

BRAND LOVE, HYPE, AND SCARCITY STRATEGY ON PURCHASE DECISION OF PERSEBAYA STORE MERCHANDISE

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *Brand Love*, *Hype*, dan *Scarcity Strategy* terhadap Keputusan Pembelian merchandise Persebaya Store pada komunitas supporter “Bonek” di Kota Madiun, baik secara parsial maupun simultan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 385 responden yang dipilih melalui teknik *purposive sampling*, dengan penentuan jumlah sampel menggunakan rumus Lemeshow. Data dikumpulkan melalui kuesioner skala Likert empat alternatif jawaban dan dianalisis menggunakan uji instrumen, uji asumsi klasik, analisis regresi linier berganda, uji t, uji F, serta koefisien determinasi (R^2) dengan bantuan IBM SPSS. Hasil penelitian menunjukkan bahwa *Brand Love*, *Hype*, dan *Scarcity Strategy* secara parsial maupun simultan berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Nilai koefisien determinasi (R^2) sebesar 0,687 menunjukkan bahwa 68,7% variasi Keputusan Pembelian dapat dijelaskan oleh ketiga variabel tersebut, sedangkan 31,3% sisanya dipengaruhi oleh faktor lain di luar model. Temuan ini menunjukkan bahwa penguatan ikatan emosional, tren digital, dan strategi kelangkaan dapat meningkatkan keputusan pembelian merchandise resmi Persebaya Store.

Kata Kunci: *Brand Love, Hype, Scarcity Strategy, Keputusan Pembelian, Merchandise.*

Abstract

This study aims to analyze the effect of Brand Love, Hype, and Scarcity Strategy on Purchase Decision among Persebaya Store merchandise consumers within the “Bonek” supporter community in Madiun, both partially and simultaneously. A quantitative survey approach was employed with a sample of 385 respondents selected through purposive sampling, with the sample size determined using the Lemeshow formula. Data were collected through a four-point Likert-scale questionnaire and analyzed using instrument tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination (R^2) with the assistance of IBM SPSS. The results show that Brand Love, Hype, and Scarcity Strategy

partially and simultaneously have a positive and significant effect on Purchase Decision. A coefficient of determination (R^2) of 0.687 indicates that 68.7% of the variation in Purchase Decision can be explained by these three variables, while the remaining 31.3% is influenced by other factors outside the model. These findings suggest that strengthening emotional attachment, digital trends, and scarcity strategy can enhance the purchase decision of official Persebaya Store merchandise.

Keywords: Brand Love, Hype, Scarcity Strategy, Purchase Decision, Persebaya.

A. INTRODUCTION

1. Research Background

Sports industry is no longer confined to the staging of competitions, it has grown into a network of interconnected business activities that generate substantial economic value. Sport is increasingly regarded as a field of entrepreneurship in which organizations pursue innovation, exploit market opportunities, and develop products and services around fan experience (Ratten & Ferreira, 2017). Football, as the sport with the largest fan base in the country, plays a dominant role in this commercial development (Nielsen Sports, 2020). Consumption of official club merchandise is closely tied to supporters' social identity and emotional attachment to their club (Huettermann & Kunkel, 2022), pushing marketing strategies to move beyond the product itself toward building brand strength and symbolic value.

Indonesian football clubs are currently transitioning from simple, competition-oriented management toward professional, industry-based business entities. Ticket sales are no longer the primary source of income clubs increasingly rely on diversified revenue streams such as official merchandise sales, sponsorship, and digital brand-building. This transformation demands professional governance, positioning sport marketing not merely around ticket or product sales but around the creation of experience and fan engagement (FIFA, 2023).

Persebaya Surabaya was selected as the research setting because of its large and loyal supporter base known as “Bonek,” which is widely recognized for its strong

emotional attachment to the club. Choosing Madiun City as the research location adds a further dimension to this study, namely understanding how a club's marketing strategy reaches supporters located outside the club's home city. The enthusiasm of the Bonek community illustrates this dynamic clearly: 1,200 units of the club's 93rd Anniversary Jersey sold out within only 3.5 hours of its online release, demonstrating the strong influence of hype and scarcity on purchase decisions (Persebaya, 2023).

