

The Influence of Price, Game Attractiveness, and Audience Preference on the Decision of Purchase Home Match Tickets Persib Bandung in Liga 1 Year 2019



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Abstract: Football club in Indonesia income sources consist of four sectors, ranging from sponsorships, television broadcasting rights, sales of official club merchandise, and sales of match tickets. Match tickets are one source of income for a professional sports team. This study aims to determine the effect of price, game attractiveness, and audience preference on the decision to buy tickets for Persib Bandung home match in Liga 1 Year 2019. The data used in this study are primary data by distributing questionnaires to 400 peoples. The sample selection used in this study is a probability sampling method, with the Proposional Stratified Sampling technique. The sample will be divided into several categories based on the position of the stadium seating stands chosen by the respondents. The criteria for respondents determined by the researcher were ticket buyers for Persib Bandung home matches in Liga 1 Year 2019. The analysis technique used is multiple linear regression analysis. The results obtained from multiple linear regression analysis are price, game attractiveness, and audience preference simultaneously affect the decision to buy tickets for Persib Bandung home match in Liga 1 Year 2019. Price and audience preference variables partially influence the purchasing decision for Persib Bandung home match tickets in Liga 1 Year 2019. However, game attractiveness partially has no effect on the decision to purchase for Persib Bandung home match in Liga 1 Year 2019. This research is expected to be reference to choose which variable is better used in future studies. For organizing committee, this research can be a reference to increase sales of Persib match ticket sales in the following year's competition.

Keywords: Price, game attractiveness, audience preference, Purchase Decision, and Football Game Tickets.

I. INTRODUCTION

In accordance with Permendagri No. 22 year 2011, professional sports clubs cannot use Anggaran Pendapatan dan Belanja Daerah (APBD) for join competition. This makes professional sports clubs must be able to be

independent to meet their operational needs. Fajar Junaedi (2017) states that football club in Indonesia income sources consist of four sectors, ranging from sponsorships, television broadcasting rights, sales of official club merchandise, and sales of match tickets. Shobe (2008) states that a match ticket is a sports product that is born based on price. McFarland (2007) states that in a football stadium, ticket prices will be different for each side of the stadium. Each stand has different facilities. When tickets are sold out, the club can automatically earn revenue (Beccarini, 2006). Brooks (1994) states that ticket sales are always influenced by many things, from technical and non-technical aspects. Persib Bandung has decreased sales of match tickets in Liga 1 Year 2019 from the previous year's competition.

Table- 1. Comparison of sales of home match tickets

Football Club	Liga 1 Year	
	2018	2019
Persib Bandung	272.291	256.200

Source: Data from PT. Liga Indonesia Baru which is processed by researchers

Based on the table above, Persib experienced a decline in home match ticket selling by 5.9% from the competition in 2018. Some changes occurred when entering the competition in 2019. Persib moved to the Si Jalak Harupat Stadium, the policy of selling online ticket, and ticket price changes.

II. LITERATURE REVIEW

A. Purchase Decision

Kotler (2009: 240) states that purchasing decisions are consumer decisions regarding preferences for goods and services that exist among the many choices. According to Kotler (2009) there are six dimensions that can influence consumer decisions when making the purchase process, namely (1) Product selection decisions. Consumers can make decisions in purchasing goods or services for other purposes. In this case the company must be able to find a market that matches the goods or services that will be offered to consumers. (2) Decision of the brand chosen. Consumers must decide the brand of goods or services from one company, because each product has different characteristics and different. (3) Decisions regarding amounts. Consumers can make decisions to determine the amount of goods or services to be purchased. (4) Decisions on selected stores. There are several factors that are the reason a consumer chooses a store.

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These factors can be in the form of price, suitable size, availability of complete items, convenience, and location. (5) Decisions regarding the time of purchase chosen.

Consumer decisions in making purchases can vary. (6) Decisions regarding payment methods.

B. Price

Kotler and Armstrong (2012) state that prices are the amount of value that must be paid to obtain the desired service. Kotler and Armstrong (2012) explain there are four dimensions found in prices, namely (1) Affordability of prices. Consumers are able to reach prices set by the company. Products usually consist of several types in one brand, but the price varies, ranging from the cheapest to most expensive. Many types of prices that are set will lure consumers to buy products. (2) Price according to ability or competitiveness. Consumers tend to compare prices of a product with other products. Expensive or cheap price of a product becomes a consideration of consumers when buying the product. (3) Price conformity with product quality. Price is often used as a benchmark of quality for consumers. Consumers tend to choose products with higher prices, due to quality differences. Higher prices tend to show better quality. (4) Price match with benefits. Consumers take the decision to buy a product whose benefits are greater or equal to the nominal money spent. When consumers feel the benefits of the product are less than the nominal amount of money spent, then consumers will start thinking about not making repeat purchases in the future.

