
THE INFLUENCE OF BRAND PERSONALITY, SUPPORTER TRUST, SUPPORTER SATISFACTION AGAINST SUPPORTER COMMITMENT (EMPIRICAL STUDY: FANS OF THE INDONESIAN NATIONAL FOOTBALL TEAM)

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ABSTRACT

Sport, particularly football, is a field with a vast fan base, where the loyalty and commitment of fans play a crucial role in a team's success. A football team functions much like a brand, and similar to any product or service, fans have specific criteria that drive their support and commitment to their favorite team. This research aims to analyze the factors that shape fan commitment, enabling football teams to better cater to their supporters' expectations. The study specifically examines variables such as Brand Personality, Supporter Commitment, Supporter Trust, and Supporter Satisfaction. The primary objective is to identify the key factors that are essential for building a strong commitment among football fans towards their beloved teams. The research adopts a quantitative approach, targeting a sample size of at least 100 participants. Data was collected through online questionnaires, and the analysis was conducted using Structural Equation Modeling (SEM) via SmartPLS 3.0, assessing both the outer and inner models. The findings reveal that the Brand Personality of the Indonesian National Football Team has a positive and significant impact on Supporter Trust, Supporter Commitment, and Supporter Satisfaction. These results imply that by understanding and enhancing the brand personality, football teams can effectively foster greater trust, commitment, and satisfaction among their fans, leading to a stronger and more loyal supporter base.

Keyword: Brand Personality, Supporter Commitment, Supporter Trust, Supporter Satisfaction, Football, Structural Equation Modeling.

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INTRODUCTION

The sports industry is currently starting to experience rapid development, various researchers, academics, marketing practitioners, the government and business actors are connected to each other. This connectivity arises from the attraction caused by the dynamism of the phenomenon that occurs in the sports industry around the world. Consumer behavior and consumer engagement in the field of sports play a very important role in the world of sports (Vieira & Sousa, 2020).

The contribution of sports is related to the identity, economy, and sustainable development of each country. From an identity and economy, sports are used as activities to strengthen relations between countries and become a tourist destination for sports fans so that the country has special attention to the sports industry (Andersson et al., 2021). The United Nations (UN) also acknowledged that the strength of the sports industry contributes to sustainable development in accordance with the 2030 Agenda (Triantafyllidis & Tortora, 2022).

The attractiveness of the sports industry is often used by business actors to achieve the marketing goals of the company. With a large number of consumers or sports fans, the market for

the sports commercial industry has also become so large. These values are used by companies to reach consumers, engage with consumers, and get attention. This utilization is implemented by the company by being involved in every aspect of sports such as sponsoring events, sponsoring participants/competition teams, and other parts (Park et al., 2024).

Post-Covid-19, the enthusiasm and interest of sports fans globally has increased significantly. According to a survey conducted by the Deloitte Center in 2023, the results were obtained stating that 90% of sports fans experienced a 37% growth in interest. Supported by 59% of sports fans will voluntarily pay more to be able to watch sports through online video services (Giorgio et al., 2023).

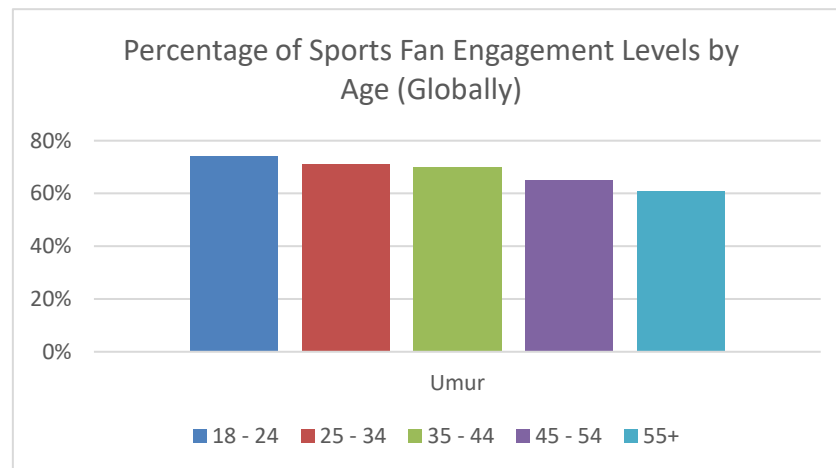


Figure 1. Sports Fans By Age

From the official YouGov Sports report in 2023 in the form of a survey from 18 countries with more than 19,000 respondents, several conclusions were drawn. In terms of global demographics, sports fan engagement by age is dominated by the fan group aged 18-24 years old at 74% and the age group of 25-34 years old at 71%. By gender, sports fans are dominated by men at 77% and women at 56% (Freedman, 2023).

