established since January 5, 1919, replacing the previous narrative, which mentions the year of establishment in 1933, which was under the auspices of PT. Persib Bandung Bermartabat (PT. PBB) as the club's manager, since August 20, 2009. The change in the year of birth, although based on historical studies, has the potential to affect the consistency of the club's identity that has been inherent in the collective memory of supporters, this condition is in line with *Social Identity Theory* (Tajfel, 1979) which states that identity inconsistencies can be debilitating *team identification* and the emotional attachment of fans to the team (Kural & Özbek, 2023). Persib Bandung has a supporter base with the name "*Bobotoh*". Based on research by Nurfadilah (2025), *Bobotoh* show a high emotional attachment to the club, making Persib an important part of their identity and group. The phenomenon suggests that changes in a club's birth year can affect the consistency of supporters' identities and impact their level of identification and emotional attachment.

Persib Bandung throughout the 2024/2025 season ranked second with the most spectators, amounting to 250,570 spectators in the match, after which Persija Jakarta was ranked first with a total of 262,034 spectators. This figure shows the high enthusiasm of Persib Bandung supporters (Transfermarkt.co.id, 2025). Besides being known as one of the most popular clubs in Indonesia, Persib Bandung is also supported by a huge fan base. This strong interest has the potential to form a fanatical attitude towards the beloved club and affect the sale of Persib *Official Merchandise* in Indonesia (N. Nugraha & Jaya, 2024).

Table 1 shows data on the sales of Persib Bandung's *official merchandise* products in the period October 2023 to September 2024 (1 Match Season).

Table 1: Total Official Merchandise Sales for the Period October 2023 - September 2024.

No	Moon	Total Sales (Rp)
1	October 2023	931.000.000
2	November 2023	1.080.000.000
3	December 2023	555.000.000
4	January 2024	1.400.000.000
5	February 2024	835.000.000
6	March 2024	809.000.000
7	April 2024	1.060.000.000
8	May 2024	863.000.000
9	June 2024	781.000.000
10	July 2024	988.000.000
11	August 2024	1.090.000.000

Sources: (N. Nugraha & Jaya, 2024).

Data shows a significant increase in total sales from October 2023 to November 2023, then in December there was a decrease in sales of around 48.6% compared to November 2023. Until January 2024, it again showed an increase in sales. However, in February 2024, there was a decrease in sales of 40.4%. Resales increased in the period from April to September 2024, the increase did not show significant development.

Although Persib Bandung has various types of *official merchandise*, *jerseys* are the product with the most prominent level of demand and symbolic meaning among supporters. However, based on the results of the interview with the Persib manager staff at the *Official Store*, Sales Rate *jersey* In the 2024/2025 season, there has been a decline of around 20% caused by massive circulation of false *jerseys* in the market.

This phenomenon is reflected in the significant price difference between official *jerseys* and pirated products. The official *player issue jersey* that is sold for Rp. 1,299,000 can be easily found for Rp. 120,000. This condition shows that there is a gap between supporters' attachment to the Persib jersey and the realization of official product purchases.

Consumers who switch from *official jerseys* to counterfeit products are allegedly influenced by the perception of lower value of official products due to the mismatch between price and perceived benefits. In fact, perceived value from aspects of quality, emotional benefits, and price fairness can encourage fans to make a repeat purchase (Sigarlaki *et al.*, 2024). Based on this phenomenon, this study aims to test the influence of *perceived value* and *team identification* on *repeat purchase* of the Persib *Official Jersey* mediated by *Attitude Bobotoh*, which refers to (Nugraha et al., 2023)

This research is based on the *Theory of Planned Behavior* (Ajzen, 1991), which explains that individual behavior is formed through evaluation and attitudes (*attitude*) toward an object. In the context of this study, *perceived value* and *team identification* are seen as a factor that shapes *attitude* before driving *repeat purchase* of the Persib Official Jersey. Therefore, placement *attitude* as a mediating variable in the research model is in line with the logic of the SDGs, namely that determinants work through attitudes to produce behavioral tendencies.

