

## The Impact of Product Quality and Price on Buying ERSPO Jerseys for the Indonesian National Team in Surabaya

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### Abstract

*This study aims to analyze the effect of product quality and price on purchasing decisions of Erspo Indonesian National Football Team jerseys in Surabaya. The background is rooted in the rising enthusiasm of Indonesian football fans and the emergence of Erspo as an official national team apparel brand, which faced opportunities as well as criticism concerning product quality and pricing. The research employed a quantitative approach using purposive sampling with 108 respondents. Data collection was conducted through questionnaires using a Likert scale, and data analysis utilized the Partial Least Square (PLS) method. The findings indicate that both product quality and price have a positive and significant effect on purchasing decisions. This study contributes to the literature on consumer behavior in the sports apparel market and provides practical insights for local brands to strengthen their competitiveness.*

**Keywords:** Product Quality, Price, Purchase Decision, Erspo, Jersey.

### INTRODUCTION

Today, every human's life is inseparable from sports activities, from work, spectator activity, entertainment, culture, and health. One sport that is very popular throughout the world is soccer. The sports industry in Indonesia, especially soccer, has become an integral part of people's lives. Indonesia ranks third in the world with the most soccer fans (goodstats.id, 2025). Soccer is also the most watched sporting event by the Indonesian people. Around 75% of 1,847 respondents stated that they frequently watch soccer matches (data.goodstats.id, 2024). The high enthusiasm for soccer creates a huge opportunity in the sports merchandise industry, especially soccer jerseys. Jerseys are costumes or team uniforms that are an absolute requirement for a team to participate or play in a match because the jersey is a symbol of a team. Jerseys are also worn by most soccer supporters as a form of support for their beloved team. Currently, wearing soccer jerseys not only functions as a sporting attribute but also as a fashion statement through the popular "blockcore" trend.



Beranda > Lifestyle

**Mengenal Blokecore  
Fashion, Paduan Jersey  
dengan Bawahan Kasual  
yang Mulai Trend di  
Indonesia**

22 Juni 2024, 16:20

Source: voi.id

The emergence of the "blockcore" trend, which makes jerseys not only a sports attribute but also a fashion statement that can be combined with everyday outfits, streetwear, and even

social media content, is evident. Consumers, especially millennials and Gen Z, are now seeking multifunctional products, suitable for both stadium and street wear, as part of the increasingly popular streetwear outfit. The uniqueness of a jersey is a major draw for fans of a football club or national team.

Numerous new companies have emerged in the Indonesian jersey market, fueled by this viral trend and emerging fashion style. Companies are required to understand market needs and consumer desires to compete and win in the market. Today's consumers are highly critical in choosing a product, even when making a purchase decision. One company in the sports apparel industry is Erspo.

Erspo (Ergonomic Sporty Outfit), a sub-brand of Erigo, founded in January 2024, is a new player in the Indonesian sports apparel industry. In March 2024, Erspo officially entered into a strategic partnership with the Indonesian Football Association (PSSI) as the official supplier of the Indonesian national football team jerseys, replacing Mills, whose contract expired in February 2024. Sales of Erspo's Indonesian national football team jerseys exhibited fluctuating patterns throughout the first year of its launch. This phenomenon reflects the importance of understanding the dynamics of consumer behavior, particularly in the purchasing decision-making process, which is thought to be related to product quality and price.

Consumer behavior encompasses actions directly related to the acquisition, use, and disposal of goods or services, including the decision-making processes that occur before and after these actions (Caroline et al. 2021). Pater and Olson (Setiawan and Yanthy, 2020) define purchasing decisions as the process by which consumers combine information obtained about a product or service as considerations in determining which product or service to purchase. Kotler and Keller in (Pujiani and Trisnowat, 2023) identified five indicators of purchasing decisions: (1) Product superiority; (2) Brand interest; (3) Product selection; (4) Ease of obtaining the product; and (5) Perceived benefits.