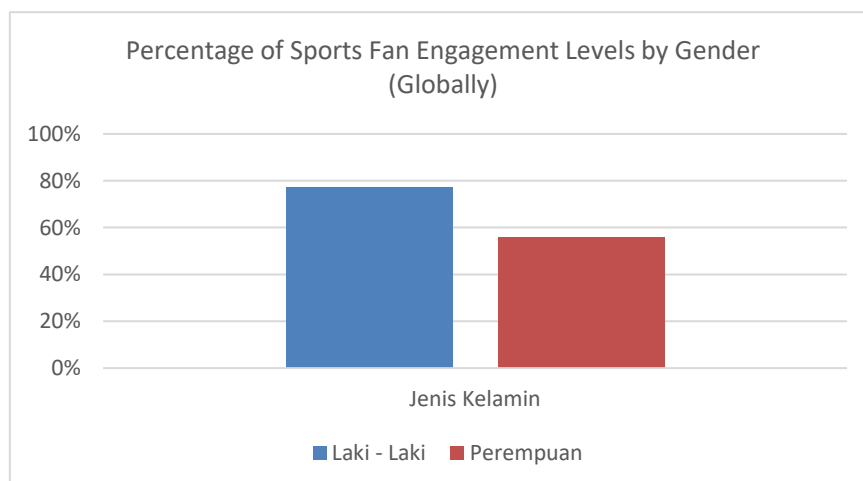


Figure 2. Sports Fans Globally By Gender

All over the world, sports have different types such as: football, golf, basketball, ice hockey, cricket, baseball, athletics, swimming, cycling and many more. According to the results of a survey conducted by Nielsen Sport from more than 20 regions around the world, with trends between 2020 and 2023, football and basketball are the most popular sports in 17 countries (Prasetyo, 2019).

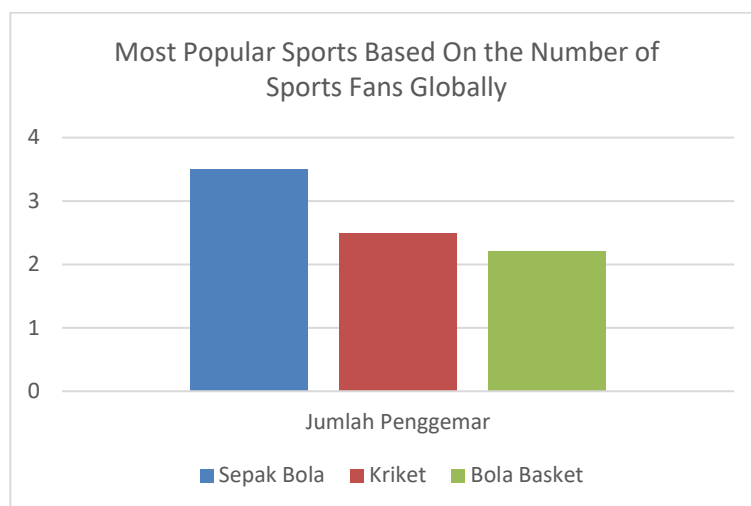


Figure 3. The Three Most Popular Sports Globally

The results of the survey provided by Nielsen Sport are supported by data owned by the World Population Review that football is the most popular sport around the world. Of the total population around the world of 7.95 billion people (World Bank, 2023), there are 3.5 billion football fans around the world, followed by cricket as many as 2.5 billion fans, and basketball as many as 2.2 billion fans (World Population Review, 2024).

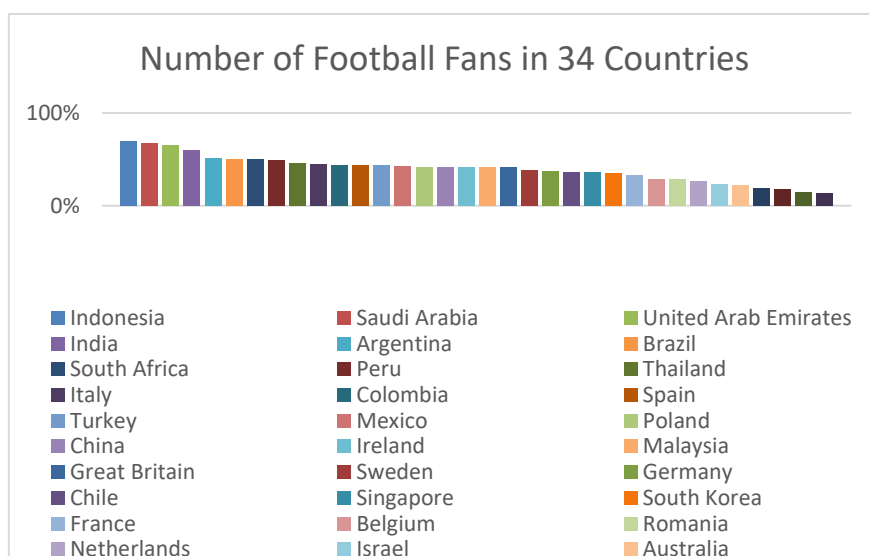


Figure 4. World Cup 2022 Football fan countries

In 2022, Indonesia has a population of 275.5 million people (Central Statistics Agency, 2023) and of them, 69% of Indonesia's population are football fans based on a survey conducted by Ipsos. Indonesia is also the country with the highest number of football fans in 2022 (Sah et al., 2022).

