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# Fanaticism of Football Fans to an Achievement of Football Club Case of study: Persebaya Football Club



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**ABSTRACT:** Until now, football matches have always been enlivened to support the pride of the club, from children, teenagers to the elderly who want to watch matches at the stadium, more than 1000 supporters attend every match. Therefore supporters have a considerable influence. Good for achievement. This study aimed to determine the relationship between motivation, loyalty, and behavior towards soccer achievement.

The method used in this research is a quantitative descriptive method with a population of 100 people—data collection techniques using questionnaires and documentation. The data analysis technique used is multiple regression analysis, namely the variable motivation (x1), loyalty (x2), behavior (x3) as predictors, and the dependent variable is an achievement (Y).

The results of this study indicate that (1) the motivation variable has a significant relationship between motivation and achievement of 0.871, (2) the loyalty variable there is a significant relationship between loyalty and achievement of 0.692, (3) there is a significant relationship between behavior and achievement of 0.766, It was concluded from this study that motivation, loyalty, and the behavior of the three of them had a significant correlation to the achievements of football so that it influenced the achievements of football, especially the Persebaya club in Surabaya.

KEYWORDS: Motivation, Loyalty, Behavior, Football Achievement

## INTRODUCTION

## 1.1 Background

Association football, more commonly known as football or soccer, is a team sport played between two teams of eleven players with a spherical ball. It is played by 250 million players in over 200 countries and dependencies, making it the world's most popular sport. The game is played on a rectangular field with a goal at each end. The object of the game is to score by getting the ball into the opposing goal (Guttman, Allen, 1993)

Indonesia national football team is a team that represents Indonesia in international football. The team is controlled by the All Indonesia Football Association and is a member of the Asian Football Confederation. Before independence in 1945, the team used the name of the Dutch East Indies national football team. With that name, the team played in the 1938 FIFA World Cup in France, where they lost to Hungary in the first round and have never qualified again until now.

PSSI stands for Football Associacion of Indonesia. It is Indonesian Football Association and established since 19 April 1930. As legal association of our country, it has to joined an international association, so PSSI joined the Asian Football Association in 1954 and FIFA 1952.

As a top otority of football in Indonesia, PSSI belongs to our cathalisator of educational points spreading to reach an everlasting achievement in football. Having spirits, make Indonesian Football also in good managed to build a good character of Indonesia and developing football industry to attend our economical rings. The biggest work is waiting PSSI to do. So it has to encourage all people of all elements society to walk together taking a role to make our life clevereance through football, which is into starting eleven packaging.

Good association rises from a good management. Who is or what really management inside is? Management is people who work and responsible to the association and chosen by people or society. In 2016 – 2020, management of PSSI has chosen. Our new hope and new dream of the existantion of PSSI has declaired. By the hand of general manager Mr. Edy Rahmayadi, promised that our football conditions will be better and any changes could be immediately happened. An example: PSSI annaunced the new league of our nation it was "Liga Indonesia Baru", it was a new start in a new day that year, but what could be really happened? The new games or matches was completely old games. It mean to be nothing was now.

Football Association of Indonesia (PSSI) also have a program of development. It has a huge advantages for my country and all supporting people who encourage and help our PSSI becomes better organization. Being a good organization which is representing our people's dream of football, of course PSSI has to face several of responsibilities to and to whom may they concern. Begining with looking for human resources in internal structural organization, who competentive and could work and move with. Then by them, next step is searching for athletes in each region. Supporting their needs or in other word, PSSI release fund or accomodations for them.

