A Conceptual Model: The Effect of Risk Perception and Price Fairness on Ticket Purchase Intention on Ticket Sales for Football Matches in Indonesia with Team Loyalty as Moderation

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ABSTRACT

This study aims to explain the effect of risk perception and price fairness on ticket purchase intention sales for football matches in Indonesia with team loyalty as moderation. The expected finding is that there is a positive relationship between the effect of price fairness and a negative relationship between the effect of risk perception on football ticket purchase intention. This research conceptual model study is expected to provide an understanding of football club management so that they can properly manage football match tickets. This article is also expected to contribute theoretically and practically and may be used for future studies.

Keywords: Loyalty, price fairness, purchase intention, risk perception.

I. INTRODUCTION

Football matches are not without risk. For the spectators, riots could break out at any moment. On July 25, 2022, Persis Solo supporters’ riots occurred in several areas in Yogyakarta. The riots started when a group of Persis Solo supporters traveled to Magelang via Yogyakarta City. A coffee shop at the Gejayan intersection, Yogyakarta, was the target of vandalizing supporters who were in chaos. The loss suffered by the coffee shop reached 5 million rupiah (Merdeka.com, 2022).

The risk factor can be even more severe because it is not uncommon for riots to end in the appearance of casualties. As happened in Sleman on August 27, 2022, a supporter died after being beaten up while going home after watching the match between PSS Sleman and Persebaya Surabaya (Prayoga, 2022). In the same match, the loss of life did not only fall from the supporters of PSS Sleman but also from Persebaya Surabaya. A Persebaya Surabaya supporter must be willing to die after falling from a truck while on his way to the Maguwoharjo stadium (Widiyanto, 2022).

Apart from riots, the risk of death when watching live football matches at the stadium can also be caused by the large crowds of spectators who are crowded together. On June 17, 2022, two Persib Bandung supporters died after running out of oxygen due to crowding when they were about to enter the Gelora Bandung Lautan Api stadium to watch the match between Persib Bandung and Persebaya Surabaya (Wismabrata, 2022).

On October 2, 2022, the darkest tragedy in Indonesian football occurred. As many as 135 spectators died from the crowding after being shot with tear gas by the police. The incident began when the game ended, and the audience tried to enter the field. To anticipate the audience entering the field, the police fired tear gas towards the stands. Spectators who had difficulty breathing because they were hit by tear gas shots tried to get out of the stadium. As a result of suffocation and being trampled during the jostling, 135 people were reported to have died (Ibrahim, 2022).

Football fans are also complaining about the increasingly expensive ticket prices for football matches. In the AFF Cup semi-final match, which brought together Indonesia against Vietnam at the Bung Karno Stadium, the most expensive ticket was priced at 1 million rupiah. This price is the most expensive in Southeast Asia. As a comparison, in the match between Vietnam and Indonesia in Vietnam, the most expensive ticket is only 1 million dongs, or the equivalent of Rp. 616,000 (Santoso, 2023).

The ticket price for the Persis Solo club football match was also criticized because it was felt to be too expensive. Questions regarding ticket prices were complained of by supporters during the launching event for the Persis Solo jersey before appearing in League 1 at Swiss-Belhotel on Thursday (July 21, 2022). During the question-and-answer session, fans were given the opportunity to ask questions directly to the club’s ranks, including Persis Solo’s boss, Kaesang Pangarep. One of the complaints submitted was related to the increasingly expensive ticket prices for the Persis Solo match at Manahan Stadium. Ticket prices for the North, East, and South Stands are IDR 75,000. VIP North and South Wings are valued at IDR 100,000. Then, for the North and South VIP Rp. 150,000. The category with the highest price is Middle WVIP at IDR 250,000. Kaesang Pangarep explained that the rental price for the Manahan Stadium was getting more expensive. The stadium, with a capacity of 20,000 spectators, was recently renovated and improved existing facilities (Kurniawan, 2022).
Meanwhile, in East Java, ticket prices for the Persebaya Surabaya match also increased. The economic category, which was originally valued at Rp. 50,000 increased to Rp. 75,000. While VIP, from Rp. 150,000 naí to Rp. 250,000. The manager of Persebaya Surabaya, Yahya Alkitiri, said that the increase in ticket prices was due to the large operational costs that must be incurred to manage a football club. Therefore, increasing ticket prices is an effort to keep the club’s finances healthy (Rohman, 2022).

