THE INFLUENCE OF MARQUEE PLAYER TOWARD PURCHASE INTENTION OF MERCHANDISE TEAM
(CASE STUDY : MICHAEL ESSIEN WHO JOINED PERSIB BANDUNG)

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ABSTRAK

The development of a massive football, at first just ordinary game, developed into a commercial sport. This situation encourages every football team needs to have professional management. Now in Indonesia, every team strives to create a more optimal management. Financial conditions become a team success parameter. Therefore, various strategies create to maximize the financial condition, one of them with increasing sales of merchandising team. The phenomenon about contracting marquee player as one of the efforts to improve team performance and interest on purchasing merchandise. Michael Essien was one of those who joined the PERSIB Bandung. Joining ths player is able to attract the attention of Indonesian football, especially supporting PERSIB. In this study, the researchers wanted to find out whether there are significant influence Michael Essien who perform an indirect endorsement against purchase intention. Questionnaire and interview are the way to collecting primary data. Based on the results of data analysis presented to the respondent which is PERSIB supporter at 553 respondents and interview to the official merchanddise store. The results obtained, amounting to 23.2% any endorsement of Michael Essien to purchase intention. The dimension of power was the most influential dimension, followed by the dimension of credibility and aattractiveness.

Kata Kunci
Endorsement, Marquee Player, Purchase Intention

1. INTRODUCTION
1.1. Background.
The development of football in the world shows a very significant change, at first just a regular activity among some people, later changed to amateur sports, professional sports, until now a sport commercial [1]. It's been a lot of commercial activity conducted by the business person or company that generally they do is by doing the co-sponsorship of a football team. The benefits that are expected to do a sponsorship is the increased awareness of a product or brand, media coverage, product market relationships, trust, product image [2]. Therefore, football became the industry's best sports commercial.

Currently every football team in the world kept trying to move into professional football team, one of the management system is to have the charge indicators will team with good financial conditions. Efforts are being made they are creating innovative strategies for improving financial condition, including by creating the facilities team, build media relations, sponsorship, merchandising [3]. Manchester United, Fc Barcelona and Real Madrid is the 3 best football team that is capable of generating revenue of over £515.3 million on an annual [4]. The team became

the third picture one professional football team. As evidence of a good team management system, they are able to get a lot of achievements in international football competitions.

This situation is also realised by every football team in Indonesia to be able to compete in the international arena. Started since year 2009 PT Liga Indonesia as the organizer of the competition of football in Indonesia, prohibit the use of funds GRANT to participants of the major leagues or Indonesia Super League (ISL) [5]. One of the efforts made to become a team and build a professional management, they are trying to build a good financial, one of them by selling merchandise team. Various merchandise sales strategy undertaken by the management team, one of which is to increase the interest of the puchase intention.

Strategies undertaken to increase the purchase intention toward merchandise of football team is improving the performance of the team. Bring in foreign professional players is one way to improve the performance of the team, and being able to give public attention. Michael Essien is one of the foreign players contracted by PERSIB Bandung, he has

played in various European football team and play in the World Cup represented Ghana in the year 2006 and 2014. Marquee player is a name for players like Michael Essien. Joining of the marquee player in PERSIB Bandung provides increased the sales of merchandise team. One of the store's official FOOTBALL-able to accept orders for as much as 100 pcs jersey by the name Michael Essien per day since 1 month the Ghana players officially join [6]. The phenomenon proves the Marquee Player was able to give the merger positive impact to sale of merchandise.

But still at least research or journal about football in Indonesia, particularly the phenomenon of joining the Marquee player, making this research reasons. Can not be denied there have been many articles or international journal that examines about football in a country, and the results often used as a reference in determining the management strategy.

1.2. Problem Identification

Compared to the development of football in a foreign country, that Indonesia was late in starting to build the Club and competition more profesoinal and commercial. While the public wants the accomplishments of the football team reached the Internasioal scene. Therefore, every football team needs to be able to adapt to current developments. The emergence of the phenomenon of combining the marquee player is one of the evidence of the beginning of an effort to create a professional Club to improve the performance of the team. In addition, the strategy is expected to give an impact on increased purchase intention of menchandise.

The use of a marquee player is an interesting phenomena to be researched so can provide confidence that the strategy is beneficial for improving a more professional football team. To date there has been no journals or articles that discuss this phenomenon. So, there is no reference material that can be used by management of the Indonesian football team to face and manage this phenomenon to generate commercial advantage and effective.