The fans can be described as "someone who perceives him or herself as a fan of a certain team or sport in general" (Bauer, Stokburger-Sauer, & Exler, 2008, p. 206). Attending or watching sporting events can leave an indelible mark on fans. Smith and Stewart (2007) say many cultural, social, and psychological needs are met by attending or watching sporting events. Die hard see those needs as something special and unique to them. Fan motivation literature proposes that an adage of sport fandom is the fanatical nature of some fans helps to re-create their self identity. This recreation of ones self identity is an essential piece in becoming a highly identified fan. The concept of fan equity is used to describe the amount of energy and time a fan puts into following their favorite team; whereas the term fanaticism measures an individuals fan loyalty (Smith & Stewart, 2007). Researchers on the topic have revealed sports fans have a direct impact on the result of sporting events through their emotional and monetary support. Without the fan, many of the major sports would just be an obscure leisure activity that nobody would care about (Murrell & Dietz, 1992).

Factors affecting attendance at professional sports events are based on sports marketing. Personnel of pro teams packages their products to increase attendance, and the effects of the factors can enhance a marketing plan. Any plan is premised on objectives, and one's understanding of factors affecting attendance is a key to developing a plan, strategies, and processes leading to the achievement of those objectives. In professional sport, the increase of attendance is a key objective. Hence the importance of gaining knowledge about attendance factors (Hal Hansen, 1989). Fanatism, according to Sudirwan (1988), is a situation where a person or group that embraces an ideology, either politically, religiously, culturally, or otherwise in an exaggerated (blindly) way that leads to destructive, even tends to cause serious feuds and conflicts for different groups including race, ethnicity, and religion. Fanatism is a belief or belief that is too strong against a doctrine, whether it is politics, religion, and so forth. This research is associated with fanaticism against the football club. According to Winston Churchill, "A fanaticism can not change the mindset and will not change its course." It can be said that a fanatic has a strict standard in his or her mindset and is inclined not to listen to opinions or ideas that he considers being contradictory as orientations and sentiments that affect a person in (1) doing something, taking something, or giving something; (2) in thinking and deciding; (3) in perceiving and understanding things.

In early research on fan motivation, Wann (1995) researched to explain what motivates a person to become a fan. His work on the topic revealed that there are several factors that makeup fan motivation. Wann (1995) uncovered the psychological motivating factors are entertainment, aesthetic pleasure, escape eustress, family needs, group affiliation, self-esteem, and potential economic gain. Smith and Stewart (2007) have recently updated the work of Wann by including vicarious achievement and tribal connections as fan motivations.

The motivating factors are separated into 3 categories: social belonging, socio cultural, and psychological (Smith & Stewart). The psychological category is composed of entertainment, escape, aesthetic pleasure, and eustress. The socio-cultural category contains group affiliation and family needs. The social belonging category contains the recent addition of vicarious achievement and tribal connection (Smith & Stewart, 2007).

Not all sport consumers are sport spectators and fans. Sport spectators are the audience who are present in the arena when sport event takes place. Spectators who are following the event through television or through other channel of media such as radio, internet or newspapers are called indirect sport spectators. (Loy & Kenyon 1969).

#### **1.2 Statement of the Problem**

Football is one of the most popular sports in Indonesia. A lot of clubs are currently doing the match under of PSSI. There are many football fans, this is very influential on the football team. From here I will take a research on fanaticism of football fans to an achievement of football club at Surabaya, Indonesia.

#### 1.3 The Objectives

#### 1.3.1-The main objectives:

The main purpose of this study is to describe the fanaticism of football fans to an achievement of football club at Surabaya.

#### **1.3.2-The specific objectives:**

The specific objectives are to describe the fanaticism of football fans to an achievement of football club at Surabaya during a season of football matches in Indonesia.

#### **1.4 Research questions**

Based on the background above, there are three fact the research question of a problem which will be raised:

1. How many fans motivation for the achievement of football club?

- 2. How many fans loyalty for the achievement of football club?
- 3. How many fans behavior towards achievement of football club?

## 1.5 Scope of the study

The study is confined to fanaticism of football fans. The conclusions will be drawn on the basis of the perceptions of the targeted respondents.