Even though watching football is full of risks and the price of tickets to enter the stadium is getting more expensive, this does not reduce the enthusiasm of individuals in watching football matches. This high enthusiasm is caused by individual bigotry for the competing clubs. This is proven by what happened in Solo on June 11, 2022; in just a few hours, the tickets for the Football Match between Persis Solo and PSS Sleman, which were sold online, were sold out. This, of course, shows the very high enthusiasm of the supporters to come and watch football matches directly at the stadium (Rahman, 2022).

The phenomenon of high public enthusiasm for football matches is thought to be influenced by the loyalty of supporters to the football team they support. For example, the Panzer Biru supporter group dispatched around 2,000 members to support PSIS Semarang’s performance against Dewa United in the preliminary round of Group A for the 2022 President’s Cup at Manahan Stadium, Solo, June 17, 2022 (Saputra, 2022).

The enthusiasm of supporters in other cities is not much different. As happened in Makassar on August 20, 2022, ticket sales for PSM Makassar’s match against guests from East Java, Arema FC, have only been open for two hours, and VIP tickets have sold out by 70 percent (Yaumil, 2022).

This is an interesting problem to study; this research is focused on examining phenomena related to the problems that have been raised. In fact, there have been many studies on the theme of consumer behavior in football match tickets. Some of those presented here include the work of Daniels et al. (2020) in Australia, who examined a positive relationship between the intensity of love for sports teams and the presence of spectators at stadiums. The conclusion that resulted from this study is that the high intensity of love for sports teams gives birth to loyalty, which then has a positive effect on the intention to buy tickets for sports matches at the stadium.

Silveira et al. (2019) in Brazil examined a positive relationship between satisfaction, team loyalty, involvement, and motivation in the intention to buy tickets for sports matches at stadiums. The conclusion resulting from this study is that although many factors have a positive effect on the intention to buy tickets for sports matches at the stadium, perceptions of high risk have a negative effect on the intention to buy tickets for sports matches at the stadium.

Watanabe and Soebbing (2017) in China tested the impact of team performance, price, and market characteristics on fan attendance. Taking into account the context of the Chinese Super League, this study considers various strategies to increase stadium attendance in relation to on and off-the-field factors. The estimated findings from linear regression suggest that using tiered prices for sporting events does not significantly increase demand in this context. Furthermore, it was found that consumers are responsive to matches against rival teams and strong opponents. The findings of this research help develop an understanding of how team performance and pricing are an important part of achieving organizational goals in sports. From here, strategies can be formed to assist stakeholders and managers in improving organizational performance.

It can be concluded here that each researcher offers a different model, depending on the problem and research setting that is the focus of the researcher. This provides an opportunity for this study to create its own model that can explain the phenomenon of the intention to buy tickets for sports matches at stadiums. The conceptualized model consists of two independent variables, namely ticket prices and perceived risk. One independent variable is the intention to purchase football match tickets. As well as one moderating variable, namely loyalty to the team.

The intention to buy football match tickets is important to study so that in the future, it can predict actual behavior to measure the performance of football marketing behavior. Kottler and Keller (2009) stated that buying interest is consumer behavior that appears in response to objects that indicate a customer’s desire to make a purchase. The intention to buy arises through a series of processes, including need recognition, information search, information evaluation, and finally, a buying interest in the consumer.

Perceived risk is a variable that is a predictor of the intention to purchase football match tickets. Canter et al. (1989) showed that one of the main reasons sports consumers stopped watching games in stadiums was the amount of violence and lack of safety.