1.3. Research Purposes.

This study aims to discover the influence of joining marquee player on purchase intention of merchandise that come into effect on the improvement of financial condition of the team. Therefore, the goals to be achieved in this study i.e.;
1. Measure the influence of the endorsement on purchase intention merchandise of Indonesia football team.

2. Measure the influence of marquee player on purchase intention merchandise of Indonesia football team.

2. LITERATURE REVIEW.

2.1 Endorsement

According to shimp [7] endorsement is a type of promotion in which the products are promoted by individual, group, or organization that has a major influence on the consumers perception. Then, the celebrity endorser is an individual with a high public recognition and someone using it in advertising to influence consumer attitudes towards a brand [8]. Based on person who become endorser, there are two categories of endorser i.e.;
1. Typical Person Endorser
   Typical Person Endorser is the kind of endorsement that makes use of some person or someone who is not a celebrity to convey a message about a product.
2. Celebrity Endorser
   Celebrity endorser is an artist, artists, athletes, and public figures who have huge influence to promote a product or brand [9].

Both types of endorser above have similar attributes and characteristics, but the difference in the above categories are selected by the company endorser to be representative of the product they are famous or not. Its effects when companies do the endorsement by using people or celebrities who have great influence, they expect a positive image of a product increases better[10]

According to Shimp and Andrew [11] the attributes of endorsement consists of three dimensions, which in attractiveness, credibility, adn power ;
1. The attractiveness (Attractiveness).
   The attractiveness consists of three indicators including similarity, familiarity, and liking. That means, the recipient (e.g., consumers) think that it has a similarity or familiarity with sources (for example, an endorser).
2. Credibility (Credibility).
   Credibility refers to someone who has propensity to trusted by other people. On this case endorser is people who trusted by the receiver that he credible when delivering information. Credibility consist of two dimensions there is Expertise and Trustworthiness. Expertise refers to knowledge, skill, and experiences of souces (e.g., an endorser) when he introduces product information, and trustworthiness refers to the perceived honesty, integrity, and believability of a source. Although expertise of endorser no always related to his real life and the source not an especially expert but the important think on this case receiver believe the

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information on their product and would change consumer opinion and attitude to the product.

3. Power

Power is charisma or performance of endorser influences by advertisement, as the affect it is changing consumer opinion and attitude. The power of souces can be seen from how many people who actively follow the endorser.

In the process of delivery of endorsement can be delivered in two ways, including direct and indirect Endorsement. Direct endorsement is an advertising process where endorser celebrities are expressly telling product information to. Meanwhile, indirect Endorsement is a process where the advertised product is not directly used an endorser, but the follower can see the endorsement product.

2.2 Marquee Player.

According to regulation from the management of League 1 Indonesia 2017, there are requirements that must be met every team when they want to use the services of the Marquee player. First, the player must be registered in the national team players who follow the World Cup in 2006 (Germany), 2010 (South Africa), and 2014 (Brazil). Secondly, if not registered in the national team who follow world cup, the player must play in the European league in the 2009-2017 season. Based on the contents of the regulation, it can be concluded that the Marquee player is a soccer player who has professional soccer skills, and joined and played in a team that followed the football world cup (2009-2004) or Playing in the European league in the season 2009-2017.

2.3 Purchase intention.

Purchase intention is one part of the buying process and the most important stage in the buying process, as this stage is able to trigger the buying decision process [12]. And according to Finna and Sugiono [13] Purchase intention is defined as the possibility that someone will make a certain product purchase and have a great probability to make a purchase. Based on the statement above purchase intention takes the initial stage of a person in the purchase decision process, where the feeling can appear if someone is attached to the attribute or value of a product, triggering him to the next stage of purchase such as seeking information or purchase.

According to Rahman (2012), purchasing interest can be measured using the following indicators:
1. The willingness of consumers to make purchases.
2. The desire of consumers to buy in the future.

3. Consumers want to do a repeat purchase.

The indicator of purchase intention divide into four , which is Transactional Intention, Refrential intention, Preferensial Intention, Exploratif intention [14]. In addition, in this process does not always end in the consumer's decision to buy the product, because consumers will generally compare with other products they know as alternative options.