C. Game Attractiveness

Hansen and Gauthier (1989) states that attractiveness games are the selling points of an interesting game to be observed and can influence the audience's desire to buy tickets and be present at the stadium. Game attractiveness consists of six dimensions, namely: (1) the track record of the previous game. The results of the match in the previous match were of concern for the audience to be present at the stadium. (2) team rankings in the league standings. The audience tends to be eager to buy match tickets when the team is in a good position. This has become a pride for the audience (3) star players. The actors on the gridiron become an interesting spectacle for the audience and the presence of star players will help improve team performance (4) the achievements and rankings of the opposing team. The quality of the opponent who will compete becomes a factor that determines the level of ticket sales. (5) rivalry between the two teams. The drama presented throughout the game and the history of past meetings are unique things that influence the decision to attend. (6) chances of winning. The home team won and celebrated together is a desire for every audience who buys tickets. The two teams that competed on the field were one of the keys to attract spectators to watch the match live at the stadium.

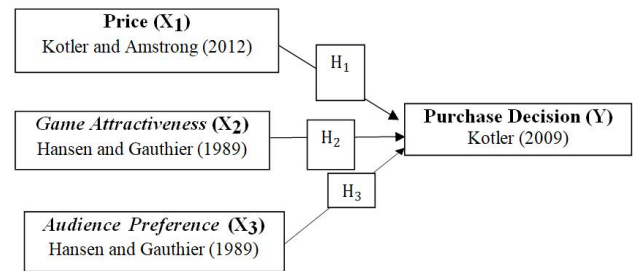
D. Audience Preference

Hansen and Gauthier (1989) mentioned that Audience Preference is a collection of behaviors from the habits of each individual to determine their presence at the stadium. This depends on the past experience and behavior of each individual. Audience Preference consists of six dimensions, namely (1) match schedule. Match schedule with daily activities becomes an important choice for consumers. (2) fan behavior during the game. The audience wanted to enjoy the match in an orderly manner and there were no riots at the stadium. (3) weather. Environmental conditions become a special consideration for the audience, in order to be able to

enjoy the match. (4) Stadium selection. The distance between the residence and the stadium becomes a consideration for the audience. (5) transportation access to the match venue. Some spectators want to enjoy public transportation as an option to the stadium. (6) parking space availability. Spectators want their vehicles to be able to park in a comfortable place and not far from the stadium.

III. CONCEPTUAL FRAMEWORK AND HYPOTHESIS

To find out about the effect of price, game attractiveness, and audience preferences on the decision to purchase tickets for the Persib Bandung home match in Liga 1 Year 2019, the proposed research will be applied as follows:



Source: Processed by researchers

Fig. 1. Conceptual Framework

The hypothesis is a temporary answer that is still conjectural and must still be verified, so with this hypothesis it is intended to provide an analytical direction from a study. Current provisions, namely:

1. H1: Price influences the decision to buy tickets for the home match of Persib Bandung in the Competition Liga 1 Year 2019.
2. H2: Game Attractiveness influences the decision to buy tickets for the home match of Persib Bandung in the Competition Liga 1 Year 2019.
3. H3: Audience Preference influences the decision to buy tickets for the home match of Persib Bandung in the Competition Liga 1 Year 2019.

IV. RESEARCH METHODS

The scope of this research in the variables Price, Game Attractiveness, Audience Preference, and purchasing decisions. The object of this study was the audience who bought tickets for the Persib Bandung home match in the Competition Liga 1 2019. The population in this study were buyers of the Persib Bandung home match ticket in the Competition Liga 1 Year 2019, namely 256.200 people. The sample selection used in this study is the probability sampling method, with the Proposional Stratified Sampling technique. The sample will be divided into several categories based on the position of the stadium seating stands chosen by the respondents. Respondents criteria determined by the researcher are the buyers of the Persib Bandung home match tickets. To draw the number of samples the researcher used the Slovin formula, as follows:

$$n = \frac{N}{1 + N(E)^2}$$

$$n = \frac{256.200}{1 + 256.200 (0,05)^2} = 399,376$$

Information :

N : Population size

E : Standard error

n : number of samples

Source: Processed by researchers

Based on the results that have been tested with the Slovin formula, the number of samples obtained is 399,376 which if rounded to 400. Samples in this study were 400 respondents, then it will be divided into six Audience Stand positions. Data collection techniques used in this study used a questionnaire.