Perceived value in this study, it refers to Nugraha *et al.* (2023) and Zeqiri *et al.* (2023). It is a consumer assessment that compares the amount of benefits obtained with the costs incurred. In the context of *jersey* Sports, values are not only utilitarian but also symbolic and social, as a medium of expression of self-identity and social affiliation of consumers. Measurement of *perceived value* is based on four dimensions, namely: (1) *performance value*, (2) *emotional value*, (3) *social value*, and (4) *value of money*, which is consistent with the *PERVAL* (Sweeney & Soutar, 2001) in photographing functional, emotional, social, and monetary values.

Research conducted by He (2023) declares *attitude* as a mediating variable in his research model. *Attitude* is defined as the consumer's cognitive-instrumental evaluation of the purchase action (whether the action is considered the right, good, or beneficial decision). Ayaviri *et al.* (2022) also explain that *attitude* is an accumulation of affective and cognitive aspects which are then evaluated in the form of assessments such as good–bad or agree–disagree. Variable *attitude* is measured based on four indicators, namely: (1) *beneficial decision*, (2) *good idea*, (3) *wise / right decision*, (4) *admirable decision* (He, 2023).

Team Identification is the psychological relationship between fans and teams that is reflected in a sense of belonging, pride, and commitment to the team (Kwon *et al.*, 2022). This concept can theoretically be explained through *Social Identity Theory* (Tajfel & Turner, 1979) serta *Self-Categorization Theory* (Turner & Hogg, 1987), which emphasizes that individuals define themselves as part of a particular social group. In the context of sports, fans identify as part of a supporter group. *Team identification* has been shown to influence consumption behaviors, such as attendance at matches and jersey purchases. In this study, *team identification* refers to Tsigilis *et al.* (2022) and Kwon *et al.* (2022), which consists of three dimensions: (1) *self-definition*, (2) *identity centrality*, and (3) *identity-consistent engagement*.

Conceptually, a strong identification with the team is expected to shape a positive on attributes related to the team, including the *official jersey*, because the product is perceived as a symbol of support and group identity. Furthermore, *attitude* Theoretically, it has a direct role in repurchases. In TPB, attitudes towards an object/behavior are an important determinant that encourages behavioral tendencies through intention, so that positive attitudes towards the Persib

Official Jersey increase the likelihood of repurchase (Ajzen, 1991). In addition to being a direct predictor, *attitude* can also be positioned as a mediator. Theoretically, *perceived value* forms evaluative beliefs that then manifest in attitudes before becoming a tendency to repurchase (*repeat purchase*).

Repeat purchase is the behavior of consumers to return to purchase the same product if the product meets expectations and provides consistent benefits Wijaya, (2023). According to Purwanto (2021), repurchases are determined by several indicators. These indicators include: (1) Stability in the product, (2) Habit of buying the same product, (3) Willingness to recommend to others, (4) Making a repurchase. In the study of loyalty, *repeat purchase* represents behavioral loyalty, while the process of forming it can be understood as an evaluative stage that develops into a tendency to act (Zhang *et al.*, 2021). The hypotheses proposed in this study are prepared based on relevant theories and supported by the results of previous research, which are as follows:

H1: *Perceived value* has a positive and significant effect on *Bobotoh's attitude*.

H2: *Team identification* has a positive and significant effect on *Bobotoh's attitude*.

H3: *Perceived value* has a positive and significant effect on *repeat purchases*.

H4: *Team identification* has a positive and significant effect on *repeat purchases*.

H5: *Bobotoh's attitude* has a positive and significant effect on *repeat purchases*.

H6: *Bobotoh's attitude* mediates the influence of *perceived value* on *repeat purchases*.

H7: *Bobotoh's attitude* mediates the influence of *Team Identification* on *repeat purchases*.