2.4 Past study.

Research by R. Todd Jewell [15]) on the influence of Marquee Players to a request of the sport in the US Major League Soccer (MLS) explain the phenomenon when David Beckham, Blanco and Rafael Marquez joined the American football team in 2007. This study used a celebrity endorser (Super star) as a variable research and researchers using a sample of 1,462 MLS game at the time the marquee player to play in the match and without a marquee player started the season 2007-2012. The results of this research is the number of attendance when the player is playing in MLS matches increases significantly. For example, the influence of when David Beckham play around 419,647 extra fans come to the stadium and extra fans 134,864 came when Blanco played in the team.

Matthew Tingchi Liu, Yu-Ying Huang, & Jiang Minghua [16]) with the title of his research "Relations among attractiveness of endorsers, match-ups, and purchase intention in sports marketing in China" aims to investigate the relationship between athlete's appeal endorser, match-ups, and consumer buying interest in China. This study chose undergraduate, graduate, and MBA from Guanghua School of Management, Peking University as the respondent. This research reveals 3 things, that attractiveness is an important factor affecting the consumer purchase intention, attractiveness positively affects consumers purchase intention and the high endorser-product could produce higher purchase intention than the low endorser-product.

Journal of consumer research, written by Grant McCracken [17] describes the performance of the Celebrity Endorser and its influence on the advertising context. Credibility and Attractiveness are the variables, and an alternative meaning transfer model is proposed in this article. This article shows that the attractiveness and credibility are important factors which can make the endorsement process work. Endorsement is the advertising process consists of the transfer meanings from the celebrity to the product and delivering information from the product to the consumer. In addition, celebrity is the person or organization or group who have influences

highly to delivering product meaning to the consumer.

The past study with the tittle "*Pengaruh Celebrity Endorsement Terhadap Niat Beli Melalui Perceived Value Pada Produk Top Coffee di Surabaya*" who written by Steven Agustinus Hansudoh explain about the influence celebrity endorsement of Top Coffee (Brand of coffee) on Surabaya [18]. The three variables used in his research is the celebrity endorser, perceives the value of, and purchase intention. The result clarifies that celebrity endorsement is significantly stimulus consumer perceive product value and trigger to consumer purchase intention

The next Study on the influence of Celebrity support against the purchase intentions done by Wijaya and Sugiharto [13], this research uses brand image, the attractiveness, credibility, and power as a variable. The respondents were selected in this study are those who have seen the commercial product endorsement. The results of this study explained that only two variables, namely the appeal and credibility of the influential significantly to brand image. In addition, the quality of the brand image will trigger interest purchases.

2.5 Research Model.
Model research is the understanding of the variables used in the study [19]. Here is a model study "The Influence of Marquee player toward purchase intention of the merchandise team; Michael Essien who joined Persib Bandung."
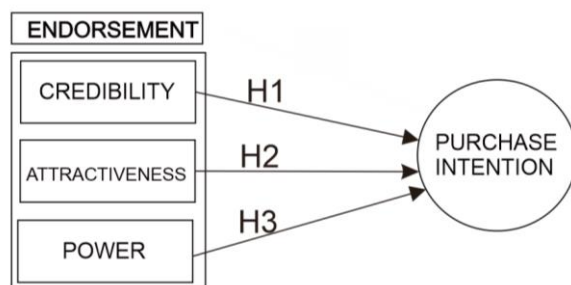

Figure 1. Research model

2.6 Hipotesys
The hypothesis is a statement about the relationship between a variable with another variable to be tested empirically in a study [19]. Here is a hypothesis used in the study entitled "The Influence of Marquee player toward purchase intention of merchandise team; Michael Essien who joined Pesib Bandung."

H1 = Credibility of celebrity endorsement is significant influence toward purchase intention.

H2 = Attractiveness of celebrity endorsement are significant influence toward purchase intention.

H3 = Power of celebrity endorsement is significant influence toward purchase intention.

3. RESEARCH METHODS
In conducting this study, the researchers used a quantitative approach. According Muijs [20], quantitative research focused on the collection and measurement of numerical data to explain the purpose of the research. Then, the method of the study was designed with the use of descriptive research approach. Descriptive research is defined as one research method that makes systematic information based on description, actual, accurate and investigated whether it was related or not [19]. Primary data in this study were collected through a questionnaire that was distributed to fans of the team PERSIB Bandung presented through electronic media.