Loyalty is suspected of causing several incidents that affect the perception of risk when at the stadium, which does not reduce enthusiasm in buying tickets for football matches. Having loyal customers is the key to the success of a sports team, especially if a sports team understands the factors underlying loyalty and develops them. This is because sports team supporters will show repeated ticket-buying behavior and come to the stadium continuously (Bee & Havitz, 2010; Giulianotti, 2012). Maintaining the loyalty of sports consumers is very important for the success of the team because of the psychological perception of the importance of fans in influencing the outcome of the match. According to Ferreira and Bravo (2007), fan loyalty keeps supporters always present at the stadium, regardless of the ticket price.

Based on the phenomena above, it would be interesting to do research on ticket prices and the perception of risk that occurs at the stadium on the intention to purchase tickets for a football match at the stadium, which is moderated by loyalty to the football team.

II. LITERATURE REVIEW

A. Purchase Intentions

One of the goals of every company that manufactures and markets products is to arouse consumer interest in buying. Because purchases usually begin with interest or interest in buying a product. Sellers or producers use various ways to persuade consumers to buy in order to increase sales and maximize profits. Sellers or producers cannot easily
understand the needs and wants of customers. Therefore, sellers must understand the various factors that attract consumers to make purchases. Kotler and Keller (2009) state that purchase intention is a behavior in which consumers have the desire to buy or choose a product based on the experience of selecting, using, and consuming the product or desire. There are three stages to attract consumers to buy, namely:

1) Cognitive Stage

The cognitive stage is the phase that consists of the recipient’s awareness or understanding of the message. At this stage, the message in the advertisement can affect the mind of the recipient of the message. Therefore, this phase focuses on advertising.

2) Affective Stage

The affective stage is the stage that consists of success and the tendency of the recipient of the message for the product being advertised. At this stage, the recipient of the message is influenced by his emotional nature. Similar to the cognitive stage, this affective focus is on the advertisement. The affective component includes attitudes, evaluations, and certain feelings on products whose messages have touched consumers.

3) Conative Stage

The conative stage is the buying stage by the recipient of the message. This stage refers to action. Everything ends up changing how far the effectiveness of the advertised product is because this stage focuses on the product. Consumer satisfaction or dissatisfaction with a product will affect further actions. If consumers are satisfied with a product, the possibility of re-purchasing a product or service will be higher.

Kotler and Keller (2009) added that buying interest is consumer behavior that appears in response to objects that indicate a customer’s desire to make a purchase. The intention to buy arises through a series of processes, including need recognition, information search, information evaluation, and finally, a buying interest in the consumer.

B. Loyalty

Loyalty literally means loyalty, namely one’s loyalty to an object. Consumer loyalty itself through purchases is not formed in a short time but through a learning process based on the results of the consumer’s experience from consistent purchases over time. Consumer loyalty is consumer loyalty to shop for a particular product (Utami, 2006). Consumer loyalty is a multidimensional concept that is a long-form type of customer preference for products and services related to cognitive, affective, and conative aspects of consumer behavior (Oliver, 1999). Loyal consumers remain committed to making purchases at the same brand, are willing to pay a higher price for a product or service brand, and always promote that brand. Oliver (1999) states that consumer loyalty is a deeply held commitment to re-patronize or re-purchase selected products or services consistently in the future, even though situational influences and marketing efforts have the potential to cause behavior changes (Hurriyati & Ratih, 2005).

Loyalty is defined as a continuous re-purchase of the same brand or, in other words, is the act of someone who buys a brand and pays attention only to certain brands (Sondakh, 2014). Griffin (1997) argues that a consumer is said to be loyal or loyal if the consumer shows regular buying behavior or there is a condition that requires the consumer to buy at least twice within a certain time interval. The factor that determines customer loyalty to a particular product or service is repeated purchases. Four different types of loyalty emerge when low and high engagement are cross-classified with low and high repeat purchase patterns. Griffin (1997) classifies loyalty into four types as follows:

1) No loyalty

For some reason, some consumers do not develop loyalty to a particular product or service. Low attachment combined with a low repeat purchase rate indicates a lack of loyalty. In general, companies should target this type of buyer because they will never become loyal customers and contribute little to the company.

