

ABSTRACT

This study aims to analyze the effect of fanaticism and buying intention on buying decision of Anime merchandise. The variables used in this study are fanaticism as independent variable, purchase intention as intervening variable, and purchase decision as the dependent variable.

The number of samples used in this study were 160 respondents representing both Indonesian and foreigner in Malaysia, Singapore, Philippines, South Korea, Canada, Saudi Arabia and France who have purchased Anime merchandise as the most of the respondents are students. The sampling method in this study is a non probability sampling method with a purposive sampling technique. The method of data collection is done using an online questionnaire. This study uses partial least square structural equation modelling (PLS-SEM) analysis techniques using SmartPLS 4.0 analysis tools.

The results of this study indicate that fanaticism has a positive and significant effect on purchase intention, purchase intention has a positive and significant effect on purchase decision and fanaticism has a positive and significant effect on purchase decision of Anime merchandise as well as fanaticism has a positive and significant effect on purchase decision mediated by purchase intention. Thus, fanaticism became the highest influence in this research after the purchase intention.

Keywords: Fanaticism, Purchase Intention, Purchase Decision, Anime merchandise