V. RESULTS AND DISCUSSION

A. Validity Test

Table- 2. Price Variable Validity Test Results

No	Indicator	r _{hitung}	r _{tabel}	information
1	Price1	0,506	0,098	Valid
2	Price2	0,484	0,098	Valid
3	Price3	0,689	0,098	Valid
4	Price4	0,361	0,098	Valid
5	Price5	0,449	0,098	Valid

Source: Questionnaire data processed using SPSS 26

Table 2 shows that the price variable has valid criteria for all items based on the criteria r_{hitung} bigger than r_{tabel}.

Table- 3. Game Attractiveness Variable Validity Test Results

No	Indicator	r _{hitung}	r _{tabel}	information
1	Game1	0,659	0,098	Valid
2	Game2	0,675	0,098	Valid
3	Game3	0,158	0,098	Valid
4	Game4	0,671	0,098	Valid
5	Game5	0,680	0,098	Valid
6	Game6	0,495	0,098	Valid
7	Game7	0,728	0,098	Valid
8	Game8	0,676	0,098	Valid
9	Game9	0,331	0,098	Valid

Source: Questionnaire data processed using SPSS 26

Table 3 shows that the Game Attractiveness variable has valid criteria for all items based on the criteria r_{hitung} bigger than r_{tabel}.

Table- 4. Audience Preference Variable Validity Test Results

No	Indicator	r _{hitung}	r _{tabel}	information
1	Audience1	0,415	0,098	Valid
2	Audience2	0,598	0,098	Valid
3	Audience3	0,322	0,098	Valid

4	Audience4	0,567	0,098	Valid
5	Audience5	0,386	0,098	Valid
6	Audience6	0,478	0,098	Valid
7	Audience7	0,594	0,098	Valid
8	Audience8	0,697	0,098	Valid
9	Audience9	0,394	0,098	Valid

Source: Questionnaire data processed using SPSS 26

Table 4 shows that the Audience Preference variable has valid criteria for all items based on the criteria r_{hitung} bigger than r_{tabel}.

Table- 5. Test Results of Variable Validity of Purchasing Decisions

No	Indicator	r _{hitung}	r _{tabel}	information
1	PD1	0,576	0,098	Valid
2	PD2	0,521	0,098	Valid
3	PD3	0,548	0,098	Valid
4	PD4	0,539	0,098	Valid
5	PD5	0,464	0,098	Valid
6	PD6	0,537	0,098	Valid

Source: Questionnaire data processed using SPSS 26

Table 5 shows that the Purchasing Decisions variable has valid criteria for all items based on the criteria r_{hitung} bigger than r_{tabel}. Based on table 2 to table 5 shows valid results. All items that describe the indicators of the four research variables are valid, because all r_{hitung} > r_{tabel} are 0.098. The validity of all statement items means that the measuring instrument used in this study is able to measure the object to be measured.

B. T Reliability Test

The reliability test in this study uses SPSS 26 software, which provides a facility to measure reliability with the Cronbach Alpha statistical test. A variable is said to be reliable if it gives a Cronbach alpha value > 0.600. The reliability test results are presented in the following table.

Table- 6. Reliability Test Results

Variables	Cronbach's Alpha	Reliabel Scores	information
Price (X1)	0,610	0,600	Reliabel
Game Attractiveness (X2)	0,810	0,600	Reliabel
Audience Preference (X3)	0,741	0,600	Reliabel
Purchasing Decisions (Y)	0,708	0,600	Reliabel

Source: Questionnaire data processed using SPSS 26



Based on Table 6 it can be concluded that the cronbrach's alpha value is above 0.600. This shows that the Price, Game Attractiveness, Audience Preference, and purchasing decision variables all show numbers greater than 0.600, which means that the measurement tools for both variables in this study are all declared reliable.

