

ABSTRAK

**PENGARUH FANATISME, DUKUNGAN KOMUNITAS, PROMOSI
MEDIA SOSIAL TERHADAP *REPURCHASE INTENTION JERSEY*
KLUB PSS SLEMAN**

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Penelitian ini bertujuan untuk: 1) pengaruh fanatisme, dukungan komunitas, dan promosi media sosial secara bersama-sama terhadap *repurchase intention jersey* klub PSS Sleman, 2) pengaruh fanatisme terhadap *repurchase intention jersey* klub PSS Sleman, 3) pengaruh dukungan komunitas terhadap *repurchase intention jersey* klub PSS Sleman, 4) pengaruh promosi media sosial terhadap *repurchase intention jersey* klub PSS Sleman. Populasi dalam penelitian ini adalah pendukung/penggemar klub PSS Sleman. Responden penelitian ini sebanyak 96 orang dengan teknik pengambilan sampel *purposive sampling*. Teknik analisis data yang digunakan dalam penelitian ini adalah regresi linear berganda dengan menggunakan SPSS 25.0. Hasil Penelitian ini menunjukkan bahwa 1) fanatisme, dukungan komunitas, dan promosi media sosial secara bersama-sama berpengaruh terhadap *repurchase intention jersey* klub PSS Sleman, 2) fanatisme berpengaruh terhadap *repurchase intention jersey* klub PSS Sleman, 3) dukungan komunitas berpengaruh terhadap *repurchase intention jersey* klub PSS Sleman, 4) promosi media sosial berpengaruh terhadap *repurchase intention jersey* klub PSS Sleman.

Kata kunci: Fanatisme, Dukungan komunitas, Promosi media sosial

ABSTRACT

THE INFLUENCE OF FANATICISM, COMMUNITY SUPPORT, AND SOCIAL MEDIA PROMOTION ON THE REPURCHASE INTENTION OF PSS SLEMAN CLUB JERSEYS.

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This study aims to examine: 1) the Influence of Fanaticism, Community Support, and Social Media Promotion on the repurchase intention of PSS Sleman Club Jerseys, 2) the influence of fanaticism on the repurchase intention of PSS Sleman club jerseys, 3) the influence of community support on the repurchase intention of PSS Sleman club jerseys, and 4) the influence of social media promotion on the repurchase intention of PSS Sleman club jerseys. The population in this study consists of fans and supporters of PSS Sleman football club. The respondents totaled 96 individuals, selected using purposive sampling. The data analysis technique employed in this study is multiple linear regression using SPSS 25.0. The results of the study indicate that 1) the Influence of Fanaticism, Community Support, and Social Media Promotion has a significant influence the repurchase intention of PSS Sleman Club Jerseys, 2) fanaticism has a significant influence on the repurchase intention of PSS Sleman club jerseys, 3) community support significantly affects the repurchase intention of PSS Sleman club jerseys, and 4) social media promotion significantly influences the repurchase intention of PSS Sleman club jerseys.

Keywords: *Fanaticism, Influence of community support, Influence of social media promotion*