ABSTRAK

Achmad Danu Ukhrowinata, 2026. Pengaruh Brand Love, Hype, dan Scarcity Strategy terhadap Keputusan Pembelian Produk Merchandise Persebaya Store (Studi Kasus pada Komunitas Suporter Persebaya di Kota Madiun). Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, UNIVERSITAS PGRI MADIUN. Pembimbing (I) Dian Citaningtyas Ari Kadi, S.E., M.M. (II) Hendra Setiawan, S. E., M. M

Fenomena merchandise klub sepak bola telah berkembang menjadi simbol identitas dan loyalitas suporter, tidak terkecuali produk Persebaya Store di kalangan komunitas Bonek. Menariknya, antusiasme terhadap produk ini juga tumbuh kuat di Kota Madiun, wilayah yang secara geografis berjarak jauh dari basis utama Persebaya di Surabaya, sehingga memunculkan pertanyaan mengenai faktor-faktor yang mendorong keputusan pembelian pada segmen suporter tersebut. Penelitian ini bertujuan untuk menganalisis pengaruh *Brand Love, Hype,* dan *Scarcity Strategy* terhadap Keputusan Pembelian, baik secara parsial maupun simultan.

Penelitian menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif kausal. Pengambilan sampel dilakukan dengan teknik purposive sampling terhadap 385 responden anggota komunitas Bonek di Kota Madiun. Analisis data menggunakan regresi linear berganda dengan bantuan SPSS, didukung kerangka teori *Theory of Planned Behavior* yang memetakan *Brand Love* sebagai sikap, *Hype* sebagai norma subjektif, dan *Scarcity Strategy* sebagai kontrol perilaku yang dipersepsikan.

Hasil penelitian menunjukkan persamaan regresi $Y = -7{,}201 + 0{,}388X_1 + 0{,}419X_2 + 0{,}430X_3$ dengan nilai F sebesar 278,448 dan koefisien determinasi (R^2) sebesar 0,687. Ketiga variabel terbukti berpengaruh positif dan signifikan baik secara parsial maupun simultan terhadap Keputusan Pembelian, dengan *Scarcity Strategy* menunjukkan pengaruh paling dominan (Beta 0,396) yang diperkuat oleh *Brand Love*, di mana produk langka dimaknai sebagai simbol loyalitas komunitas.

Kata Kunci: *Brand Love, Hype, Scarcity Strategy, Keputusan Pembelian, Persebaya Store, Bonek*

ABSTRACT

Achmad Danu Ukhrowinata, 2026. *The Influence of Brand Love, Hype, and Scarcity Strategy on Purchase Decisions of Persebaya Store Merchandise Products: A Case Study of the Persebaya Supporters Community in Madiun City. Management Study Program, Faculty of Economics and Business,* UNIVERSITAS PGRI MADIUN. Pembimbing (I) Dian Citaningtyas Ari Kadi, S.E., M.M. (II) Hendra Setiawan, S. E., M. M

The phenomenon of football club merchandise has evolved into a symbol of supporter identity and loyalty, and Persebaya Store products among the Bonek community are no exception. Notably, enthusiasm for these products has also grown strongly in Madiun City, a region geographically distant from Persebaya's home base in Surabaya, raising questions about the factors driving purchase decisions within this supporter segment. This study aims to analyze the influence of Brand Love, Hype, and Scarcity Strategy on Purchase Decisions, both partially and simultaneously.

This study employs a quantitative approach with a causal associative research design. Sampling was conducted using a purposive sampling technique on 385 respondents who are members of the Bonek community in Madiun City. Data were analyzed using multiple linear regression with the assistance of SPSS, supported by the Theory of Planned Behavior framework, which maps Brand Love as attitude, Hype as subjective norm, and Scarcity Strategy as perceived behavioral control.

The results show the regression equation $Y = -7.201 + 0.388X_1 + 0.419X_2 + 0.430X_3$*, with an F value of 278.448 and a coefficient of determination* (R^2) *of 0.687. All three variables were proven to have a positive and significant effect, both partially and simultaneously, on Purchase Decisions, with Scarcity Strategy showing the most dominant influence (Beta 0.396), reinforced by Brand Love, in which scarce products are interpreted as symbols of community loyalty.*

Keywords: *Brand Love, Hype, Scarcity Strategy, Purchase Decision, Persebaya Store, Bonek*