In this study, researchers conducting a data collection method with convenience sampling, because respondents are chosen is a particular group. In accordance with the definition, convenience sampling is the sampling method that utilizes a simple and specific respondents to reach [19]. This method was chosen because by choosing selected respondents specifically where in this study was a supporter of PERSIB Bandung, so expected to answer the purpose of this study because they realized with the development of the team is going.
In addition to collecting primary data through questionnaires, researchers also conducted interviews. According to Nasution [21], primary data collection in research can be obtained directly in the field or place of research. Researchers conducted interviews with some of the official PERSIB merchandise stores in Bandung. The results of the interview will serve as a measuring material to strengthen the results of other research.

In the process of analysis of the results of the questionnaire, the researchers used a method of analysis of SEM-PLS. According to Monecke & Leisch [22] there is a requirement of the SEM test-PLS, one of which only allow recursive relationship between variables or unidirectional. In this study to measure the accuracy of the research model and to measure the feasibility of the research model for further investigation researcher using Goodness of fit analysis. This calculation is a combination of R square calculation and AVE average. According to

Cohen [23] categorises GoF values into three groups: 10 is counted small, .25 is counted medium, and .36 is categorised as large. The next test after testing the feasibility of the research model is to calculate the coefficient of determination (R^2). This analysis is conducted to find out how the effect simultaneously between independent variables to the dependent variable. The last analysis in this study, researchers using *path oefficient* is the development of regression analysis [24]. This analysis aims to estimate or predict the dependent variable values between the relationship and the independent variable.

4. DATA ANALYSIS.

Table 1. Demografic Table

Category		Frekuensi	Presentase
Gender	Male	424	77%
	Female	129	23%
Profession	Employee	67	12%
	Student	410	74%
	Enterpreneur	17	3%
	Other	59	11%
income	< 1.000.000	388	70%
	1.000.000 - 3.000.000	100	18%
	3.000.000 - 5.000.000	25	5%
	> 5.000.000	40	7%

Demographic data from the results of the questionnaire are known to 129 women at 23% and 424 men of 77% as respondents. The number of men more because generally football fans are male. . The dissemination of questionnaires conducted on various professions in which as many as 67 people (12%) employees, 410 people (74%), 17 people (3%) Self-employed, and 59 people (11%) of other job. As well as the different income levels, where the majority income are <1.000.000 (70%), then 1.000.000 – 3.000.000 (18%), 3.000.000 – 5.000.000 (5%), and > 5.000.000 at 7%.

After decribibe about demographic data, author do the decriptive analysis. This analysis aims to find out in general that occurs in the sample research on the statements given to the questionnaire [25]. The result of this analysis shows on table 2.

Table 2. Descriptive Statistic

Dimension	Mean	SD
Credibility	**4.105**	**0.861**
Experience	3.951	0.914
Knowledge	4.711	0.625
Trustworthiness	3.633	1.045

Dimension	Mean	SD
Attractiveness	**4.102**	**0.915**
Similarity	3.479	1.161
Familiarity	4.304	0.839
Liking	4.523	0.744
Power	**3,16**	**1.305**
Influences to interest	3.631	1.467
Skill	2.62	1.265
Role model	2.528	2.267
Inflences to product	3.264	1.224
Purchase Intention	**3.632**	**1.255**
Buying possibility	3.244	1.249
Buying certainty	2.78	1.236
Buying willingness	3.11	1.281

The results of descriptive statistics describe each dimension of the variable have a positive effect. It can be seen from the average value and standard divisiasi dimensional dimension. On the credibility dimension found the average value of 4.105 and the standard deviation of 0.861. This means that the consumer's view of the marquee player has good credibility, as well as the influence of Michael Essien is considered able to improve the team's perme. Then in the second dimension, consumers generally assume Essien has a good familiarity with consumers, this statement is based on the average value of attractiveness dimension of 4.102 and standard deviation 0.915. Furthermore, the power dimension has an average of 3.16 with a standard deviation of 1,305 which means the spread of responses of static respondents. In two conclusions, first the consumer tends not to idolize Essien as a role model in soccer, the second is the influence of Essien able to increase consumer appeal to the merchandise and likes to the team. Finally, the calculation of the average purchase intention variable with a value of 3,632 and the standard deviation value of 1,255 can be concluded that most consumers are interested in buying merchandise labeled Essien or not, but most consumers are unaffected by buying products due to marquee players.