Referring to the previous description that has been explained about the influence of *perceived value* and *team identification* on *repeat purchases* mediated by *Bobotoh's attitude*, the conceptual model of the research is proposed as follows:

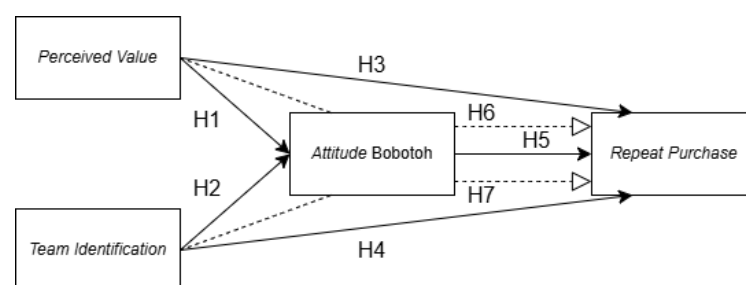


Figure 1 Conceptual Model

METHODS

This study uses a type of quantitative approach by quantifying qualitative data. This study determined that *Bobotoh*, who live in the city of Bandung and have bought *Persib Official Jersey* as a research population, either through *official stores*, official marketplaces, or direct purchases at the stadium, with a minimum age of 17 years because they are considered mature and legally mature

(Hurlock, 2017). This study involved 138 respondents as a sample determined through *a purposive sampling* approach in *the non-probability sampling technique*. The research data were obtained through questionnaires that were declared valid and reliable and passed the classical assumption test. The hypothesis test was carried out through multiple regression analysis and sobel test, with SPSS software version 22 as a tool to process the research data.

RESULTS AND DISCUSSION

Respondent Profile

The respondents in this study are *Bobotoh* domiciled in the city of Bandung who have bought *Persib Official Jerseys*, either through *official stores*, official marketplaces, or direct purchases at the stadium, with a minimum age of 17 years. The number of respondent data obtained was 138, with the majority of respondents being men, as many as 118 people (86%), while women amounted to 20 people (14%). Based on age group, respondents aged 17-22 years were 57 people (41%). Furthermore, respondents aged 23-28 years were 45 people (33%), while respondents with an age range of 29-35 years were 36 people (26%). Furthermore, based on employment status, the most respondents worked as private employees, as many as 64 people (46%), followed by students, as many as 55 people (40%), state employees, as many as 12 people (9%), and students, as many as 7 people (5%). This explanation needs to be conveyed to show that the answers of *Persib Official Jersey respondents* on the questionnaire are in accordance with the characteristics of the respondents set, both from demographic, geographical, and behavioral aspects.

Validity and Feasibility Test Results

Table 2 Validity Test and Reliability Test Results

Statement Items	R Count	Remarks	Cronbach's Alpha	Remarks
<i>Perceived Value (X1)</i>				
The material of the <i>Persib Official Jersey</i> is durable in proportion to the cost incurred.	0.709	Valid	0.889	Reliabel
The material of the <i>Persib Official Jersey</i> is comfortable when used and is worth the cost incurred.	0.719	Valid		
The feeling of happiness when wearing the <i>Persib Official Jersey</i> is comparable to	0.677	Valid		
A feeling of pride in wearing the <i>Persib Official Jersey</i> according to the cost incurred to buy it.	0.686	Valid		
The feeling of contributing to <i>Persib</i> through the purchase of the <i>Persib Official Jersey</i> is worth the cost I incur	0.635	Valid		