Building on this background, this study analyzes the effect of Brand Love, Hype, and Scarcity Strategy on Purchase Decision of Persebaya Store merchandise, grounded in the Theory of Planned Behavior (Ajzen, 1991), which explains that behavior is driven by intention shaped by attitude, subjective norm, and perceived behavioral control. To provide a comprehensive understanding, the theoretical alignment and modified conceptual references of each variable are detailed as follows:

a. Brand Love

Brand Love is defined as a complex emotional construct reflecting a strong, positive attachment between a consumer and a brand, encompassing passion, positive emotion, and a declaration of love toward the brand (Batra et al., 2012). Within the Theory of Planned Behavior, Brand Love functions as the attitude toward the behavior, where a positive emotional stance toward the brand fosters the intention to purchase (Ajzen, 1991). In this conceptual framework, Brand Love is adapted from the empirical model of Eka Fitria Mukaromah (2020), which demonstrates that emotional attachment and brand passion among football supporters significantly drive positive purchasing decisions for official merchandise.

b. Hype

Hype is defined as the rapid, collective spread of enthusiasm and attention toward a product through social transmission, closely linked to social proof and the fear of missing out (Berger & Milkman, 2012; Przybylski et al., 2013). Hype represents subjective norm, reflecting the social pressure generated through

community interaction and digital media (Ajzen, 1991). In this conceptual framework, Hype is adapted from the empirical model of Luhut Manurung et al. (2025), which shows that viral content exposure on social media creates collective buzz and social proof that strongly influence consumer purchase behavior.

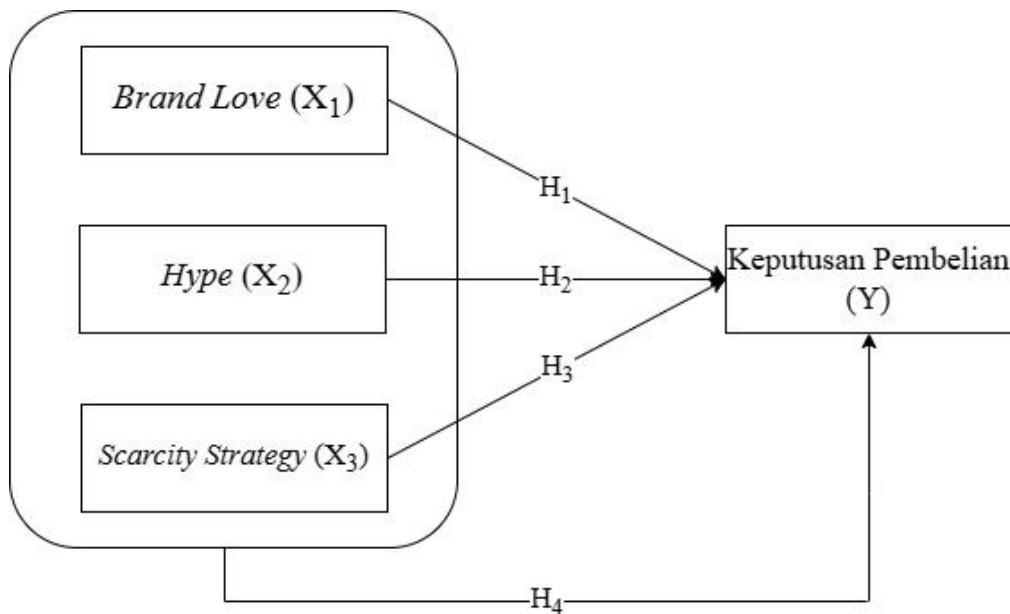
c. Scarcity Strategy

Scarcity Strategy is defined as a marketing approach that deliberately limits product availability in terms of quantity or time to create a perception of exclusivity, urgency, and higher value (Lynn, 1991; Roy & Sharma, 2015). Scarcity Strategy represents perceived behavioral control, reflecting consumers' perception of limited opportunity to obtain the product (Pavlou & Fygenson, 2006). In this conceptual framework, Scarcity Strategy is adapted from the empirical model of Diar Rusadi et al. (2025), which confirms that scarcity marketing and exclusivity perceptions build immediate purchase urgency, significantly affecting consumer buying decisions.

d. Purchase Decision

Purchase Decision is defined as the stage in the consumer decision-making process in which an individual chooses to buy a product after search and evaluation (Kotler & Armstrong, 2016; Kotler & Keller, 2016). In this study, Purchase Decision acts as the primary dependent variable influenced simultaneously and partially by emotional (Brand Love), social (Hype), and situational (Scarcity Strategy) drivers.