In the sports industry, of course, the satisfaction of fans or supporters is a concern for the football team because it is the supporters who are able to provide encouragement when playing on the field. Thus, satisfaction needs to be reviewed with what factors make the fan satisfied and committed. Usually commitment can arise from a high level of satisfaction and trust in the brand. Several studies have been conducted in examining the commitment of individuals to various existing brands (Adelia & Rusdianto, 2024; Alikhani & Mokhtarian, 2021; Guzmán Rincón et al., 2023; Hodge

et al., 2023; Panyekar, 2024; Setiawan, 2020; Valette-Florence & Valette-Florence, 2020; Vieira & Sousa, 2020; Villagra et al., 2021; Yang & Lee, 2019).

Some research is also usually aimed at football fans, some are related to products or brands from the field of football. Previous studies examined loyalty that focuses on repurchasing a product or brand loyalty from a sports industry brand (Guzmán Rincón et al., 2023). Football fans not only provide loyal behavior but football fans are also said to be football fans because of the satisfaction that football fans get both from the matches they see, the games from the supported teams and the figure of the coach who tries to shape the football team into a team that can compete and give good results.

To see the satisfaction side of football fans, there are several behavioral factors that make football fans satisfied. Several previous studies have also explained that trust has a relationship with satisfaction (Panyekar, 2024). It is interesting to pay attention to the behavior of football fans where so far the fans have only been fans or indeed have a commitment to the team they are supporting. For fans, of course, it is important to develop the football team that fans usually pay attention to. Thus, the commitment of fans needs to be considered so that it can make the sports industry more advanced and loved.

In a commitment, it usually starts from satisfaction and trust from consumers, with a trust and satisfaction that has been possessed by the fans, of course, the commitment from the supporters will be high for the football team they support (Hodge et al., 2023).

Then to see the trust of every fan or consumer, of course, something is also needed in the team itself, one of which is the personality of a brand or team because the personality of a brand or team will build a trust or satisfaction for its fans, which can also happen in the field of sports such as sports supporters (Villagra et al., 2021).

Usually, research at the level of satisfaction and commitment always examines the brand in the product or service. However, this research was conducted by examining the sports industry, namely football with its team as a brand, as it is written that a sports team is a brand (Alexandris et al., 2016).

Research continues to be carried out related to the commitment to satisfaction that obtains various research results and where there is research that states that trust is a support for consumer satisfaction (Adelia & Rusdianto, 2024). However, there is also research that states that trust has no effect on consumer satisfaction (Setiawan, 2020).

In addition, there are various research results related to the commitment and personality of a brand, where there is research that states that a brand personality shown from the brand itself will support the formation of commitment (Yang & Lee, 2019). However, there are also studies that state that the personality of the brand itself cannot be the formation of the commitment of the brand itself calibri.

This study will also be examined related to the field of sports in Indonesia and focus more on the Indonesia National Football Team. Various advances have been made by the Indonesia national football team in recent years when competing in international matches. This has also become a highlight and assessment from the Ministry of Youth and Sports of Indonesia, which is from the victory of the Indonesia national team against the Philippines in the third round of qualification to be able to compete in the 2026 world cup (Ministry of Youth & Sports, 2024).

The victory obtained is also the result of hard work done by the Indonesia national football team who continue to train to prepare for international events. And with the new coach from South Korea, Shin Tae-Yong, it brought big changes to the U-23 National Team where this team has also managed to win the match against South Korea and bring Indonesia to the semifinals of the U-23 Asian Cup (Gusti et al., 2024).

The figure of the coach and the Indonesia national football team is in the spotlight for the public and many fans and supporters who give their opinions and support for the game they give during the match. This opinion cannot be separated from the personality of the coach and the Indonesia national football team.

Based on the background that has been explained above related to the increasing number of voices related to the field of sports and so many fans in the world of sports and the lack of research related to the commitment and satisfaction of sports individuals, then there are also various research results between each other, therefore the researcher wants to conduct a study entitled "The Influence of Brand Personality, Supporter Trust, Supporter Commitment to Supporter Satisfaction (Empirical Study: Fans of the Indonesia National Football Team)".

The purpose of this study is to achieve several main objectives that the researcher wants to achieve. This study aims to determine whether Brand Personality has a positive and significant influence on the Trust of Supporters of the Indonesian National Football Team. In addition, this study also aims to determine whether Brand Personality has a positive and significant influence on Supporter Commitment and Supporter Satisfaction of the Indonesian National Football Team. Furthermore, this study will explore whether Supporter Trust has a positive and significant effect on Supporter Satisfaction, and whether Supporter Satisfaction has a positive and significant effect on Supporter Commitment. Finally, this study will also look at whether Supporter Trust has a positive and significant effect on the Commitment of Supporters of the Indonesian National Football Team.