Using the Persib <i>Official Jersey</i> to give recognition as a Persib supporter is worth the cost incurred	0.789	Valid		
Using the Persib <i>Official Jersey</i> made me accepted into the Persib supporter community	0.610	Valid		
Using the Persib <i>Official Jersey</i> increased my image as a Persib supporter worth the cost incurred.	0.806	Valid		
The price of the Persib <i>Official Jersey</i> is in accordance with the benefits I received.	0.738	Valid		
The benefits I get from the Persib <i>Official Jersey</i> are worth the cost I incur.	0.736	Valid		
Team Identification (X2)				
I recognize myself as a <i>Bobotoh</i> Persib	0.833	Valid		
I feel like I am part of the <i>Bobotoh</i> Persib community	0.714	Valid		
Being a <i>Bobotoh</i> is an important part of my identity	.826	Valid		
Being a <i>Bobotoh</i> is important to me.	0.803	Valid		
My support for Persib is a meaningful part of me.	0.867	Valid		
My identity as a Persib supporter is quite central in my life.	0.800	Valid	0.923	Reliabel
I regularly follow information about Persib.	0.798	Valid		
I took time for the Persib match.	0.718	Valid		
I follow the official Persib channel to get updates on the team's schedule and information.	0.722	Valid		
Attitude Bobotoh (Z)				
Buying a Persib <i>Official Jersey</i> is the right decision.	0.795	Valid		
Buying a Persib <i>Official Jersey</i> is a rational choice.	0.864	Valid		
Buying a Persib <i>Official Jersey</i> is a worthwhile action.	0.816	Valid	0.827	Reliabel
Overall, buying a Persib <i>Official Jersey</i> is a good idea.	0.769	Valid		
Repeat Purchase (Y)				
I feel confident to choose Persib <i>Official Jersey</i> products compared to other similar products	0.819	Valid	0.818	Reliabel

I used to buy Persib <i>Official Jersey</i> when I wanted to buy a <i>Persib</i> jersey.	0.793	Valid
I am willing to recommend Persib <i>Official Jersey</i> to others.	0.832	Valid
I will buy the Persib <i>Official Jersey</i> again after the previous purchase	0.779	Valid

Table 2 shows that all items of the statement meet the criteria for validity and feasibility testing. Each item gains a value of $Heating > r_{table}$, so that it is declared valid. In addition, each variable acquires a value of *Cronbach's Alpha*; in each variable, it is above 0.60. Reliability testing indicates that the research instrument has met the criteria, so that all statement items can be used at the next stage of data analysis.

Classical Assumption Test Results

Table 3 Results of the Classical Assumption Test

No	Types of Classical Assumption Tests	Test Result Acceptance Criteria	Test Results	Interpretasi
1	Normality Test Equation 1	(Sig) ≥ 0.05	(Sig) = 0.200	Normally Distributed Data
	Normality Test Equation 2	(Sig) ≥ 0.05	(Sig) = 0.89	
2	Multicollinearity Test Equation 1	Tolerance Value > 0.1 and VIF < 10	Tolerance Value = 0.966 dan VIF = 1.036	There is no correlation between variables independent
			Tolerance Value = 0.966 dan VIF = 1.036	
			Tolerance Value = 0.966 dan VIF = 1.036	
	Multicollinearity Test Equation 2	Tolerance Value > 0.1 and VIF < 10	Tolerance Value = 0.845 dan VIF = 1.183	
			Tolerance Value = 0.845 dan VIF = 1.184	
			Tolerance Value = 0.740 dan VIF = 1.351	
3	Equation 1 Heteroscedasticity Test	(Sig) ≥ 0.05	(Sig) = 0.065	To the similarity of variance from the residual regression model or the absence of heteroscedasticity
			(Sig) = 0.061	
	Equation 2 Heteroscedasticity Test	(Sig) ≥ 0.05	(Sig) = 0.070	
			(Sig) = 0.713	
			(Sig) = 0.924	

Referring to the results of the classical assumption test presented in Table 3, in the first equation, the normality test produced a significance level of 0.200, and in the second equation produced a significance value of 0.089. With a significance value exceeding 0.05, the research data has been distributed normally. The results of the multicollinearity test showed that each independent variable had a tolerance value of > 0.10 and a VIF value of < 10 , so there were no symptoms of multicollinearity in the regression model. In addition, based on the Park Test, all variables obtained a significance value above 0.05 in the heteroscedasticity test; the findings

indicate that the regression model used was free from heteroscedasticity symptoms. The fulfillment of the assumptions of normality, multicollinearity, and heteroscedasticity indicates that the regression model has met the requirements to be applied to subsequent analysis.