#### 1.6 Significance of the study

The findings of this study may provide the necessary information about the influence of football fanaticism's fanaticism on the victory of a team. This fanaticism can be seen from their loyalty, motivation and behavior as football fans. The findings of this study may be useful in educating the football fraternity about the importance of a loyalty, motivation and behavior.

## 1.7 Research Purpose

Based on the above background, there are three research purpose to be raised:

- 1. For knowing how many fans motivated the achievement of football club.
- 2. For getting information about fans loyalty to the achievement of football club.
- 3. For knowing how to big the behavior towards achievement of football club.

## 2. LITERATURE REVIEW

## 2.1. Introduction

This chapter reviews the existing literature on key research concepts, which will include key concepts from various definitions of terms such as background on fanaticism of football fans, sport fans, sport fans loyalty, sport fans behavior, and fans motivation. To make it easier for readers to understand this research, here we submit some keywords that is:

1. Fanaticisme

Fanaticism in this research is a notion or behavior that shows interest in something overload.

2. Fans

Fans or called supporters or supporters for sports teams in this research is someone who enjoys something with enthusiasm, like a music group, sports team, book, or celebrity. Collectively, a collection of fans will form a fan base or fandom.

#### 2.2. Fanaticisme of Football Fans

Fanatism according to Sudirwan (1988) is a situation where a person or group that embraces an ideology, either politically, religiously, culturally or otherwise in an exaggerated (blindly) way that leads to destructive, even tends to cause serious feuds and conflicts for different groups including race, ethnicity, and religion. Fanatism is a belief or belief that is too strong against a doctrine, whether it is politics, religion and so forth, in this study is associated with fanaticism against the football club. According to Winston Churchill, "A fanaticism can not change the mindset and will not change its course". It can be said that a fanatic has a rigorous standard in his or her mindset and is inclined not to listen to opinions or ideas he deems to be contradictory as the orientations and sentiments that affect a person in: (1) doing something, taking something or giving something; (2) in thinking and deciding; (3) in perceiving and understanding things.

#### 2.3. Sport Fans

The origin of the word "fan" comes from the English words fancy or fanatic. Being fanatic of especially boxing, made the other people call boxing fans "The Fancy". The word was later changed to "fance" and then to fan and fanatic. Fans are also often called as aficionados and supporters. In the world of sports fans are characterized by having a strong interest and strong emotions towards their object of interest and they characterize themselves as a fan of certain athlete, team or sport. (Bauer, Stokburger-Sauer & Exler 2008.)

Not all sport consumers are sport spectators and fans. Sport spectators are the audience who are present in the arena when sport event takes place. Spectators who are following the event through television or through other channel of media such as radio, internet or newspapers are called indirect sport spectators. (Loy & Kenyon 1969). Sport event spectators on the arena are the specific class who are under the microscope in this research. Every sport and every athlete as well as the whole sport industry need their spectators and especially team sports need them to be successful financially. Spectators have numerous reasons and motives to attend sport events and to find out what those are and fulfill those expectations is a task for sport managers and marketers (Funk, Filo, Beaton & Pritchard 2009.)

## 2.4. Sport Fans Loyalty

Sport fan loyalty is one of the most important concepts when it comes to sport marketing. Sport marketers are constantly trying to understand fans and casual spectators' attitudes and behavioral factors towards sport teams and other sport products. Sport fan loyalty is not that far from common customer brand loyalty. Fans are customers who are loyal to a certain brand which they have

emotional bonds to. Sport organizations are trying to create a strong, positive and unique fan loyalty experience and brand image for their customers. Motivational factors and sport fan loyalty have a lot in common. The motivational factors of fan loyalty are crucial in sport event attendance because the loyalty is one of the key factors that bring spectators to sport events. Fan loyalty can sometimes be seen as a motivational factor. (Bauer, Stokburger-Sauer & Exler 2008.)