Table 3. Validity & Reliability Table

[25]Variable	Indicator	*Outer loading*	(AVE)	CR
Credibility	Knowledge	0,850	0,549	0,785
	Experience	0,657		
	Trustworthiness	0,849		
Attractiveness	Similarity	0,748	0,625	0,831
	Familiarity	0,773		
	Liking	0,701		
Power	Influences to interest	0,770	0,607	0,861
	Skill	0,783		
	Role model	0,806		
	Influences to product	0,757		
Purchase Intention	-	-	0,744	0,897

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In testing the validity of the value of the Average Variance Extracted (AVE) became a benchmark of whether a variable construct is valid or not provided should exceed 0.5. The table above shows a value of 0.5 means that melibihi AVE variables in this study was valid. To measure the degree of validity of more detailed can be seen from the outer loading value of each question. An indicator is said to have a good, if validity value of outer loding above 0.70 Jonathan Sarwono [24]. From the table above almost all question have the value of outer loading > 0.7, but on secind question of credibility the value of the outer loading 0.657, but the value is still tolerable. According to Gozali [26], the value of the outer loading ideal > 0.7 but can be tolerated up to 0.50, if below 0.5 then the question must be eliminated. Based on the results to calculate composite Reliability was found to be the value of reliability exceeds the cut-off 0.7 which means the entire variable in this study have been reliable.

Table 4 Goodness of Fit

Construct/item	AVE	Q^2	R^2	
Credibility	0,549	0,278		
Attractiveness	0,625	0,145		
Power	0,607	0,366		
Purchase Intention	0,744	0,448	0,228	
Average score	0,653	0.309	0.228	
AVE x R^2				0.148
GoF=$\sqrt{(AVE \; x \; R^2)}$				0.385

Structural hypothesis test or goodness-of-fit test (GoF), conducted to test how accurate the distribution of data obtained. This analysis is required to test the suitability of the hypotheses/assumptions used. Cohen [23] in his calculations the GoF values are grouped into three categories: .10 are categorised as small, .25 is categorised as being and .36 are categorised as large. Based on Table 4.3, GoF value of 0.385 can be concluded that the GoF value can be categorised in a large quadrant. It can be concluded that the assumption model used in this study is appropriate/accurate with the expected hypothesis.

To know the great influence of the variables the dependent variables against indepeden can be seen from the value R square. The value of R square of 0.232 means explains that variable attractiveness, credibility, and power significant influence on puchase intention amounting to 23.2%, 76.7% of later influenced other variables outside of this research. According to Chin [27], there are three groups based on the value of R2 obtained: weak (0.19), moderate (0.33), and substantial (0.67). Based on the theory, the influence of endorsement is included in the moderate or moderate category.

Table 5. Path Coefficients

Path	Coefficient	t-Stat
Ceridibility=>Purchase Intention	0,177	3,348*
Atrractivenes=>Purchase Intention	0,091	1,864*
Power=>Purchase Intention	0,296	5,827*

Based on the calculation of the above path coefficient in Table 5, it can be concluded that in all dimensions of the endorsement variable significantly influence the dependent variable that is purchase intention. This is based on the value of significance which is above the research criteria (> 1.96). Therefore, all hypotheses in this study are accepted. More specifically, the quantity (coefficient) given by the credibility dimension to purchase intention is 0.177, then the Attractiveness dimension to purchase intention is 0.091, and the power dimension to purchase intention is 0.296.

5. INTERVIEW
Primary data search through interviews is one way that writers do to reinforce each finding that is obtained through questionnaire data collection. The interview process was conducted by interviewing employees and owners of three Persib official merchandise store in Bandung. Questions are outlined inquire about the sale of merchandise, consumer visits, and enthusiastic consumers of marquee players. The results of these interviews, the outline of the sale of merchandise fairly high. Based on the results of the interview, sales at the store is a big bidder where as many as 50 pcs of merchandise can be sold per day, even on the national holiday the number of sales can increase 200%. This indicates that already many consumers are aware of buying original merchandise than unoriginal merchandise. Then the rate of visit each store is different from each other, and this is due to the location of the store and the impression given by the store, at least 100 people come every day, and on the weekend the number of visitors can exceed the usual. The last about the enthusiasm of consumers when Essien joining in Persib. the enthusiasm of consumers against the merchandise labelled Essien is very large, one of the proofs when the store is ready to provide 100pcs limited edition merchandise labelled Essien, about 2-3 days of merchandise is sold out. . Another influence was the increasing enthusiasm of foreign consumer who bought merchandise due to Essien's joining.