Multiple Strain Test Results

Table 4 Multiple Regression Test Results Equation 1

MODEL	Unstandardized Coefficients		Standardized Coefficients	T VALUE	Sig
	B	Hours Error	Beta		
(Constant)	6.620	1.436		4.611	.000
<i>Perceived Value</i>	.125	.028	.331	4.390	.000
<i>Team Identification</i>	.126	.029	.331	4.393	.000

Based on Table 4, the results of the calculation of multiple regression of the first equation are obtained as follows:

$$Z = 6.620 + 0.125 X_1 + 0.126 X_2$$

Based on the first multiple regression equation, a constant value of 6.620 was obtained. The value indicates that when the *Perceived Value* and *Team Identification* value zero, then *Attitude Bobotoh* will be worth 6,620. *Attitude Bobotoh* is proven to have a positive and significant influence from *Perceived Value*. This is reflected in the value of the coefficient (β) of 0.125 and the value of the *t-test* 4,390 > the table of 1.656 and a significance value of 0.000, which is smaller than 0.05. The results show that the higher the *Perceived Value* Felt *Bobotoh* on the Persib Official Jersey, the more positive the *Attitude Bobotoh* to the product. Each increment of one unit of *Perceived Value* will increase *Attitude Bobotoh* by 0.125.

Furthermore, *Team Identification* has a positive and significant effect on *Attitude Bobotoh*, which can be seen from the value of the coefficient (β) of 0.126 and the value of the *t-test* 4,393 > the table of 1.656 and significance value of 0.000 < 0.05. From the results of the study, it can be understood that the stronger the *Team Identification Bobotoh* to Persib Bandung, the more positive it will be *Attitude Bobotoh* on the Press. Official Jersey. Each increase of one unit in *Team Identification* then it will increase *Attitude Bobotoh* by 0.126.

Table 5 Multiple Regression Test Results Equation 2

MODEL	Unstandardized Coefficients		Standardized Coefficients	T VALUE	Sig
	B	Hours Error	Beta		
(Constant)	1.410	1.228		1.148	.253
<i>Perceived Value</i>	.125	.024	.328	5.161	.000
<i>Team Identification</i>	.105	.024	.273	4.302	.000

Attitude Bobotoh	.388	.068	.384	5.667	.000
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Based on Table 5, the calculation of multiple regression of the first equation is obtained as follows:

$$Y = 1.410 + 0.125 X_1 + 0.105 X_2 + 0.388 Z$$

Based on the results of the double regression analysis of the second equation, it was found that a constant value of 1.410 indicates that the *Perceived Value*, *Team Identification*, and *Attitude Bobotoh* will be worth zero; then *Repeat Purchase* will be worth 1,410. *Perceived Value* has a positive and significant effect on *Repeat Purchase*, which can be seen in the value of the coefficient (β) of 0.125 and the value of the *t-test* of 5.161 > Table of 1.656 and significance value of 0.000 < 0.05. The findings indicate that the greater the *Perceived Value* Felt *Bobotoh* on the *Persib Official Jersey*, the greater the tendency for *Bobotoh* to make a repurchase. Each increment of one unit of *Perceived Value* will increase *Repeat Purchase* by 0.125.

Furthermore, *Team Identification* is proven to have a positive and significant influence on *Repeat Purchase*, which can be seen from the value of the coefficient (β) of 0.105 and the value of the *t-test* 4.303 > the Table of 1.656 and significance value of 0.000 < 0.05. These results show that the strengthening of *Bobotoh's* identification with *Persib Bandung* will be followed by an increase in the tendency to make repurchases. Each increment of *Team Identification* will increase *Repeat Purchase* by 0.105.

In addition, *Attitude Bobotoh* has a positive and significant effect on *Repeat Purchase*, which can be seen from the value of the coefficient (β) of 0.388 and the value of the *t-test* 5,667 > Table of 1.656 with a significance value of 0.000 < 0.05. The results indicate that it is increasingly positive *Attitude Bobotoh* on the *Persib Official Jersey*, then the stronger their motivation to return to buy the product. Each increment is one unit *Attitude Bobotoh* will increase *Repeat Purchase* by 0.388.