1. Conceptual Framework



This framework is a modification of previous studies (Eka Fitria Mukaromah, 2020), (Luhut Manurung et al., 2025), dan (Diar Rusadi et al., 2025).

2. Hypothesis

Based on the research background and the review of previous studies, the hypotheses of this study are formulated as follows:

- H1** : Brand Love is hypothesized to positively and significantly affect the Purchase Decision of Persebaya Store merchandise.
- H2** : Hype is hypothesized to positively and significantly affect the Purchase Decision of Persebaya Store merchandise.
- H3** : Scarcity Strategy is hypothesized to positively and significantly affect the Purchase Decision of Persebaya Store merchandise.
- H4** : Brand Love, Hype, and Scarcity Strategy are hypothesized to simultaneously affect the Purchase Decision of Persebaya Store merchandise positively and significantly.

B. METHOD

This study employed a quantitative approach with a causal-associative survey design to examine the effects of the independent variables Brand Love (X1), Hype (X2), and Scarcity Strategy (X3) on the dependent variable, Purchase Decision (Y). The research was conducted in Madiun, Indonesia, among members of the “Bonek” supporter community who have purchased official Persebaya Store merchandise.

Because the exact number of Bonek members in Madiun who purchase Persebaya Store merchandise is unknown, the population was treated as an unknown population, and the minimum sample size was calculated using the Lemeshow (1997) formula with a 95% confidence level ($Z = 1.96$), an estimated proportion of 0.5, and a 5% margin of error, yielding a minimum sample of 384.16, rounded up to 385 respondents. Respondents were selected through purposive sampling based on the following criteria: (1) willing to participate as a respondent, (2) a member of the “Bonek” supporter community in Madiun City, and (3) has purchased official Persebaya Store merchandise at least once.

Primary data were collected through an online questionnaire distributed via Google Forms, using a four-point Likert scale ranging from 1 (Strongly Disagree) to 4 (Strongly Agree) to measure Brand Love, Hype, Scarcity Strategy, and Purchase Decision. The collected data were analyzed using IBM SPSS. Prior to hypothesis testing, the research instrument was assessed through validity and reliability tests, followed by classical assumption tests (normality, multicollinearity, and heteroscedasticity). The hypotheses were tested using multiple linear regression analysis, supported by the partial t-test, the simultaneous F-test, and the coefficient of determination (R^2).

C. RESULTS AND DISCUSSIONS

1. Normality Test

According to Ghozali (2018), residual normality can be assessed using the One-Sample Kolmogorov–Smirnov test. Residuals are considered normally distributed if the significance value (Asymp. Sig.) exceeds 0.05.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		385
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,78401961
Most Extreme Differences	Absolute	,034
	Positive	,018
	Negative	-,034
Test Statistic		,034
Asymp. Sig. (2-tailed)		,200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Figure 1 Normality Test

Source: Primary data processed with SPSS, 2026.

The normal probability plot presented in Figure 1 further supports this finding. The observations are distributed around and generally follow the diagonal reference line, indicating a pattern consistent with a normal distribution. Thus, both the Kolmogorov–Smirnov test and the graphical assessment confirm that the regression model meets the normality assumption.

2. Multicollinearity Test

The multicollinearity test was conducted to ensure that no excessively strong correlation exists among the independent variables. A regression model is free from multicollinearity if the Tolerance value exceeds 0.10 and the Variance Inflation Factor (VIF) is below 10.

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand Love (X1)	,828	1,207
	Hype (X2)	,882	1,133
	Scarcity Strategy (X3)	,850	1,177

a. Dependent Variable: Keputusan Pembelian (Y)

Figure 2 Multicollinearity Test

Source: Primary data processed with SPSS, 2026

All independent variables consequently exhibited Tolerance values above 0.10 and VIF values below 10.00. These findings indicate that no multicollinearity was detected among Brand Love, Hype, and Scarcity Strategy. Therefore, the independent variables were sufficiently distinct from one another to be included simultaneously in the multiple linear regression model, and the multicollinearity assumption was considered satisfied.