6. DISCUSSION
After obtaining the findings of the study through questionnaire data analysis and interviews, the authors conducted a more detailed discussion of this

study by combining the findings and opinion of the author in the perspective of the sports industry. Disclosure of the discussion will be explained in each hypothesis by associating with some literature.

The first hypothesis concerning the effect of credibility dimensions on buying the interest in merchandise. According to Shimp and Andrew [11] Dimensions of credibility is formed from two indicators of expertise and trustworthiness.Indicators of expertise are identical with the knowledge, expertise, and experience of the artist endorsement. Meanwhile, the trustworthiness indicator is identical with the belief or belief of the consumer to the endorser that is able to create a positive value on the endorsement object. Based on the results of the questionnaire found that the dimension of credibility has an influence on merchandise buy interest of 17.7%. This is similar to that of McCracken [17] who claimed that credibility is one of the factors affecting endorsement activities. As well as findings from Hansudoh [18] The first hypothesis concerning the effect of credibility dimensions on buying the interest in merchandise.

In a marketing point of view, where the dimension of credibility is one part of the endorsement variable, the findings obtained need to be considered as the endorsement promotional force. According to Fishbein and Ajzen [28] credibility is a source of how good advertising messages can be received by consumers. Furthermore, the use of celebrities in advertising will be more effective than using non-celebrities to create a positive response from consumers [29]. Based on both theories, the credibility of an endorser especially celebrities is a factor that greatly affects the positive value received by consumers. Furthermore, the findings that illustrate that Michael Essien gain trust and a positive value for consumers, making the initial capital for marketers to do promotion, especially on products associated with Michael Essien. The ways to maintain influence of credibility, marquee player need to give the best performance while he playing. According Yuanita [30] factors that can affect credibility is how much quality is given. Based on the theory, it is assumed that at the time of the match Michael Essien played less well and not able to improve team performance, will cause the value of credibility decreased. Conversely, if Michael Essien is able to show good performance, then the influence of the credibility dimension will be stable or even increased. Things to consider for a stranger is how to maintain the value of the effect of dimensional credibility if Michael Essien is in poor performance. Building or developing news and opinions that can create a positive e-Word of Mouth Michael Essien is

one way that can be done to keep the value of credibility. In accordance with the literature, that electronic Word-of-Mouth influence consumer purchase intention [31].

The next hypothesis discussion is about the effect of attractiveness dimension to purchase intention. Based on the results of the previous analysis, the dimension of attractiveness significantly influenced the buying order with the influence value of 9.1%. This finding is similar to the literature that the attractiveness of endorser dimension is an important factor in creating consumer buying interest, and the extent of the endorser level affects higher endorsement results [16]. As well as research from Wijaya and Sugiharto [13] mentioned that the attractiveness of celeb endorser influence on purchase intention. This dimension is made up of 3 indicators of similarity, familiarity, and liking, explaining whether the consumer or the recipient of the message has a similarity with the endorser, as well as the assumption of the endorser whether he is familiar or familiar to the recipient.

Overall attractiveness dimension depicts the positive result of many respondents who have a favourite tendency to football, and they perceive that Essien is a friendly and familiar player in their minds. Based on the value of its influence of 9.1% indicates the influence is not too large. This is in accordance with the results of interviews, found enthusiastic consumers buy merchandise quite increased in early arrival, but the request is only the first month only. A few months later, the number of merchandise sales spelt out no significant increase. However, the number of enthusiasts merchandise persib either labelled Essien or not increased, many tourists outside west java and even foreign tourism buy merchandise Persib after the players join.

The last dimension is power, and this dimension shows how the consumer assumes the influence given by Essien. Overall the questionnaire asked is how Essien's influence on merchandise Persib and influence on their interest. Based on the results of this dimension analysis has a significant influence on the interest of buying merchandise of 29.6% and this dimension gives the most significant influence among other dimensions.