Sobel Test Results

Table 6 Sobel Test Results

The Relationship Between Hypothesized Variables	A	B	His	Sb	Sobel Test Results (T Calculated)	Criteria for Acceptance of Sobel Test Results	P Value	Interpretasi
<i>Perceived Value</i> → <i>Attitude Bobotoh</i> → <i>Repeat Purchase</i>	.125	.388	.028	.068	3.516	$t_{cal} > t_{table}$ = 1.978 and P value <.05	.000	<i>Bobotoh's Attitude</i> Successfully Mediates the Influence of <i>Perceived Value</i> on <i>Repeat Purchase</i>
<i>Team Identification</i> → <i>Attitude Bobotoh</i>	.126	.388	.029	.068	3.439	$t_{cal} > t_{table}$ =	.000	<i>Bobotoh's Attitude</i> Successfully Mediates the Influence of <i>Team</i>

→ <i>Repeat Purchase</i>	<i>Repeat</i>	1.978 and P value <.05	<i>Identification</i> on <i>Repeat Purchase</i>
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Based on Table 6, show the results of the role of *Bobotoh's Attitude* in mediating the influence of *Perceived Value* and *Team Identification* on *Repeat Purchase*. The test results show that the *Stuttgart* 3,516 and 3,439, respectively, > *Table* by 1,978. In addition, the result of the value of P was obtained, with a value .000 < .05. Thus, it can be concluded that *Attitude Bobotoh* successfully mediates the influence of *Perceived Value* and *Team Identification* on *Repeat Purchase* of Persib consumers' *Official Jersey*.

DISCUSSION

Based on the test results, it is known that Hypothesis 1 is accepted. *Perceived Value* is proven to have a positive and significant effect on *Attitude Bobotoh*. Thus, the higher the perceived value of *Bobotoh* on Persib products' *Official Jersey*, the further encourage the formation of a positive attitude towards the product. This condition indicates that the value perceived by consumers is one of the important factors in shaping attitudes towards the *Jersey Picture* club. The findings are in line with Bilal *et al.* (2023) and Murthy (2025), which show that *Perceived Value* has a positive effect on *Attitude*. Therefore, the findings of this study confirm that the high value felt can encourage the formation of positive attitudes among *Bobotoh* on the Persib *Official Jersey*.

The results of the analysis show that Hypothesis 2 is accepted. *Team Identification* has a positive and significant effect on *Bobotoh Attitude*. The stronger the identification of *Bobotoh* towards the Persib Bandung team, the more positive the attitude shown towards the Persib *Official Jersey*. This suggests that the psychological relationship between supporters and the team can influence attitudes towards *merchandise* which represents the identity of the club. These results support the research by Gundogdu *et al.* (2025), who found a positive influence of *Team Identification* on *Attitude*. The findings indicate that strong identification of the team can form a positive attitude, *Bobotoh* on the Persib *Official Jersey*.

The findings of the analysis show that Hypothesis 3 is accepted. *Perceived Value* has a positive and significant effect on *Repeat Purchase*. This means that the higher the value felt by *Bobotoh* on the Persib *Official Jersey*, the more likely consumers are to make a repeat purchase. This condition shows that value perception is a factor that can encourage consumer loyalty. The results obtained are in line with the research by Selim & Kohardinata (2021) and Ludiya (2024), who found a positive influence of *Perceived Value* on *Repeat Purchase*. Therefore, the results of this study reinforce that the *Perceived Value* that consumers feel can strengthen the tendency to repurchase *merchandise* from the official club.

Based on the results of the analysis, it shows that Hypothesis 4 is accepted. *Team Identification* has a positive and significant effect on *Repeat Purchase*. The stronger the sense of attachment *Bobotoh* has to Persib Bandung, the more likely they are to buy the Persib *Official Jersey*. *Merchandise* is not only a product, but it also represents the identity and loyalty of fans to the team they support. These findings are supported by Kural & Özbek (2023) and Childs *et al.* (2019), who state that *Team Identification* can encourage repurchase of official club. Based on the research findings, a strong identification of the team can increase the tendency to repeat purchases.

