

**ANALISIS HUBUNGAN ANTARA FANATISME SUPORTER
PERSIBA BANTUL PASERBUMI DAN KEPUTUSAN
PEMBELIAN AKSESORIS KLUB**

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Penelitian ini bertujuan untuk mengetahui hubungan antara fanatisme supporter PERSIBA Bantul PASERBUMI dan keputusan pembelian aksesoris klub. Dalam penelitian ini teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Untuk pengujian instrument penelitian ini menggunakan analisis validitas(korelasi *product moment*) dan reabilitas dengan teknik *Cronbach Alpha*. Sedangkan teknik analisis data yang digunakan adalah korelasi sederhana dengan bantuan SPSS.

Hasil analisis data yang dilakukan oleh peneliti menunjukkan bahwa terdapat hubungan antara fanatisme supporter PERSIBA Bantul PASERBUMI dan keputusan pembelian aksesoris klub. Selain itu dapat diketahui bahwa tingkat hubungan yang terjadi adalah tingkat hubungan yang sedang.

**AN ANALYSIS ON THE RELATIONSHIP BETWEEN
THE FANATICISM OF *PERSIBA BANTUL* SUPPORTERS “*PASERBUMI* “
AND THEIR DECISION TO BUY THE CLUB ASSESSORIES**

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The purpose of the research was to identify the relationship between the fanaticism of “*PASERBUMI* “, the supporters of Bantul football Association or *PERSIBA Bantul*, and their decision to buy the club accessories. The sample taking techniques in this research was that called *purposive sampling*. Whereas the test instrument applied was the validity analysis (*Product Moment Correlation*) and the technique of *Cronbach Alpha* to test the reliability while the data analyzing technique which was applied was that of simple correlation alongside with the help of SPSS.

The result of data analysis showed that there was relationship between the fanaticism of “*PASERBUMI* “, the supporters of Bantul football Association or *Persiba Bantul*, and their decision to buy the club accessories. Besides, it was detected that the relationship was in the average level.