With the advancement of digital technology, consumers now have broader access to product information, including product quality reviews on various social media platforms. This has made consumers increasingly selective in choosing products, requiring companies to consistently maintain product quality to avoid losing market trust. Kotler and Keller in (Imansyah dan Pudjoprastyono, 2023) define product quality as the product's ability to achieve the desired results for customers or consumers. According to Pratama dan Soebiantoro (2023) product quality is the product's ability to perform its functions, including durability, strength, ease of use, product advancement, and other characteristics. According to Pakan and Purwanto, (2022) product quality is the condition of a product that meets consumer expectations, encompassing the stages and composition of product manufacturing. Dinata et al. (2023) argue that product quality is the superiority of a product provided by a company based on its suitability to customer tastes or the fulfillment of customer needs and requirements. According to Tjiptono in (Yunefa and Sabardini, 2020), there are four indicators of product quality, namely: (1) Product variety; (2) Reliability; (3) Durability; and (4) Packaging.

In addition to product quality, pricing is also a crucial factor influencing consumer purchasing decisions. An inappropriate price will result in consumers being disinterested in purchasing the product or service. According to (Aningtyas and Supriyono, 2022), price is the understanding of how much it costs to obtain a desired product or service, taking into account the value and benefits of the product or service. Kotler and Keller, in (Imanudin, 2021), argue that if a company sets its price incorrectly, it can have disastrous consequences. Kotler and Armstrong

in (Vindiana and Lestari, 2022) identified three price indicators: (1) Price commensurate with product quality; (2) Price commensurate with benefits; and (3) Price affordability.

In the context of the Indonesian national football team's Ersपो jersey, product quality is a crucial factor in consumer purchasing decisions. Several consumer criticisms highlighted aspects of the design that were considered too plain, issues with asymmetrical and easily peeling logos and emblems, and product packaging that only used plain plastic bags. Furthermore, price is also a key consideration, with consumers assessing the appropriateness of the price paid for the value and benefits received.

Based on this background, this study aims to analyze the influence of product quality and price on purchasing decisions for the Indonesian national football team's Ersपो jersey in Surabaya. The results are expected to provide practical contributions to companies in the sports apparel industry in formulating relevant marketing strategies and strengthening their product position in the market.

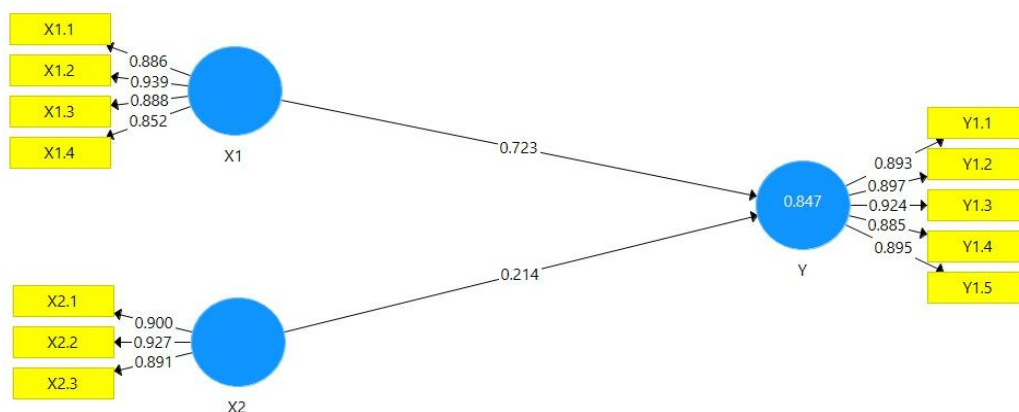
## METHOD

This study uses a quantitative approach to analyze the influence of product quality and price on purchasing decisions for the Indonesian national football team's Ersपो jersey in Surabaya. The population in this study was consumers in Surabaya who had previously purchased an Ersपो jersey.

The sample was selected using a purposive sampling technique with the following criteria: (1) Residing in Surabaya; (2) Being at least 17 years old; and (3) Having previously purchased an Ersपो jersey for the Indonesian national football team. Based on the formula by Hair et al. (2022) for PLS-SEM analysis with 12 indicators, a sample of 108 respondents was obtained.

Primary data was obtained through a questionnaire with a Likert scale of 1-5, which has been tested for validity and reliability. Data analysis used Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS software, which includes evaluation of the outer model, inner model, and hypothesis testing.