3. Heteroscedasticity Test

Heteroscedasticity was assessed using the Glejser test, which regresses the absolute value of the residuals on the independent variables. The model is free from heteroscedasticity if the significance value of each independent variable exceeds 0.05.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,382	,730		3,265	,001
	Brand Love (X1)	-,012	,021	-,032	-,577	,564
	Hype (X2)	-,014	,020	-,038	-,689	,491
	Scarcity Strategy (X3)	-,008	,020	-,023	-,409	,683

a. Dependent Variable: ABS_RES

Figure 3 Heteroscedasticity Test

Source: Primary data processed with SPSS, 2026

Since all significance values are greater than 0.05, the results indicate that there is no evidence of heteroscedasticity in the regression model. Therefore, the residual variance can be considered sufficiently constant across observations, and the regression model satisfies the heteroscedasticity assumption required for further analysis.

4. Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the magnitude of the effects of Brand Love (X1), Hype (X2), and Scarcity Strategy (X3) on Purchase Decision (Y).

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-6,924	1,207		-5,738	,000
	Brand Love (X1)	,370	,035	,335	10,641	,000
	Hype (X2)	,417	,033	,388	12,701	,000
	Scarcity Strategy (X3)	,441	,034	,409	13,133	,000

a. Dependent Variable: Keputusan Pembelian (Y)

Figure 4 Multiple Linear Regression Analysis

Source: Primary data processed with SPSS, 2026

Based on the table, the regression equation is expressed as follows:

$$\text{Purchase Decision (Y)} = -6.924 + 0.370 X1 + 0.417 X2 + 0.441 X3$$

The linearity assumption, which requires a proportional relationship between each independent variable and the dependent variable, was tested by examining the significance value of the Linearity row in the ANOVA table. A significance value below 0.05 indicates a significant linear relationship. The results indicated significance values of 0.000 for the relationships between Purchase Decision and Brand Love, Hype, and Scarcity Strategy, respectively, confirming that all three independent variables exhibited a

significant linear relationship with the dependent variable and satisfying the linearity assumption required for regression analysis.

5. Simultaneous Test (F-Test)

The F-test was used to examine whether the independent variables jointly have a significant effect on Customer Loyalty. If the significance value is below 0.05, the independent variables are considered to jointly and significantly affect the dependent variable.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2679,610	3	893,203	278,448	,000 ^b
	Residual	1222,167	381	3,208		
	Total	3901,777	384			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Scarcity Strategy (X3), Hype (X2), Brand Love (X1)

Figure 5 F Test

Source: Primary data processed with SPSS, 2026

The F-test was employed to examine the overall significance of the regression model, that is, whether the independent variables jointly exerted a significant effect on the dependent variable. The results yielded an F-value of 278.448 with a significance level of 0.000 ($p < 0.05$), leading to the rejection of the null hypothesis. This finding indicates that Brand Love (X1), Hype (X2), and Scarcity Strategy (X3) collectively exerted a significant effect on Purchase Decision (Y), confirming that the regression model was well specified and fit for explaining the relationship between the independent and dependent variables.

6. Coefficient of Determination (R^2) Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,829 ^a	,687	,684	1,79103

a. Predictors: (Constant), Scarcity Strategy (X3), Hype (X2), Brand Love (X1)

b. Dependent Variable: Keputusan Pembelian (Y)

Figure 6 Coefficient of Determination

Source: Primary data processed with SPSS, 2026

The coefficient of determination was calculated to assess the proportion of variance in Purchase Decision explained by the independent variables. The analysis yielded an R^2 value of 0.687, indicating that 68.7% of the variance in Purchase Decision could be explained jointly by Brand Love, Hype, and Scarcity Strategy, while the remaining 31.3% was attributable to factors outside the scope of the model. The Adjusted R^2 value of 0.684 further confirmed the model's strong explanatory power after accounting for the number of predictors included, indicating a well-fitting and parsimonious regression model.