2) Weak Loyalty

Low attachment combined with high repeat purchases results in weak loyalty. This type of customer buys an item because of habit. In this type of loyalty, companies can change weak loyalty into a higher form of loyalty by actively approaching customers and increasing positive differentiation in the minds of customers about the company’s products compared to its competitors.

3) Hidden Loyalty

In this type of loyalty, the relatively high level of attachment combined with low repeat purchases can indicate hidden loyalty. If consumers have hidden loyalty, then what influences repeat purchases is not the influence of attitude but the influence of the situation.

4) Premium Loyalty

This type of loyalty is the most enhanced loyalty because of the high linkage and high repeat purchase rate. This type of loyalty is the most preferred type for all consumers in every company. At this level of preference, consumers are proud to share knowledge about the products or services they use with their colleagues or family.

Loyalty shows the behavior and attitudes of customers on repeat purchases and shows a preference for a particular product or service from time to time (Bowen & Shoemaker, 1998). Loyalty shows the tendency of customers to use a particular brand with a high level of consistency (Dharmmesta, 1999). Consumer loyalty is consumer loyalty that is presented in a consistent purchase of a product or service all the time, and there is a good attitude to recommend other people to buy the product.

Based on the statement above, it can be concluded that consumer loyalty is the attitude of consumers towards a brand of a product or service, which is reflected in consistent repeat purchases. This consumer loyalty is not formed in a short time related to cognitive, affective, and conative aspects based on the experience of consistent purchases over time and then recommending it to others to buy the product.

C. Perception of Risk

Perceived risk in marketing literature and consumer behavior is often referred to as risk perception or perception of risk. One very important concept related to perceived risk is that the risk perceived by a consumer, both its existence
and magnitude, is something that is very subjective. A similar buying situation, when faced with two different people, can produce different risk perceptions. In addition, the true or actual probability of a loss occurring is irrelevant to a consumer’s reaction to risk as long as past experience is the basis of his current perception. Perceived risk is a negative perception of consumers in shopping, which refers to negative outcomes and the possibility that these results will become real. Schiffmanet et al. (2015) define perceived risk as the uncertainty faced by consumers when they cannot predict the consequences that may be experienced from their purchase decisions. The results of purchasing decisions that are often uncertain make consumers feel that there is a certain level of risk in their purchasing decisions. Perceived risk is also interpreted as a subjective assessment by a person of the possibility of an accident and how concerned the individual is with the consequences or impact of the incident. The concept of risk perception relates to a number of risks associated with purchasing a product or service. Therefore, the higher the product price, the higher the consumer involvement, and the higher the consumer’s risk perception. Everyone’s different decision-making is determined by each person’s perception of the risks they face and how important their influence is. Perceived risk is a form of interpretation or assessment of a risk situation based on experience or belief. In the psychometric paradigm approach, risk is assessed as a subjective thing and is in the mind, which is influenced by psychological, social, institutional, and cultural factors. An assessment of the probable form, environmental conditions, and scale of change determines the effectiveness of risk-taking, which depends on how well people perceive change and its impact as different from what was expected. Several people, when faced with the same decision-making situation, will make different decisions depending on each person’s perception and understanding of the risks and their impacts. Some people may feel very uncomfortable with uncertainty and tend to avoid, reduce threats, and take advantage of opportunities to move uncertainty. Some other people feel comfortable with uncertainty and are perceived as acceptable, so there is no desire to avoid threats.

D. Price Fairness

Price is defined as the perception of the amount of money spent to obtain a particular product or brand (Augusto de Matos et al., 2007; Ayres & Nalebuff, 2003; Catoiu et al., 2010). This concept explains that price is an indicator of quality, meaning that the high price of a brand indicates that the quality of the brand is also high. Price is closely related to the concept of honesty. There is always honesty involved in the pricing process (Ayres & Nalebuff, 2003). Other studies are more inclined to define price as the perception of the amount of money relative to the quality of a product or brand. In addition, there are often several terms associated with this price concept. Some of them are premium prices (Loureiro et al., 2002), relative prices (Beneke et al., 2013), and quality-based prices (Berger et al., 2018).