#### 2.5. Sport Fans Behavior

The Behavioral dimension explains the behavioral loyalty by behavioral intensions as well as past behavior. Past behavior represents fans' past behavior towards the object of interest such as watching games at a stadium, watching games on television, consuming media of the team, wearing and buying merchandise of the team for example. Intentional behavior stands for future behavior of the fans. It also represents the consuming behavior towards for example one's favorite team. (Bauer, Stokburger-Sauer & Exler 2008.)

#### 2.6. Fans Motivation

In early research on fan motivation, Wann (1995) conducted research to try to explain what motivates a person to become a fan. His work on the topic revealed that there are several factors that make up fan motivation. The psychological motivating factors that Wann (1995) uncovered are entertainment, aesthetic pleasure, escape, eustress, family needs, group affiliation, self-esteem, and potential economic gain. Smith and Stewart (2007) have recently updated the work of Wann by including vicarious achievement and tribal connections as fan motivations. The motivating factors are separated into 3 categories: social belonging, socio-cultural, and psychological (Smith & Stewart). The psychological category is composed of entertainment, escape, aesthetic pleasure, and eustress. The socio-cultural category contains group affiliation and family needs. The social belonging category contains the recent addition of vicarious achievement and tribal connection

#### **RESEARCH METHODOLOGY**

#### 3.1 Research Design

This study will use quantitative approach to answer all of the research questions.

The design of this study is to use survey, survey research is a technique of gathering information done by compiling a list of questions asked to respondents in the form of a sample of a population. In the survey research, researchers examined the characteristics or causal relationships among variables without any intervention researchers. The study took samples from one population and used the questionnaire as a primary data collection tool (Singarimbun and Sofian Effendi, Metode Penelitian Survai, (Jakarta: LP3ES, 1989).

#### 3.2 Variables of the Study

The dependent variable of this study is the achievement of a team that is calculated by the total number of points throughout the game. While the independent variables in this study is fanaticism football fans who in it there are 3 variables that are a) fans motivation, fans motivation of the achievement of football club achievements; b) fans loyalty, to what extent they are loyal to the football team; c) fans behavior how the behavior of fans against the football team.

Researchers construct structured or closed questions based on the fanaticism of football fans on the achievements of a football team. This field includes motivation, loyalty and behavior. Questions are asked with a list of possible alternatives where respondents choose the answer that best describes their situation. The questionnaire was reviewed by a supervisor who guided the researcher in this study.

#### 3.3 Location of the Study

The study will be carried out at football fans of Persebaya, Surabaya. Because persebaya is one soccer club in Indonesia who has basecamp in Surabaya and has the most number of fans.

#### **3.4 Target Sample and Population**

The sample is part of the number and characteristics possessed by the population. This sampling is using purposive sampling method, that is, the selection of a group of subjects is based on certain characteristics or traits that are deemed to have a close relation to the characteristics or properties of the previously known population (Yuwono: 2008). The number of samples in this study as many as 100 football fans of Persebaya Surabaya.

#### 3.5 Data Collection Procedures

Researchers use research assistants to collect data. Questionnaires were given to football fans. Researchers approached in each group of football fans in Surabaya. Fans of football were asked to complete their questionnaires at the time collected by researchers. For each closed question, respondents are asked to tick the answer that best represents their views of the given choice. The data collected from the questionnaire will be encoded and prepared for analysis using the Statistical Package for Social Sciences (SPSS). Descriptively, the data obtained will be summarized in percentages and correlations to facilitate the interpretation of information.

Bar charts, tables and pie charts will be used to present the data. The data analysis will be based on the motivation of football fans, the loyalty of football fans and the behavior of football fans.

## DISCUSSION

Based on the result of the questionnaire, the findings are presented based on the research question.

#### 4.1 Subject Profile

The study aims to determine the influence of fanaticism of football fans against the achievements of football clubs. The study was conducted in February. The distribution of questionnaires is done by purposive sampling, that is by subject selection based on certain characteristics or traits. The subject profile of this research is Persebaya Surabaya football club fans in Surabaya area. Here will be described about the data Persebaya Surabaya fans by gender.