Furthermore, hypothesis testing shows that hypothesis 5 is acceptable. *Bobotoh attitude* has a positive and significant effect on *Repeat Purchase*. The findings indicate that the more positive *Bobotoh*'s attitude is toward the Persib Official Jersey, the more likely they are to make a repurchase. *Bobotoh* who have a positive assessment and evaluation of the product tend to show greater interest in buying the product again in the future. A positive attitude reflects acceptance and belief that the product provides benefits in accordance with consumer expectations. The results of this study are in line with those of Pramuditha *et al.* (2025) and Chitranapawong and Chirapanda (2025), which state that *attitude* has a positive effect on repurchases. Thus, the results of this study show that positive attitudes among *Bobotoh* are an important factor in encouraging Persib's repurchase behavior of the *Official Jersey*.

The results of the analysis further show that Hypothesis 6 is accepted. *Attitude Bobotoh* able to mediate the influence of *Perceived Value* on *Repeat Purchase*. That is, the perceived value of *Bobotoh* on the Persib *Official Jersey* affects repurchases, both directly and through the formation of a positive attitude towards the product. *Bobotoh*: Those who have a perception of the high value of the product generally develop a more positive attitude, which further increases the tendency to buy back the product. The findings confirm that attitudes act as mediators between *Perceived Value* with repurchase behavior. The results of this study are consistent with the findings of Ramadhina *et al.* (2024) and Murthy (2025), which prove that *attitude mediates* the relationship between *Perceived Value* and *Repurchase*. The results of this study reinforce the importance of forming a positive attitude in increasing repurchase through high value perception.

The results of the subsequent analysis show that Hypothesis 7 is accepted. *Attitude Bobotoh* can mediate the influence of *Team Identification* on *Repeat Purchase*. The stronger the identification of *Bobotoh* towards Persib Bandung, the more positive the attitude formed towards Persib *Official Jersey*, which further increases the tendency to make a repurchase. *Bobotoh* who have a strong emotional attachment to the team tend to develop more positive evaluations of the team's official club merchandise. This positive attitude then becomes a driver for the emergence of repurchase behavior. The results obtained are in line with the research of Kwon *et al.* (2022) and Taufik *et al.*

(2025), which states that *Team Identification* can improve *Attitude*, which further increases the tendency to repurchase. Therefore, the findings of this study confirm that *Attitude* plays an important role as a mechanism that mediates the influence of *Team Identification* in improving *Repeat Purchase of the Persib Official Jersey*.

CONCLUSION

Referring to the findings regarding the influence of *Perceived Value* and *Team Identification* on *Repeat Purchase* mediated by *Attitude Bobotoh* on Persib products' *Official Jersey* in the city of Bandung, it can be concluded that *Perceived Value* and *Team Identification* have a positive and significant effect on *Attitude Bobotoh*. In addition, *Perceived Value*, *Team Identification*, and *Attitude Bobotoh* are proven to have a positive and significant influence on *Repeat Purchase*. The findings in this study also confirm that *Attitude Bobotoh* acts as a mediator in the relationship between *Perceived Value* and *Team Identification* and *Repeat Purchase*. The results of this study show that the greater the perceived value and consumer identification of Persib, the more positive attitudes are formed, which will ultimately increase the tendency to buy back Persib products, *Official Jersey*. However, there are still some limitations of this research that can be input for further research development.

In the next study, it is suggested that the Persib *Official Store* can continue to increase the *perceived value* of consumers through improving product quality, more attractive design, appropriate pricing, and a more satisfying purchase experience. In addition, strengthening *Bobotoh's* emotional attachment also needs to be improved through community programs, exclusive activities, memberships, and optimization of digital and social media campaigns to build loyalty and pride in Persib. For further research, it is recommended that the scope of the region be expanded so that the results are more general, using a qualitative approach or mixed methods to explore consumer motivation in more depth, and adding other variables such as *Brand Trust*, *Customer Engagement*, *Brand Loyalty*, and *Customer Satisfaction* to gain a more comprehensive understanding of the repurchase behavior of sports merchandise.

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