Several other studies define price as an amount of money determined by considering fairness, including terminologies such as price unfairness and price fairness (Xia et al., 2004). Other researchers define price as the value of a product, determined by supply and demand. This concept includes several related terminologies, such as market prices and sustainable prices (Ingenbleek, 2015). Price is defined as the value of a product in relation to a particular situation. This concept includes several terminologies, such as promotional pricing (Lauren Munger & Grewal, 2001) and dynamic pricing, which derives from the consumer’s perception of fairness (Haws & Bearden, 2006).

Price fairness refers to consumer judgment and emotional attachment when the difference between the price sold and the price quoted by other parties is acceptable and justified. Price fairness is related to pricing strategy because consumers usually think about price first when they want to buy a product or service, and price helps in consumer decision-making (Maxwell, 2008).

Price fairness is defined as the consumer’s assessment of the price difference between the seller and other parties as a fair, comparable, and acceptable price representation (Xia et al., 2004). Price fairness judgments can be based on past prices, competitor prices, and company profits (Bolton et al., 2003). When setting a fair price, consumers consider other aspects such as price, quality, affordability for all, providing accurate information to consumers, pricing based on market forces, value for consumers, equal price for all, and multiple choices. Bolton et al. (2003) define price fairness as a process by which customers recognize the resulting price as fair and acceptable. In addition, the effect of fairness on consumer prices depends on the demand for prices received by consumers.

In this study, price is seen as a consumer’s perception of the fairness of the price. A price is considered fair if it is reasonable and acceptable in the consumer’s perception. This type of pricing tends to elicit more positive responses from customers (Catoiu et al., 2010; Xia et al., 2004). In the behavioral process, price is conceptually positively related to purchasing decisions (Vaidyanathan & Aggarwal, 2003; Xia et al., 2004). This study adheres to the assumption that the higher the fairness of the price, the greater the positive attitude toward the intention to buy football match tickets (Beneke et al., 2013; Harcar & Yucelt, 2012).

III. FRAMEWORK AND HYPOTHESES

The results of research belonging to Silveira et al. (2019) show that risk perception at stadiums has a negative impact on sports consumers, namely ticket purchase intention. Canter et al. (1989) showed that one of the main reasons for sports consumers to stop watching games is violence and lack
of safety. Mullin et al. (2004) also observed that because exercise is consumed in public, consumer satisfaction is influenced by social facilitation. Based on previous research, the first hypothesis is structured as follows:

**H1: Risk perception has a negative impact on ticket purchase intention.**

This study examines the price as people’s perception of the fairness of the price. Price fairness, based on previous research, tends to have a positive relationship with customer purchase intention (Catoiu et al., 2010; Xia et al., 2004). According to Haryanto et al. (2019), price fairness has an important role in purchasing intention in research on traditional culinary product objects. Price fairness also has a positive relationship with purchase intention in research by Campbell (1999), Vaidyanathan and Aggarwal (2003), and Beneke et al. (2013). Based on previous research, the following hypotheses can be arranged:

**H2: Price fairness has a positive impact on ticket purchase intention.**

Loyal customers are customers who purchase tickets repeatedly and continuously (Bee & Havitz, 2010). According to Giulianiotti (2012), maintaining the loyalty of sports consumers is very important for the success of the team because fans influence the outcome of the match. Research courtesy of Silveira et al. (2019) proved that team loyalty has a positive effect on ticket purchase intention. Loyalty is an important thing in the field of sports to increase the intention to buy tickets, in this case, football matches.

Research by Opata et al. (2021) showed that there is a relationship between the variables of loyalty, risk perception, and purchase intention. The effect of price fairness shows that sellers of goods and or services should not only focus on exploiting customers but also have to consider the psychological state of customers.

