

ABSTRACT

The naturalization of football players has become a widely discussed phenomenon in Indonesia, generating both support and opposition among the public. Public perceptions regarding naturalized athletes, including Perceived Threats, Perceived Benefits, Perceived Team Prestige, and Social Media Engagement, are considered important factors influencing consumers' purchase intention toward official Indonesian National Football Team jerseys. This study aims to analyze the influence of Perceived Threats, Perceived Benefits, Perceived Team Prestige, and Social Media Engagement on Purchase Intention, with Athlete Brand Image and Team Identification serving as mediating variables among supporters of the Indonesian National Football Team.

This study employs a quantitative approach using 200 respondents who are supporters of the Indonesian National Football Team. Data were collected through online questionnaires using a Likert scale of 1–10 and analyzed using Structural Equation Modeling (SEM) with AMOS software. The analysis includes validity, reliability, normality, and goodness-of-fit testing, followed by hypothesis testing to examine direct, indirect, and total effects among variables.

The results indicate that Perceived Threats have a negative and significant effect on Athlete Brand Image and Team Identification. Meanwhile, Perceived Benefits, Perceived Team Prestige, and Social Media Engagement have positive and significant effects on both mediating variables. Furthermore, Athlete Brand Image and Team Identification positively and significantly influence Purchase Intention, with Team Identification demonstrating the strongest effect. These findings suggest that strengthening team prestige, effectively communicating the benefits of player naturalization, enhancing fan engagement through social media, and building positive athlete brand image are important strategies to increase consumers' purchase intention toward official Indonesian National Football Team jerseys.

Keywords: Perceived Threats, Perceived Benefits, Perceived Team Prestige, Social Media Engagement, Athlete Brand Image, Team Identification, Purchase Intention.