7. Partial Test (T-Test)

The partial t-test was used to examine the individual effect of each independent variable on Purchase Decision. A variable is considered to have a significant partial effect if its significance value is below 0.05. The results are the same regression coefficients.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-6,924	1,207		-5,738	,000
	Brand Love (X1)	,370	,035	,335	10,641	,000
	Hype (X2)	,417	,033	,388	12,701	,000
	Scarcity Strategy (X3)	,441	,034	,409	13,133	,000

a. Dependent Variable: Keputusan Pembelian (Y)

Figure 6 Coefficient of Determination

Source: Primary data processed with SPSS, 2026

a. Brand Love

Brand Love (X1) exerted a positive and significant effect on Purchase Decision, This finding indicates that stronger emotional attachment and affective bonding toward the Persebaya brand were associated with a greater propensity among consumers to purchase official merchandise, consistent with the notion that emotional brand attachment fosters consumer trust and purchase commitment.

b. Hype

Hype (X2) exerted a positive and significant effect on Purchase Decision, This result suggests that heightened public attention, product popularity, and social media engagement surrounding Persebaya merchandise significantly increased consumers' inclination to purchase, reflecting the capacity of hype-driven dynamics to enhance perceived product value and accelerate purchase intention.

c. Scarcity Strategy

Scarcity Strategy (X3) exerted a positive and significant effect on Purchase Decision, This finding suggests that limited-stock offerings, limited-edition releases, and time-bound purchasing conditions created a sense of urgency that most strongly motivated consumers to finalize their purchase decisions.

8. Discussion

The positive and significant effect of Brand Love confirms that pride in wearing official attire and willingness to pay a premium price out of love for the brand drive consumers to purchase Persebaya Store merchandise, consistent with the sellout of limited-edition items and the stronger demand for the higher-priced Player Issue jersey. This result aligns with Mukaromah (2020) but contrasts with Widarmanti and Yulianti (2023), who found brand love more strongly linked to brand commitment for a non-sport product, suggesting that the emotional bond between football supporters and their club more readily translates into purchase behavior. Within TPB, Brand Love functions as attitude toward the behavior (Ajzen, 1991).

Hype also shows a significant effect, indicating that the more consumers follow trending content about the club, the stronger their purchase intention, consistent with Manurung et al. (2025). Within TPB, Hype represents subjective norm: social pressure transmitted through the Bonek community and digital media strengthens the perception that owning official merchandise is part of belonging to that community.

Scarcity Strategy is the most dominant predictor, confirming that limited editions, restricted stock, and time-bound offers most strongly drive purchase decisions, consistent with Rusadi et al. (2025) and Oktaviani (2025). Within TPB, Scarcity Strategy operationalizes perceived behavioral control: restricted stock narrows consumers' perceived opportunity to obtain the product, intensifying the urgency to act (Ajzen, 1991; Pavlou & Fygenson, 2006).

D. CONCLUSIONS

Based on the results of the multiple linear regression analysis and hypothesis testing, several conclusions can be drawn. First, Brand Love has a positive and significant effect on Purchase Decision of Persebaya Store merchandise among the “Bonek” community in Madiun, so H1 is accepted; the stronger supporters' emotional attachment to the brand,

the higher their purchase decision. Second, Hype has a positive and significant effect on Purchase Decision, so H2 is accepted; the more supporters engage with trending community content, the greater their tendency to purchase. Third, Scarcity Strategy has a positive and significant effect on Purchase Decision and is the most dominant of the three predictors, so H3 is accepted. Fourth, Brand Love, Hype, and Scarcity Strategy simultaneously have a positive and significant effect on Purchase Decision, so H4 is accepted, with the three variables jointly explaining 68.7% of the variation in Purchase Decision, while the remaining 31.3% is explained by factors outside the model, such as product quality, price, or service quality. This study is limited to Bonek supporters domiciled in Madiun and considers only three independent variables, which may limit the generalizability of the findings.

E. SUGGESTIONS

For Persebaya Store, it is recommended to continue strengthening elements that reinforce Brand Love, such as brand storytelling that highlights pride and Bonek identity, while ensuring that merchandise pricing remains commensurate with product quality and exclusivity. Because Scarcity Strategy shows the strongest effect on Purchase Decision, continued and measured use of limited editions, pre-order systems, and transparent stock information should be prioritized without eroding consumer trust. For future researchers, it is recommended to incorporate additional variables that may influence Purchase Decision, such as Brand Trust, Product Quality, or Electronic Word of Mouth (E-WOM), and to expand the geographical scope and sample size beyond Madiun to improve the generalizability of the finding.

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