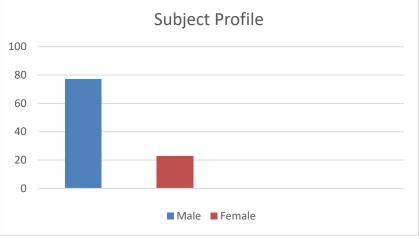
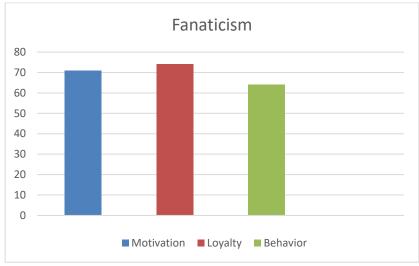


Figure 1. Subject profile of football fans

From the figure above, can be seen that the number of male fans more than the number of female fans. Of the 100 randomly selected fans, the number of male fans amounted to 77 people or 77% of the total, while the number of female fans amounted to 23 or 23% of the total. From there it can be concluded that male prefer watching football rather than female.

#### 4.2 Variable Fanaticism

The researcher will explain some of the variables of fanaticism.





Based on the discussion and figure above, fanaticism of football fans can be divided into three variables, namely motivation, loyalty and behavior. Previously researchers have made a blue print fanaticism scale, which is useful to distinguish the three variables. Of the three variables, everything is listed in the questionnaire and has been distributed to a sample of 100 people. Based on the above shows the number of subjects belonging to the high category. It is said to be included in the high category if the subject has a value

>50, while for the low category the subject has a value <50. motivation variables appear with the number of 71%, loyalty variable appears with the number 74% and variable behavior appears with the number 64%.

#### 4.3 Data Analysis

In the sports context, generally speaking, a fan can be defined as someone who perceives him or herself as a fan of a certain team or a sport in general (Dietz-Uhler, Harrick, End, & Jaquemotte, 2000). Apart from behavioral characteristics, fans can be differentiated by their degree of attachment to a team, which is their attitudinal loyalty to the team. Although attitudinal loyalty is a particularly important concept in the sports context, it has only recently been examined. For a rather long time, sport management and psychology research have focused on behavioral indicators of fan loyalty such as spectator attendance figures (e.g., DeSchriver & Jensen, 2002; Funk, Mahony, & Ridinger, 2002; Hansen & Gauthier, 1989).

		Std.	
	Mean	Deviation	Ν
Motivation	21.2500	2.75011	100
Loyalty	55.7000	3.54908	100
Behavior	28.9100	2.73065	100
Point	2.1200	1.12990	25

		motivation	loyalty	behavior	point
motivation	Pearson Correlation	1	.432**	.078	.151
	Sig. (2-tailed)		.000	.438	.471
	Ν	100	100	100	25
loyalty	Pearson Correlation	.432**	1	.187	219
	Sig. (2-tailed)	.000		.063	.292
	Ν	100	100	100	25
behavior	Pearson Correlation	.078	.187	1	201
	Sig. (2-tailed)	.438	.063		.336
	Ν	100	100	100	25
point	Pearson Correlation	.151	219	201	1
	Sig. (2-tailed)	.471	.292	.336	
	Ν	25	25	25	25

	<b>Figure</b> 3	3. Des	scriptive	Statistics
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\*\*. Correlation is significant at the 0.01 level (2-tailed).

#### Figure 4. Correlations

#### CONCLUSION

From the research results stated that fanaticism football fans consists of three variables of motivation, loyalty and behavior. If all three variables of the football fans are higher, it will affect the achievement of his supported football team.

That after a statistical test, the results do not match the expectations. three variables are not correlation to the points. The growing love for a football club eventually developed into fanaticism because of the excessive love. Fanatism can also be interpreted as an excessive love of the group or against what they believe.