## RESULTS AND DISCUSSION



The next measurement model is the average variant extracted (ave), the ave value that is considered good is one that is greater than 0.5.

**Table 1.** Average Variant Extracted (AVE)

	AVE
Product Quality	0,795
Price	0,821
purchasing decision	0,808

The AVE values for variables X1 (Product Quality), X2 (Price), and Y (Purchase Decision) were 0.795, 0.821, and 0.808, respectively. It can be concluded that all variables in this study have AVE values higher than 0.5, indicating good validity.

If the composite construct reliability value is greater than 0.7, the construct is considered to have a strong dependency. The indicators used to measure the latent variables are stable and consistent.

**Table 2.** Composite Reliability

	Composite Reliability
Product Quality	0,939
Price	0,932
purchasing decision	0,955

The composite reliability value for variable X1 (product quality) is 0.939, variable X2 (price) is 0.932, and variable Y (purchase decision) is 0.955. All variables have values that meet the requirements so they can be declared reliable.

Structural model testing is used to identify and assess the relationship between independent and dependent variables in a study. The following are the results of the coefficient of determination:

**Table 3.** R-Square

	R-Square
purchasing decision	0,847

The R-Square value is 0.847. Therefore, it can be concluded that the purchasing decision variable is 84.7% influenced by product quality and price. The remainder is explained by other variables outside this study.

Hypothesis testing is conducted by examining the t-statistic and p-value. The research hypothesis is accepted if the p-value is <0.05. The following are the results of the hypothesis testing obtained using the inner model in this study.

**Table 4.** Path Coefficient (Mean, STDEV, T-Statistics)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Product Quality - > purchasing decision	0,723	0,722	0,098	7,370	0,000
Price -> purchasing decision	0,214	0,211	0,102	2,093	0,000

The results of the hypothesis testing that have been carried out and obtained the conclusion that Product Quality has a positive effect on purchasing decisions, has a P-Value of 0.000, a Path Coefficient value of 0.723, and a T Statistic value of 7.370 > 1.96, so that hypothesis 1 can be accepted. Furthermore, Price has a positive effect on purchasing decisions, has a P-Value of 0.000, a Path Coefficient value of 0.214, and a T Statistic value of 2.093 > 1.96. So that hypothesis 2 can be accepted.

#### **The Influence of Product Quality on Purchasing Decisions**

The results of the study indicate that product quality has a positive and significant effect on purchasing decisions, with a path coefficient of 0.723. The most dominant factor is product reliability, which encompasses material quality, comfort during use, and durability. Despite criticism of some quality aspects, consumers still consider Restu jerseys to be superior in terms of reliability and product variety.

This finding aligns with research by Pratama and Soebiantoro (2023), which demonstrated a positive influence of product quality on purchasing decisions. Consumers who perceive good product quality are more likely to make a purchase decision.

#### **The Influence of Price on Purchasing Decisions**

Price has a positive and significant effect on purchasing decisions, with a path coefficient of 0.214. The strongest factor is the congruence of price with benefits. Consumers perceive the price paid as commensurate with the benefits received, not only as a physical product but also as a symbol of national pride and support for the national team. These results support research by Salsabila et al. (2021), which found a positive influence of price on jersey purchasing decisions. Consumers considered the price of Erspo jerseys to be reasonable and affordable for various groups.

### **CONCLUSION**

Based on the research results, it can be concluded that product quality has a positive influence on the purchasing decision of Erspo Indonesian national football team jerseys in Surabaya. This indicates that the higher the product quality offered including aspects of comfort, durability, design, and precision of detail the greater the consumer's tendency to make a purchase.

Furthermore, price has also been shown to have a positive influence on purchasing decisions. Consumers consider the appropriateness of price to the benefits obtained to be a key consideration in the decision-making process. In other words, when the price offered is perceived as reasonable and commensurate with the perceived value, consumer interest in purchasing the product increases. These findings confirm that these two variables are key determinants that need

to be considered in Erspo's marketing strategy. By maintaining consistent product quality and setting prices that align with consumers' perceived value, the company can increase its competitiveness and strengthen its brand position in the national sports apparel market.

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