

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kredibilitas pengurus Persibas Banyumas terhadap kepuasan supporter *Knight Rebel* Purwokerto. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 68 responden yang dipilih melalui teknik purposive sampling dari populasi sebanyak 211 anggota aktif. Variabel kredibilitas diukur berdasarkan dimensi keahlian, kepercayaan, dan daya tarik, sedangkan kepuasan supporter diukur melalui kesesuaian harapan, pengorbanan, pengalaman konsumsi, motif yang terpenuhi, dan respons emosional. Analisis data menggunakan uji Goodman's and Kruskal Gamma. Hasil penelitian menunjukkan bahwa keahlian ($\gamma = 0,740$; $Z = 3,60$), kepercayaan ($\gamma = 0,928$; $Z = 9,18$), dan daya tarik ($\gamma = 0,825$; $Z = 5,01$) berpengaruh positif dan signifikan terhadap kepuasan supporter. Dimensi kepercayaan menjadi faktor yang paling dominan. Dengan demikian, semakin tinggi kredibilitas pengurus Persibas Banyumas, semakin tinggi pula tingkat kepuasan supporter *Knight Rebel* Purwokerto.

Kata kunci: Kredibilitas Pengurus, Kepuasan Supporter, Persibas Banyumas, *Knight Rebel* Purwokerto, Goodman's and Kruskal Gamma.

ABSTRACT

This study aims to examine the influence of the credibility of Persibas Banyumas management on the satisfaction of Knight Rebel Purwokerto supporters. The study employed a quantitative approach using a survey method involving 68 respondents selected through purposive sampling from a population of 211 active members. The credibility variable was measured based on the dimensions of expertise, trustworthiness, and attractiveness, while supporter satisfaction was measured through expectation fulfillment, perceived sacrifice, consumption experience, fulfilled motives, and emotional response. Data were analyzed using Goodman's and Kruskal's Gamma test. The results indicate that expertise ($\gamma = 0.740$; $Z = 3.60$), trustworthiness ($\gamma = 0.928$; $Z = 9.18$), and attractiveness ($\gamma = 0.825$; $Z = 5.01$) have a positive and significant influence on supporter satisfaction. Among these dimensions, trustworthiness is the most dominant factor. Therefore, the higher the credibility of Persibas Banyumas management, the higher the level of satisfaction among Knight Rebel Purwokerto supporters.

Keywords: Management Credibility, Supporter Satisfaction, Persibas Banyumas, Knight Rebel Purwokerto, Goodman's and Kruskal's Gamma.