C. Normality Test

Normality test is performed to determine whether the data taken in the study come from populations that are normally distributed or not normal. A good regression model is data that is normally distributed or close to normal. If the data is not around the diagonal line region and does not follow the diagonal line or does not follow the normal distribution pattern, then a biased estimate will be obtained. Testing the normality in this study through the normal probability plot using SPSS 26 and obtain the following results:

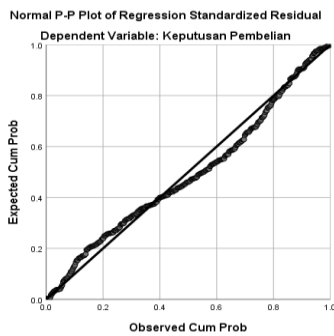


Fig. 2. Normality Test Results

Source: Questionnaire data processed using SPSS 26

The normality test with the normal probability plot requires that the data spread be around the diagonal line region and follow the direction of the diagonal line. Based on the picture above, it can be concluded that the data in this study meet the normal probability plot requirements so that the research meets the normality assumptions, which means that the data in this study come from normally distributed populations.

D. Multicollinearity Test

Multicollinearity test is performed to determine whether there is a correlation between independent variables, namely by calculating the value of Variance Inflation Factor (VIF). Data that does not contain multicollinearity is data that has a VIF value of less than 10. The multicollinearity calculation results are statistically as follows:

Table- 7. Multicollinearity Test Results

Model	Collinearity Statistic	
	Tolerance	VIF
(constant)		
Price (X1)	0,806	1,240
Game Attractiveness (X2)		
Audience Preference (X3)	0,736	1,358
	0,794	1,259

Source: Questionnaire data processed using SPSS 26

Based on Table 7, the multicollinearity test results above can be seen that the VIF value for the variable price, Game

Attractiveness, and Audience Preference is less than 10. This shows that there is no multicollinearity between the independent variables. Tolerance value for the variable price, Game Attractiveness, and Audience Preference is more than 0.1. This shows that there is no multicollinearity between independent variables.

VI. DATA ANALYSIS AND HYPOTHESIS TEST

This study consists of four variables consisting of price, game attractiveness, and audience preference as independent variables and purchasing decisions as the dependent variable.

A. Multiple Regression Analysis

Multiple linear regression analysis is used to determine the magnitude of the effect of price, Game Attractiveness, and Audience Preference partially or simultaneously on purchasing decisions. Statistical calculations in multiple linear regression analysis can be seen in the following table:

Table- 8. Multiple Regression Analysis Results

Coefficients ^a					
Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.	
	B	Standar error			
1 (Konstan)					
	13870.845	1346.925	10.298	0	
Price	0.216	0.07	0.166	3.094	0.002
Game Attractiveness	0.01	0.038	0.014	0.258	0.797
Audience Preference	0.132	0.04	0.179	3.306	0.001

a. Dependent Variable: Purchasing Decisions

Source: Questionnaire data processed using SPSS 26

Regression Model:

Purchasing Decision =

$$a + b_1 \text{Price} + b_2 \text{Game} + b_3 \text{Audience} + e$$

Purchasing Decisions =

$$13870.845 + 0.216X_1 + 0.010X_2 + 0.132X_3$$

From this equation, it can be explained that:

1. The constant (a) is 13870,845, the regression equation above means that if all variables are omitted or in mathematical calculations = 0, then the purchase decision that occurs at that time is 13870,845.
2. The X1 coefficient of 0.216 is positive, so mathematically, if there is a change of 1% in the independent variable X1, it will result in changes in the dependent variable in the same direction of 0.216 if the other variables are constant.
3. The coefficient of X2 0.010 is positive, so mathematically if there is a change of 1% in the independent variable X2 it will result in changes in the dependent variable in the same direction of 0.010 if the other variables are constant.
4. The X3 coefficient of 0.132 is positive, so mathematically if there is a change of 1% in the independent variable X3 it will result in changes in the dependent variable in the same direction of 0.132 if the other variables are constant.



B. Test Results F

The F test is used to determine the effect of the independent variable price, Game Attractiveness, and Audience Preference simultaneously on the dependent variable on purchasing decisions. The following will explain the simultaneous or joint testing of variables.