In the power dimension consists of 2 indicators that are realised to 2 questions. Firstly, whether Essien is an idol and is a reference for playing soccer. Broadly speaking the respondents did not make Essien as a game of football and did not idolise the player. This can be based on questions about the similarity of fondness to football, many of whom do not like soccer. The other reason is that the majority of

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football enthusiasts are more idolised players who compete in Europe, because the competition there is the best competition, so players in the competition have a much better game skill. In addition, as a new player in Persib is very difficult to idolise someone, some players are more idolised. This is in line with the evidence obtained in the interview, more constant sales are jersey Hariono who is a Persib player who has joined for 10 years. Then, the second question about Essien's influence on the interest of buying merchandise. The results obtained are the majority of consumers increasingly interested in merchandise Persib, especially merchandise labelled Essien. This is evidenced by the increase in jersey sales since Essien joined, and even the number of jersey buyers not only come from within the city but many consumers from out of town and foreign interest yo Persib merchandise.

7. RESEARCH OUTCOME

After doing the data analysis and explain the explanation in detail. The author designs the outcome based on the findings that have been obtained both through questionnaires and interviews. The outcome in this study is a promotional program that was implemented at the time before the player officially joined or in the negotiation phase, such as build news rumors or news of joining Marquee Player, the spread of various good news in the form of video, picture, or news, making videos about players, and designing merchandise store promotions.

ON NEGOTIATION PROCESS
- Create the news about joining marquee player issue.
- Create official video player
- Create store promotion plan

OFFICIAL ANNOUNCEMENT
- Special documentation
- Spread th official video announcement.
- Press conference.
- Presentation of player skill

JOINING TEAM
- Launcing store promotion
- Create daily or periodic video about player activities
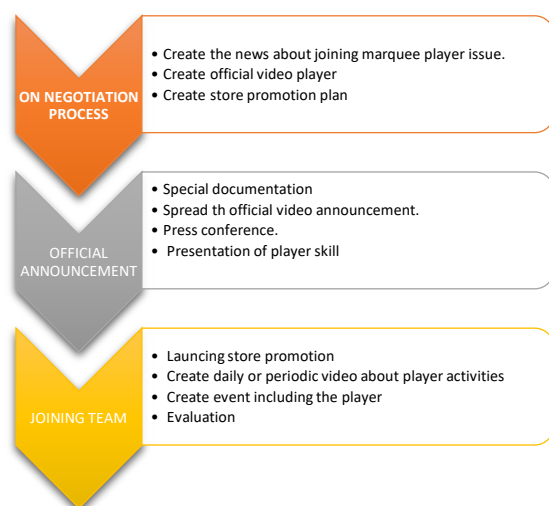- Create event including the player
- Evaluation

Figure 2. Research Outcome

Second step when official announcement, the promotion activities include perform documentation of player arrival process, Post the results of video editing players that have previously been made, do a press conference, and make a player presentation in

the form of a player's performance in showing his skill. The last phase, a few weeks after the player joined. The activities include Implement merchandise store promotion activities, Perform special player activity documentation, and Conduct periodic evaluations.

This output is formulated to be able to reinforce any influence given the endorser of both credibility, attractiveness, and power endorser. By reinforcing each endorsement is expected to increase consumer purchase intention to merchandise, especially especially those labelled marque, conducting promotional activities by involving consumers and players. e player marquee player.

8. CONCLUSION AND SUGGESTION

Based on the findings obtained, overall able to answer the objectives and to problem-solve in this research. In the first problem is about the influence of endorsement on purchase intention merchandise. Simultaneously, the endorsement influences the purchase intention of merchandise, with the highest influence of the power dimension that inquires the marquee player's influence on the consumer's attachment to the product and the player. The player's credibility factor causes the second influence of purchase intention. This dimension is related to the player's experience and trust in improving team performance. Then, the last dimension is the attractiveness that questions the proximity that consumers perceive to the player.

The second issue is the influence of marquee players in this study of Michael Essien's interest in buying merchandise. Based on the analysis of questionnaire data, endorsement done indirectly by Essien affect purchase intention of merchandise. This is similar to the findings of interviews, where sales and store visit increased after the arrival of Michael Essien. In addition, the number of new customers also increased significantly, since Essien joined many consumers who are not from west java and not supporters Persib buy merchandise as a souvenir, even now many foreign tourists are interested in Persib merchandise. Based on the above conclusions, here are some constructive suggestions that can be done by the team's sports management practitioners. There is a need for seriousness in preparing player recruitment especially Marquee player, especially in designing promotion in process maximises merchandise sales team. Also, the need to conduct little researches from the management periodically to support any management strategy. In addition, the need for management contributions to attract college students in researching the football industry is an attempt to accelerate the process of better team formation. The

ways to attract college students, management can create programs that financing the research

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