Based on previous research, the third hypothesis is as follows:

**H3: Team loyalty has a positive impact on ticket purchase intention.**

**H4: Team loyalty moderates the relationship between risk perception and ticket purchase intention.**

**H5: Team loyalty moderates the relationship between price fairness and ticket purchase intention.**

### IV. METHOD

This research uses a quantitative descriptive approach. Quantitative data is data in the form of numbers, which are generally collected through structured questions such as questionnaires (Sekaran & Bougie, 2016). In this quantitative descriptive method, the authors focus on research on the effect of risk perception and price fairness on ticket purchase intention in ticket sales for football matches in Indonesia with team loyalty as moderation.

The population, according to Sekaran & Bougie (2016), is a group of people, events, or various things that are interesting to be studied by researchers. The population of this study is football spectators in Indonesia. The sample is part of the population, and the sample of this research is football spectators in Indonesia.

Sampling in this study used a purposive sampling technique because the researcher had special considerations for selecting the sample. The sample criteria in this study are:

1. Live in Indonesia,
2. Ever watched football in the stadium.

Determining the size of the sample size will be based on the rule of thumb Hair et al. (2017), for which the sample size should be 100 or even more. Sample measurements must be related to the number of question/statement indicators used in a study. The formula used is nx 10 observed variables (indicators). This study has 18 measurement indicators, so a minimum of 180 samples is needed to collect data.

The type of data in this study is primary data. According to Sekaran & Bougie (2016), interviews, observations, and distributing questionnaires can be used as data collection techniques to obtain primary data. The primary data for this study are the results of a questionnaire filled out by football spectators in Indonesia.

The data collection method used in this study was a survey method using a questionnaire distribution tool. The procedure for making this survey questionnaire is to look at the previous research questionnaire items, which are then translated first and then refined again according to the object of research and phenomena in Indonesia. This research survey was conducted using Google Forms media through a network of football club fan organizations and football lovers’ communities. This research questionnaire will also be distributed via social media, such as Instagram, Facebook, and Telegram, to make it easier for researchers to reach respondents effectively.

The scale used in this study is the Likert scale. According to Sekaran & Bougie (2016), the Likert scale is a 5-point scale presented to respondents, which is designed to assess how much the respondent agrees or disagrees with a statement. The 5-point Likert scale consists of Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree.

The author uses descriptive analysis as a means to find out the profile of the respondents who filled out the questionnaire. This analysis divided respondents based on gender, age, education/occupation, income, favorite soccer club, whether they have ever watched a soccer match at a stadium, the location of the stadium they have visited, and the soccer club they have attended. The author obtained the data from this research questionnaire, where questions regarding the respondent’s profile will be placed at the beginning of the questionnaire.

Structural Equation Modeling (SEM) - Partial Least Squares (PLS) analysis model with the SmartPLS version 4 program. The SEM-PLS method is a path model that allows the measurement of several sets of relationships between variables simultaneously (Garson, 2016). The PLS method has two main stages: the outer model and the inner model.

1. Step 1 – Designing a Measurement Model (Outer Model): The outer model is used to measure the feasibility of indicators and paths that link between latent variables. There are several criteria in the outer model to measure the feasibility of indicators and paths, namely convergent validity, discriminant
validity, and composite reliability.

2) Step 2 – Designing the Structural Model (Inner Model): The inner model is designed based on the research hypothesis and the relationship between latent variables in the research framework. The criteria in the inner model are by looking at the magnitude of the coefficient of determination (R² or R-squared).

3) Step 3 – Hypothesis Testing: According to Sekaran & Bougie (2016), hypothesis testing is done by comparing the value of the path coefficient results with the value of alpha (α). The alpha value (α) used in this study is 5% with a t-statistic value of 1.96. If the significance probability value is ≤ 5%, then the hypothesis is supported.

V. CONCLUSION

For practitioners, especially football club management, this research is expected to provide an understanding of football club management in order to properly manage football match tickets. For academics, as a source of information, reference materials and research comparisons related or related to this research topic. For future researchers, as a complementary reference on the science of marketing behavior or purchase intention.

CONFLICT OF INTEREST

The authors declare that they do not have any conflict of interest.

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