With this research, it is hoped that it can provide benefits for the various parties involved. First, for academics, this research is expected to provide additional information in conducting research related to sports consumer behavior. Developments that occur in the world of sports, especially the many trends and phenomena that have emerged after Covid-19 as well as changes in the characteristics and updates of sports consumer demographics, are valuable new input. Related theories also need to be developed to create theoretical relevance to each of the latest trends and phenomena that occur. Second, for the industry, this research is expected to be a new insight for business people engaged in the sports industry, especially in creating a comprehensive marketing strategy that can be applied in every marketing activity. This strategy must refer to the results and characteristics of consumer demographics which are always undergoing dynamic changes. Third, for the government, this research is also expected to be additional information and input in making national strategic decisions related to sports development in Indonesia. Broad public interest in the sports industry, both local and foreign, is a great opportunity for the progress of a country. Apart from being an attraction recognized by the international community, the sports industry is also expected to improve the economy of the local community.

METHOD

Research design is a process that must be carried out when conducting research. In a research design, it is necessary to carry out what is called the selection of planning from problem mapping to becoming the answer to the problem. A study must be conducted in an appropriate manner and appropriate procedures in planning, especially in the collection of research data and the type of research used (Johnson & Christensen, 2024).

The research design in this study is a quantitative research with the topic of respondent satisfaction, namely sports supporters in the field of Indonesia football entitled The Influence of Brand Personality, Supporter Trust, Supporter Satisfaction on Supporter Commitment Empirical Study: Fans of the Indonesia National Football Team). This research was carried out by collecting data with a questionnaire through a google form with the condition that the respondents were football fans who watched the 2024 Asian Cup match.

In this study, the instrument used is a questionnaire, which must meet the criteria of validity and reliability (Bougie & Sekaran, 2019). This study is a quantitative research that uses questionnaire research instruments in collecting data online through google forms.

RESULTS AND DISCUSSION

Results and discussion contain findings of research and their discussion. All findings must be supported by sufficient data. This part must answer the hypothesis of the research stated in the Introduction.

Providing a high resolution of the figure is important to ensure the good quality of the manuscript. The figure and table must be supported by a caption. Refer to and/or cite figures and tables in-text by their full, spelled-out forms. For example:

Analisis Outer Model

Convergence Validity Test

Outer Loading

a. Brand Personality Validity Test Results

Tabel 1. Hasil Outer Loading Brand Personality

Outer Loading	
BP1 ← BP	0.807
BP2 ← BP	0.795
BP3 ← BP	0.820
BP4 ← BP	0.814
BP5 ← BP	0.812
BP6 ← BP	0.830
BP7 ← BP	0.835
BP8 ← BP	0.845
BP9 ← BP	0.804
BP10 ← BP	0.816
BP11 ← BP	0.823

Source : SmartPLS 3.0 Processed Primary Data (2024), n=187

From table 1 showing the data processing for the outer loading value, it is known from the 11 indicators used in the Brand Personality variable, namely BP1, BP2, BP3, BP4, BP5, BP6, BP7, BP8, BP9, BP10, and BP11 stated that all indicators in the validity test were declared valid because all indicators had an outer loading value of more than 0.7.

b. Supporter Trust Validity Test Results

Table 2. Hasil Outer Loading Supporter Trust

Outer Loading	
ST1 $\leftarrow$ ST	0.872
ST2 $\leftarrow$ ST	0.786
ST3 $\leftarrow$ ST	0.868
ST4 $\leftarrow$ ST	0.839

Source : SmartPLS 3.0 Processed Primary Data (2024), n=187

From table 2 showing the data processing for the outer loading value, it is known from the 4 indicators used in the Supporter Trust variable, namely ST1, ST2, ST3, and ST4 stated that all indicators in the validity test were declared valid because all indicators had an outer loading value of more than 0.7.

c. Supporter Satisfaction Validity Test Results

Table 3. Hasil Outer Loading Supporter Satisfaction

Outer Loading	
SS1 $\leftarrow$ SS	0.805
SS2 $\leftarrow$ SS	0.825
SS3 $\leftarrow$ SS	0.825
SS4 $\leftarrow$ SS	0.832
SS5 $\leftarrow$ SS	0.830
SS6 $\leftarrow$ SS	0.761

Source : SmartPLS 3.0 Processed Primary Data (2024), n=187

From table 3 showing the data processing for the outer loading value, it is known from the 6 indicators used in the Supporter Satisfaction variable, namely SS1, SS2, SS3, SS4, SS5, and SS6 that all indicators in the validity test are declared valid because all indicators have an outer loading value of more than 0.7.