- 1. Motivation does not correlate significantly to achievement of 0.471.
- 2. Loyalty does not correlate significantly to achievement of 0.292.
- 3. Behavior does not correlate significantly to achievement of 0.336.

Why not correlate, because according to the motivation literature, loyalty and behavior influenced by the brand or image of the club. Fanaticism it self can be called the orientation of sentiments that affect a person in the form of something, fill something or give something, think and decide something, perceive and understand something, perceive and understand something. Fanaticism in the context of football is a belief that considers that football or a club is the best club.

The behavioural and attitudinal components of fan loyalty according to Capella (2002:30), sport plays an increasingly important role in our society. Sport is thus accompanied by an increased interest in sports fan behaviour and in the loyalty of sports fans. The level of loyalty amongst sports fans comprises both behavioural and emotional components (Capella, 2002:31). In addition, fan loyalty can be regarded as brand loyalty; and it can therefore be characterised by a strong emotional bond, which consists of attitudinal as well as behavioural components (Argus et al., 2004:2). Chen (2004:2) suggests that loyalty is a multi dimensional concept that includes both attitudinal and behaviour al aspects. Rooted in the reference to fan loyalty in the discussion above is the clear identification of two vital components of fan loyalty, namely behavioural and attitudinal loyalty. Regarding the importance of the fan loyalty construct in this study, it was therefore important to consider both these main elements of the construct when measuring the fan loyalty component of the study. In addition, it is imperative to note that attitudinal loyalty can be defined as a psychological commitment, whereas behavioural loyalty is defined as a situation where an individual continuously demonstrates his or her support for a specific sport, team or player (Argus et al., 2004:2). According to Argus et al. (2004:2), it is important to distinguish between attitudinal loyalty and behavioural loyalty in order to evaluate both perspectives on fan loyalty.

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## **23) APPENDICES**

#### **Appendix 1. Questionnaire**

Part A: Basic information, please write the answer:

1.	Name	
2.	Age/Sex	
3.	Supporter	

Part B: Questionnaire about football fans.

- 1: Strongly Disagree
- 2: Disagree
- 3: Undecided
- 4: Agree
- 5. Strongly Agree

NO.	STATEMENT	1	2	3	4	5
1.	I will be sad when my team suffered a defeat in the game.					
2.	Despite the rain I will still be watching the team I support.					
3.	I would prefer to buy a team jersey (jersey) compared to buying another					
	jersey.					
4.	I will remain faithful to support my team despite being in a performance					
	crisis.					
5.	It's important for me to have the team attribute I support.					
6.	I will take the time to watch my team play.					
7.	I do not really care when my team will compete.					
8.	I will continue to encourage my team when it is underdeveloped.					
9.	I will be singing yells to burn the team spirit that I support.					
10.	It's not important for me to encourage the team I support.					
11.	Better to be silent than to do choreography with other supporters.					
12.	I will do everything to support my team.					
13.	Distance is not a barrier to me to watch the team match that I support.					
14.	I would prefer to watch the game on television than at the stadium.					
15.	I will discourage watching the game when it rains so as not to get sick.					
16.	Expensive ticket prices were a barrier for me watching the game.					
17.	I will invite my family to watch the football game.					
18.	I do not mind when my team's good name is being harassed.					
19.	Keeping the team's name is the obligation of every supporter element.					

20.	In order to maintain the financial stability of the team I support, I will try to			
	watch the game live.			
21.	I am part of the team I support.			
22.	I am proud when my team becomes champion.			
23.	I feel normal when my team becomes champion.			
24.	I will persuade my brother to get together to watch the team matches that I			
	support.			
25.	I prefer to watch the team I support rather than go out to hang out.			
26.	I will bring the attributes when watching the team I support.			
27.	I think that with me watching the game directly will benefit the team I			
	support.			
28.	I know a lot of memorized yel-yel often sung to support my team.			
29.	I am aware of various information related to the team I support.			
30.	I will continue to support my beloved team forever.			



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