

ABSTRAK

PENGARUH HARGA TIKET, FASILITAS STADION, DAN *ELECTRONIC WORD OF MOUTH (E-WOM)* TERHADAP LOYALITAS PENONTON PERTANDINGAN SEPAK BOLA

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara langsung harga tiket, fasilitas stadion, dan *Electronic Word of Mouth (E-WOM)* terhadap loyalitas penonton pertandingan sepak bola, (2) pengaruh secara langsung harga tiket terhadap loyalitas penonton pertandingan sepak bola, (3) pengaruh secara langsung fasilitas stadion terhadap loyalitas penonton pertandingan sepak bola, dan (4) pengaruh secara langsung *Electronic Word of Mouth (E-WOM)* terhadap loyalitas penonton pertandingan sepak bola. Populasi dalam penelitian ini adalah *supporter* PSS Sleman, PSIM Yogyakarta, dan PERSIBA Bantul yang pernah menonton pertandingan secara langsung di stadion. Teknik pengambilan sampel menggunakan *nonprobability sampling* dengan metode *purposive sampling*. Penelitian ini menggunakan 127 responden sebagai sampel yang datanya diperoleh melalui penyebaran kuesioner secara online menggunakan *google form*. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, dan analisis regresi linier berganda dengan bantuan program IBM SPSS *Statistics* versi 26. Hasil penelitian menunjukkan bahwa: (1) harga tiket, fasilitas stadion, dan *Electronic Word of Mouth (E-WOM)* secara simultan berpengaruh signifikan terhadap loyalitas penonton pertandingan sepak bola, (2) harga tiket berpengaruh signifikan terhadap loyalitas penonton pertandingan sepak bola, (3) fasilitas stadion tidak berpengaruh signifikan terhadap loyalitas penonton pertandingan sepak bola, dan (4) *Electronic Word of Mouth (E-WOM)* berpengaruh signifikan terhadap loyalitas penonton pertandingan sepak bola pada *supporter* PSS Sleman, PSIM Yogyakarta, dan PERSIBA Bantul.

Kata Kunci: Harga Tiket, Fasilitas Stadion, *Electronic Word of Mouth (E-WOM)*, Loyalitas Penonton.

ABSTRACT

THE INFLUENCE OF TICKET PRICES, STADIUM FACILITIES, AND ELECTRONIC WORD OF MOUTH (E-WOM) ON SPECTATOR LOYALTY AT FOOTBALL MATCHES

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This study aims to determine: (1) the direct influence of ticket prices, stadium facilities, and Electronic Word of Mouth (E-WOM) on the loyalty of football match spectators; (2) the direct influence of ticket prices on the loyalty of football match spectators; (3) the direct influence of stadium facilities on the loyalty of football match spectators; and (4) the direct influence of Electronic Word of Mouth (E-WOM) on the loyalty of football match spectators. The population of this study consists of supporters of PSS Sleman, PSIM Yogyakarta, and PERSIBA Bantul who have watched matches live at the stadium. A non-probability sampling technique—specifically purposive sampling—was employed. The study utilized a sample of 127 respondents, with data collected via online questionnaires using Google Forms. Data analysis techniques included descriptive analysis, classical assumption testing, and multiple linear regression analysis, performed using IBM SPSS Statistics version 26 software. The results indicate that: (1) ticket prices, stadium facilities, and Electronic Word of Mouth (E-WOM) simultaneously have a significant influence on the loyalty of football match spectators; (2) ticket prices have a significant influence on the loyalty of football match spectators; (3) stadium facilities do not have a significant influence on the loyalty of football match spectators; and (4) Electronic Word of Mouth (E-WOM) has a significant influence on the loyalty of football match spectators among supporters of PSS Sleman, PSIM Yogyakarta, and PERSIBA Bantul.

Keywords: Ticket Price, Stadium Facilities, Electronic Word of Mouth (E-WOM), Spectator Loyalty