d. Results of the Supporter Commitment Validity Test

Table 4. Hasil Outer Loading Supporter Commitment

Outer Loading	
SC1 $\leftarrow$ SC	0.781
SC2 $\leftarrow$ SC	0.809
SC3 $\leftarrow$ SC	0.816
SC4 $\leftarrow$ SC	0.841
SC5 $\leftarrow$ SC	0.834

Source : SmartPLS 3.0 Processed Primary Data (2024), n=187

From table 4 showing the data processing for the outer loading value, it is known that from the 5 indicators used in the Supporter Commitment variable, namely SC1, SC2, SC3, SC4, and SC5, it is stated that all indicators in the validity test are declared valid because all indicators have an outer loading value of more than 0.7.

Average Variance Extracted (AVE)

The following are the results of the validity test of convergence with AVE:

Table 5. Tabel Average Variance Extracted (AVE)

	Average Extracted Variance (AVE)
Supporter Trust	0.709
Brand Personality	0.670
Supporter Commitment	0.667
Supporter Satisfaction	0.661

Source : SmartPLS 3.0 Processed Primary Data (2024), n=187

Based on table 5, the AVE value has been obtained from each of which the AVE values obtained are all more than 0.50, where it is known that the Brand Personality variable has an AVE value of 0.67, the Supporter Trust variable has an AVE value of 0.709, the Supporter Satisfaction variable has an AVE value of 0.661 and the Supporter Commitment variable has an AVE value of 0.667 so that all variables used in the research pass the validity test and can be stated all variables valid.

Discrimination Validity Test

The following are the results of the validity test of discrimination with Cross Loading:

Table 6. Tabel Cross Loading

Variable	Brand Personality	Supporter Commitment	Supporter Satisfaction	Supporter Trust
BP1	0.807	0.487	0.536	0.472
BP2	0.795	0.508	0.488	0.418
BP3	0.820	0.493	0.458	0.390
BP4	0.814	0.448	0.531	0.453
BP5	0.812	0.573	0.534	0.479
BP6	0.830	0.476	0.497	0.441
BP7	0.835	0.581	0.516	0.555
BP8	0.845	0.472	0.523	0.482
BP9	0.804	0.462	0.628	0.485
BP10	0.816	0.504	0.475	0.382
BP11	0.823	0.548	0.559	0.515
SC1	0.475	0.781	0.416	0.451
SC2	0.500	0.809	0.391	0.370
SC3	0.501	0.816	0.319	0.299
SC4	0.525	0.841	0.360	0.353
SC5	0.524	0.834	0.331	0.343
SS1	0.477	0.322	0.805	0.411
SS2	0.538	0.363	0.825	0.387
SS3	0.567	0.419	0.825	0.478
SS4	0.557	0.362	0.832	0.387
SS5	0.545	0.435	0.830	0.506
SS6	0.407	0.219	0.761	0.308
ST1	0.502	0.465	0.490	0.872
ST2	0.410	0.248	0.378	0.786

Variable	Brand Personality	Supporter Commitment	Supporter Satisfaction	Supporter Trust
ST3	0.501	0.376	0.437	0.868
ST4	0.488	0.381	0.421	0.839

Source : SmartPLS 3.0 Processed Primary Data (2024), n=187

In table 6, the validity of discrimination is tested by looking at the results of the cross loading value of each variable compared to other variables where each variable measured must have a greater cross loading value when comparing with other variables. The table above shows that the cross loading value of the Brand Personality variable is greater than the other variables. Likewise, the Supporter Trust variable has a greater cross loading value with other variables compared. And the cross loading value of the Supporter Satisfaction variable when compared to other variables has a larger value and the Supporter Satisfaction variable also has a larger cross loading value when compared to other variables. From these results, it can be stated that all variables used in the study passed the discrimination validity test.

Reality Test

The Reality Test is used to test the consistency of each construct variable where this reality test uses Cronbach's Alpha and Composite Reliability. The research variable is considered to pass or declared reliable if the value of Cronbach's Alpha and Composite Reliability must be above 0.70. Here are the results of the feasibility test with Cronbach's Alpha and Composite Reliability:

Table 7. Cronbach's Alpha dan Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Brand Personality	0.951	0.957
Supporter Commitment	0.875	0.909
Supporter Satisfaction	0.898	0.921
Supporter Trust	0.863	0.907

Source : SmartPLS 3.0 Processed Primary Data (2024), n=187

Based on table 7, Cronbach's Alpha and Composite Reliability values have been obtained from each research variable. Cronbach's Alpha and Composite Reliability values must be greater than 0.70 in order to be considered reliable or pass. And from the table above, it can be seen that each variable used in the study can be declared reliable for its consistency and pass the reliability test because each research variable has a Cronbach's Alpha and Composite Reliability value of more than 0.70.