Table- 9. Test Results F

Anova ^a					
Model	Sum of Squares	df	Mean Square	F	Sig
Regression	291864913	3	97288304	11.9	.000 ^b
Residual	3.238E+09	396	8175626.4		
Total	3.529E+09	399			

a. Dependent Variable: Purchasing Decisions

b. Predictors: (Constant), Audience Preference, Price, Game Attractiveness

Source: Questionnaire data processed using SPSS 26

C. Test Results t

Test result t is used to determine the effect of partially independent variables price, Game Attractiveness, and Audience Preference on the dependent variable purchase decision. The following will explain the partial testing of each variable. The result of t table calculation is 5%: $2 = 2.5\%$, $df (n-1, 400-1 = 399)$. The results obtained for t table is 1,962. The significance used is less than 0.05, so based on the results of the partial test (t test) in the table above, for the three price-independent variables, Game Attractiveness, and Audience Preference are explained as follows:

a. Effect of Price (X1) on Purchasing Decisions (Y)

Price (X1) shows that the significance for X1 to Y is $0.002 < \alpha = 0.05$ and $t_{hitung} 3.094 > t_{tabel} 1.962$. So it can be concluded that H_1 is accepted. This means that the price (X1) has a positive and significant effect on the decision to purchase Persib home game tickets in the Liga 1 2019. Changes in ticket prices must certainly be a consideration for organizing committee in determining pricing policies in the following year's competition.

b. Effect of Game Attractiveness (X2) on Purchasing Decisions (Y)

Game Attractiveness (X2) shows that the significance for X2 against Y is $0.797 > \alpha = 0,05$ dan $t_{hitung} 0,258 < t_{tabel} 1,962$. Then it can be concluded that H_2 is rejected. This means that Game Attractiveness (X2) does not significantly affect the decision to purchase Persib home game tickets in the Liga 1 2019. The audience does not care about the results of the match obtained by the team that is proud of. They still support their proud team, even though the team lost at home.

c. Effect of Audience Preference (X3) on Purchasing Decisions (Y)

Audience Preference (X3) shows that the significance for X3 against Y is $0.001 < \alpha = 0.05$ and $t_{hitung} 3,306 > t_{tabel} 1,962$. Then it can be concluded that H_3 is accepted. This means that Audience Preference (X3) has a positive and significant effect on the decision to purchase Persib home game tickets in the Liga 1 2019. Changing the stadium

becomes a matter that affects the desire to buy tickets and be present at the stadium.

D. Correlation Coefficient (R) and Coefficient of Determination (R²)

The correlation coefficient (R) aims to determine the closeness of the relationship between the influence of independent variables on the dependent variable. Meanwhile, the coefficient of determination is used to find out how much influence the interaction variable. The results of data processing using SPSS are as follows:

Table- 10. Test Correlation Coefficient (R) and Coefficient of Determination (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.288 ^a	0.083	0.076	2,859.31

Source: Questionnaire data processed using SPSS 26

Correlation coefficient of 0.288 which indicates that the relationship between price, Game Attractiveness, and Audience Preference as independent variables on purchasing decisions as the dependent variable is at the level of a weak relationship. Meanwhile, the coefficient of determination (R square) obtained a figure of 0.083. This means that the variable price, Game Attractiveness, and Audience Preference have the effect of contributing 8.3% to the decision to buy Persib home game tickets in the Liga 1 2019 and the other 91.7% is influenced by other variables not examined in this research.

VII. CONCLUSIONS

This study is intended to determine the effect of price, Game Attractiveness, and Audience Preference on the decision to purchase tickets for Persib Bandung home matches in Liga 1 2019. Based on the description of the research results and discussion, the conclusions of this study can be drawn:

1. Simultaneously the price variable, Game Attractiveness, and Audience Preference affect the purchasing decision Persib Bandung home match tickets in Liga 1 2019.
2. Partially, the price variable influences the decision to buy Persib Bandung home match tickets in Liga 1 2019.
3. Partially the game attractiveness variable has no effect on the purchasing decision Persib Bandung home match tickets in Liga 1 2019.
4. Partially the audience preference variable has an effect on the purchasing decision Persib Bandung home match tickets in Liga 1 2019.

Based on the results of the analysis and discussion in this study, the suggestions that can be given are:

1. For organizing committee
Organizing committees expected to be able to consider several policies related to the Persib home match, ranging from prices, stadium selection, etc.



2. For further researchers

There is still much that can be worked on from research into football matches, ranging from promotions, service quality, etc. Hopefully more and more are open to doing research about football matches.

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