

ABSTRAK

Fenomena peningkatan penjualan jersey Erspo melalui *e-commerce* serta keterlibatan emosional masyarakat terhadap Tim Nasional Indonesia mendorong perlunya kajian terhadap faktor-faktor yang memengaruhi keputusan pembelian. Penelitian ini bertujuan untuk menganalisis pengaruh *brand image* dan FOMO (*Fear of Missing Out*) dengan *brand engagement* Tim Nasional Indonesia sebagai variabel moderasi terhadap keputusan pembelian jersey di Shopee. Dengan menggunakan pendekatan kuantitatif asosiatif dengan teknik pengambilan sampel *purposive sampling* sebanyak 97 responden yang merupakan konsumen jersey Erspo di Shopee. Data dikumpulkan melalui penyebaran kuesioner *online* dan dianalisis menggunakan metode *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) melalui aplikasi WarpPLS 8.0. Hasil penelitian menunjukkan bahwa *brand image* dan FOMO berpengaruh positif dan signifikan terhadap keputusan pembelian. Selain itu, *brand engagement* Tim Nasional Indonesia memoderasi hubungan antara *brand image* terhadap keputusan pembelian secara signifikan, namun tidak memoderasi hubungan antara FOMO terhadap keputusan pembelian. Hasil ini menunjukkan bahwa *brand image* yang baik dan FOMO dapat mendorong konsumen untuk melakukan keputusan pembelian, dan persepsi konsumen terhadap Tim Nasional Indonesia mampu memperkuat pengaruh *brand image*. Penelitian ini memberikan implikasi praktis bagi pemasar digital, *e-commerce*, dan produsen *apparel* olahraga untuk memaksimalkan strategi komunikasi dan keterlibatan emosional konsumen dalam meningkatkan penjualan.

Kata kunci: *Brand Image*, FOMO, Keputusan Pembelian, *Brand Engagement*, Tim Nasional Indonesia, Jersey Erspo, *E-commerce*

ABSTRACT

The phenomenon of increasing jersey sales of Erspo through e-commerce, along with the emotional involvement of the public with the Indonesian National Team, highlights the need to examine the factors influencing purchasing decisions. This study aims to analyze the influence of brand image and FOMO (Fear of Missing Out), with the brand engagement Indonesian National Team as a moderating variable, on the purchase decisions of jerseys on Shopee. A quantitative associative approach was employed, using purposive sampling with a total of 97 respondents who are consumers of Erspo jerseys on Shopee. Data were collected through an online questionnaire and analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method via the WarpPLS 8.0 application. The results show that both brand image and FOMO have a positive and significant effect on purchase decisions. Moreover, the brand engagement Indonesian National Team significantly moderates the relationship between brand image and purchase decisions, but does not moderate the relationship between FOMO and purchase decisions. These findings indicate that a strong brand image and FOMO can drive consumers to make purchasing decisions, and consumer perceptions of the Indonesian National Team can strengthen the influence of brand image. This study offers practical implications for digital marketers, e-commerce platforms, and sports apparel producers to optimize communication strategies and emotional engagement with consumers to boost sales.

Keywords: Brand Image, FOMO, Purchasing Decisions, brand engagement, Indonesian National Team, Erspo Jerseys, E-commerce