Based on the validity test and reliability test, it can be concluded that the overall results of the data obtained in this study are valid and reliable or have met the criteria in the outer model test. That way, this research can be continued to test the inner model, test the hypothesis to see the influence between variables by knowing the determination coefficient and t-statistical test.

Inner Model Analysis

Coefficient of Determination (R Square)

The following are the results of the determination coefficient (R Square) in this study:

Table 8. Tabel R Square

	R Square
Supporter Commitment	0.387
Supporter Satisfaction	0.439
Supporter Trust	0.318

Source : SmartPLS 3.0 Processed Primary Data (2024), n=187

Based on the determination coefficient test (R Square), it can be known that the influence between variables where the Supporter Commitment variable is influenced by the Brand Personality, Supporter Trust and Supporter Commitment variables by 0.387 or 38.7% and the rest is influenced by other variables that are not studied in this study. Meanwhile, the Supporter Satisfaction variable was influenced by the Brand Personality and Supporter Trust variables of 0.439 or 43.9% and the rest was influenced by other variables that were not studied in this study. And the Supporter Trust variable is influenced by the Brand Personality variable of 0.318 or 31.8% and the rest is influenced by other variables that are not studied in this study. It can be concluded that the influence between Brand Personality variables on the Supporter Trust variable is low and the influence between the Brand Personality and Supporter Trust variables on the Supporter Satisfaction variable is low and the influence between the Brand Personality, Supporter Trust, and Supporter Satisfaction variables is low. It can be concluded that the influence between variables in this study is low because the R-Square value obtained does not get a value of 0.5 or 0.75 so that there are still other variables that have a stronger influence than the variables used in this study.

Hypothesis Test Results

The following is a picture of the significance of the path coefficient in this study:

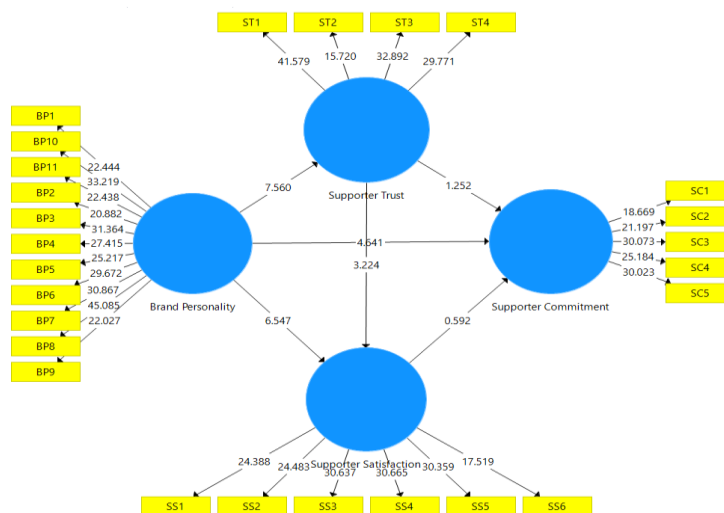


Figure Path coefficients with statistical t

Source : SmartPLS 3.0 Processed Primary Data (2024), n=187

Table 9. Hypothesis Test Results

Direct Effect	Original Sample	T Statistics	P Values	Description
Brand Personality -> Supporter Commitment	0.515	4.947	0.000	Significant
Supporter Trust -> Supporter Commitment	0.127	1.362	0.174	Not Significant
Supporter Satisfaction -> Supporter Commitment	0.050	0.614	0.539	Not Significant
Brand Personality -> Supporter Satisfaction	0.513	6.565	0.000	Significant
Brand Personality -> Supporter Trust	0.567	7.665	0.000	Significant
Supporter Trust -> Supporter Satisfaction	0.225	3.340	0.001	Significant

Source : SmartPLS 3.0 Processed Primary Data (2024), n=187

From the table 9 related to the results of the significance test with the static T value and p-value that has been described in the table above where this study uses a confidence level of 95% or a p-value of less than 0.05, the results of the table above can be explained as follows:

1. H1: Brand Personality has a positive and significant influence on Supporter Trust. In table 4.13, row five shows that Brand Personality for Supporter Trust has a statistical t value of 7.665 meaning more than 1.96 and a P value of 0.000 meaning less than 0.05, so H0 is rejected and Ha is accepted. This shows that the Brand Personality variable has an influence on Supporter Trust. Thus the hypothesis in this study is accepted. This shows that the Brand Personality variable has a positive and significant effect on Supporter Trust and can be interpreted that the more valuable or memorable the personality of the football team, the more supporters will trust the team they support.
2. H2: Brand Personality has a positive and significant influence on Supporter Commitment. In table 4.13, the first row shows that Brand Personality for Supporter Commitment has a statistical t value of 4.947 which means more than 1.96 and a P value of 0.000 means less than 0.05, so H0 is rejected and Ha is accepted. This shows that the Brand Personality variable has an influence on Supporter Commitment. Thus the hypothesis in this study is accepted. This shows that the Brand Personality variable has a positive and significant effect on Supporter Commitment and can be interpreted that the more valuable or memorable the personality of the football team, the more committed the supporters will be to the team they support.
3. H3: Brand Personality has a positive and significant influence on Supporter Satisfaction. In table 4.13, the fourth row shows that Brand Personality for Supporter Satisfaction has a statistical t value of 6.565, which means more than 1.96, and a P value of 0.000, which means less than 0.05, so H0 is rejected and Ha is accepted. This shows that the Brand Personality variable has an influence on Supporter Satisfaction. Thus the hypothesis in this study is accepted. This shows that the Brand Personality variable has a positive and significant effect on Supporter Satisfaction and can be interpreted that the more valuable or memorable the personality of the football team, the more satisfied the supporters will be with the results and performance of the team they support.
4. H4: Supporter Trust has a positive and significant influence on Supporter Satisfaction. In table 4.13, the sixth row shows that Supporter Trust for Supporter Satisfaction has a statistical t value of 3.340, which means more than 1.96, and a P value of 0.001, which means less than 0.05, so H0 is rejected and Ha is accepted. This shows that the Supporter Trust variable has an influence on Supporter Satisfaction. Thus the hypothesis in this study is accepted. This shows that the Supporter Trust variable has a positive and significant effect on Supporter Satisfaction and can be interpreted that the higher the level of trust from supporters in the supported football team, the satisfaction from supporters will also increase.
5. H5: Supporter Satisfaction has a positive and significant influence on Supporter Commitment. In table 4.13, the third row shows that Supporter Satisfaction for Supporter Commitment has a statistical t value of 0.614 meaning less than 1.96 and a P value of 0.539 meaning more than 0.05, so H0 is accepted and Ha is rejected. This shows that the Supporter Satisfaction variable has an influence on Supporter Commitment. Thus the hypothesis in this study is rejected. This shows that the Supporter Satisfaction variable has no influence on Supporter Commitment and can be

interpreted that the satisfaction that supporters have with the supported football team still cannot interpret the commitment of supporters to the team they support.

6. H6: Supporter Trust has a positive and significant influence on Supporter Commitment. In table 4.13, the second row shows that Supporter Trust for Supporter Commitment has a statistical t value of 1.362 meaning less than 1.96 and a P value of 0.174 meaning more than 0.05, so H0 is accepted and Ha is rejected. This shows that the Supporter Trust variable has an influence on Supporter Commitment. Thus the hypothesis in this study is rejected. This shows that the Supporter Trust variable has no influence on Supporter Commitment and can be interpreted that the trust of supporters in the supported football team still does not mean that the supporters will be committed to the football team they support.

The Influence of Brand Personality on Supporter Trust

In this study, a test of the hypothesis of Brand Personality on Supporter Trust has been carried out where the result was obtained that the Brand Personality variable has a positive and significant effect on the Supporter Trust variable. This can explain that the personality of the Indonesia National Football Team makes supporters more confident in the results that can be obtained by the Indonesia national football team when playing matches in leagues, especially in international leagues and from the training taken and the presence of a new coach makes the supporters more trusting. And of course, this personality is also created from the existence of pleasant experiences given from the results of the team's performance that has improved. That way supporters become enthusiastic and believe in providing support to the Indonesia national football team.

The results obtained in this study are also in line with previous research (Valette-Florence & Valette-Florence, 2020; Villagra et al., 2021) where the same results were also obtained from Brand Personality have a positive and significant influence on Customer Trust. This explains that the testing of the relationship between the Brand Personality variable and the Trust variable has a positive and significant influence even though the research object used is in the realm of sports, namely the Indonesia national football team.

Pengaruh Brand Personality Terhadap Supporter Commitment

In this study, a hypothesis test of the Brand Personality variable to the Supporter Commitment variable has been carried out and the results have also been obtained that the research on the Brand Personality variable has a positive and significant effect on the Supporter Commitment variable. From these results, it can be explained by the positive personalities possessed by the Indonesia national football team, both from the fighting power, enthusiasm, and intensity of the players and coaches, which as a whole is a team showing a positive impression for the supporters and the existence of this positive personality makes the supporters will always provide support to the players, coaches, and the Indonesia national football team when playing matches or in the worst circumstances when experiencing failure.

The results of this study are also in line with previous research (Alikhani & Mokhtarian, 2021; Yang & Lee, 2019) where the same results were also obtained from Brand Personality had a positive and significant influence on the Customer Commitment variable. This explains that the testing of the relationship between the Brand Personality variable and the Commitment variable has a positive and significant influence even though the object of research used is in the realm of sports, namely the Indonesia national football team. And these results also reinforce the results of this study from

the variables used and explain that the commitment of a supporter can be influenced by the brand personality.

The Influence of Brand Personality on Supporter Satisfaction

In this study, a hypothesis test of the Brand Personality variable to the Supporter Satisfaction variable was obtained, which obtained the result that Brand Personality has a positive and significant effect on Supporter Satisfaction. From these results, it can be explained that there is a personality of the Indonesia national football team, both from every match or national team game on the field and the exercises that have been carried out as well as the fighting spirit of the national team in participating in various matches and the positive results that this national team gives to its supporters, increasing the satisfaction of the supporters to the Indonesia national football team.

The results of the research obtained in this study are also in line with previous research (Marković et al., 2022; Mutiarni et al., 2023; Situmorang et al., 2019) where the same results from Brand Personality also have a positive and significant influence on the Customer Satisfaction variable. This explains that testing the relationship between the Brand Personality variable and the Satisfaction variable has a positive and significant influence in the sports realm, namely the Indonesia national football team. And these results also reinforce the results of this research where the personality that is highlighted to the public or fans or consumers will increase their sense of satisfaction with a brand they like.

The Effect of Supporter Trust on Supporter Satisfaction

In this study, a hypothesis test has been carried out from the influence of the Supporter Trust variable on the Supporter Satisfaction variable where from the results of data processing obtained results stating that the Supporter Trust variable used in this study has a positive and significant effect on the Supporter Satisfaction variable. From these results, it can be explained that there is a sense of trust arising from the supporters, so this trust can also increase the sense of satisfaction of the supporters of the Indonesia national football team that they support. And of course, this trust is the expectation of the team's supporters for the results and performances they show, both during training and participating in various matches in international leagues, from this sense of trust makes the supporters satisfied with the team they support.

The results of the research obtained in this study are also in line with previous research (Adelia & Rusdianto, 2024; Panyekar, 2024) where the same results were also obtained from the Customer Trust variable had a positive and significant influence on the Customer Satisfaction variable. This strengthens this research where the trust of a supporter can increase the sense of satisfaction from the expectations and reality that has been seen by the supporters.

Pengaruh Supporter Satisfaction Terhadap Supporter Commitment

In this study, a hypothesis test has been carried out between the Supporter Satisfaction variable and the Supporter Commitment variable and the results of this study have also been obtained that the Supporter Satisfaction variable has no influence on the Supporter Commitment variable. These results can be explained directly by the satisfaction of a supporter to the Indonesia national football team whom they admire, it is uncertain that their commitment to always support the national team has not been ascertained. So even though the supporters are satisfied with the results of the matches or training that they have done so far, it is not necessarily that these supporters are still committed to the Indonesia national football team.

From the results of the research obtained in this study, there are different results from previous studies (Fatoni et al., 2022; Firdaus & Trilia, 2020) where previous research found that satisfaction from football team supporters can increase supporters' commitment to the football team they are supported because there are feelings of joy and happiness felt by supporters. However, this study gives different results so that the satisfaction and happiness felt by the supporters both from the results and the game of the Indonesia national football team cannot be sure to increase the commitment of the supporters of the Indonesia national football team.

The Effect of Supporter Trust on Supporter Commitment

This study has tested the hypothesis of the Supporter Trust variable on the Supporter Commitment and has also obtained results stating that the Supporter Trust has no influence on the Supporter Commitment variable. The results obtained in this study can explain that if a supporter has a sense of trust in the Indonesia national football team they support, but this feeling cannot be ascertained to increase the commitment of supporters to always want to provide support to the Indonesia national football team. In terms of the variables used, it is also explained that the existence of a person's trust does not mean that the person can strengthen the commitment they have.

And from the results of the research obtained in this study, there are different results from previous studies (Rather et al., 2021; Valette-Florence & Valette-Florence, 2020) where previous research found that the trust of a team can increase commitment to the brands they like, like or support. However, this study gives different results so that the trust that a supporter has and the expectations of supporters to the Indonesia national football team cannot be ascertained to increase the commitment of supporters of the Indonesia national football team. This is also in line with previous research (Setiawan, 2020) which gave the result that trust has no influence on commitment.

CONCLUSION

Based on the results of the study, it is explained that the Brand Personality variable of the Indonesia National Football Team has a positive and significant influence directly on the variables of Supporter Trust, Supporter Commitment, and Supporter Satisfaction. This explains that the personality shown by the Indonesia national football team to fans and the public can increase the trust, satisfaction, and commitment of supporters in supporting the Indonesia national football team. In addition, the results of the study explained that the Supporter Trust variable has a positive and significant influence on Supporter Satisfaction, which means that the success of the supporters of the Indonesia national football team can increase the satisfaction and enthusiasm of the supporters to support the Indonesia national football team. However, the Supporter Trust and Supporter Satisfaction variables do not have an influence on the Supporter Commitment variable so that the trust or satisfaction from the supporters is not certain to make the supporters will always be committed to supporting the Indonesia national football team.

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