

## TABLE OF CONTENTS

<i>HALAMAN PENGESAHAN</i> .....	ii
<i>PERNYATAAN BEBAS PLAGIASI</i> .....	iii
FOREWORD.....	iv
ACKNOWLEDGEMENT.....	v
TABLE OF CONTENTS.....	vi
LIST OF TABLES.....	x
LIST OF FIGURES.....	xi
APPENDIX LIST.....	xii
LIST OF ABBREVIATIONS.....	xiii
ABSTRACT.....	xiv
<i>INTISARI</i> .....	xv
<b>CHAPTER I INTRODUCTION</b> .....	<b>1</b>
1.1 Contextual Gap.....	1
1.2 Theoretical Gap.....	7
1.3 Research Problem.....	8
1.4 Research Questions.....	10
1.5 Research Objectives.....	10
1.6 Research Benefits.....	11
1.7 Research Scope.....	12
1.7.1 Research Model.....	12
1.7.2 Research Object.....	12
1.7.3 Research Subject.....	12
1.7.4 Research Location.....	13
1.7.5 Research Time.....	13
<b>CHAPTER II THEORETICAL FRAMEWORK</b> .....	<b>14</b>
2.1. Triangular Theory of Love.....	14
2.2. Literature Review.....	15
2.2.1 Brand Love.....	15
2.2.2 Elements of Brand Love.....	17
2.2.2.1 High Quality.....	18
2.2.2.2 Emotional Attachment.....	18
2.2.2.3 Brand Connection.....	19
2.2.2.4 Intrinsic Rewards.....	19
2.2.2.5 Thinking.....	20
2.2.2.6 Passion.....	20

2.2.3 Loyalty.....	21
2.3 Hypothesis Development.....	23
2.3.1 Influence of the high quality of IBL teams on fans' loyalty to their favorite IBL team.....	23
2.3.2 Influence of the emotional attachment to IBL teams on fans' loyalty to their favorite IBL team.....	24
2.3.3 Influence of the brand connection with IBL teams on fans' loyalty to their favorite IBL team.....	24
2.3.4 Influence of the intrinsic rewards from IBL teams on fans' loyalty to their favorite IBL team.....	25
2.3.5 Influence of thinking about IBL teams on fans' loyalty to their favorite IBL team.....	26
2.3.6 Influence of the passion for IBL teams on fans' loyalty to their favorite IBL team.....	26
2.4 Research Model.....	27
<b>CHAPTER III RESEARCH METHODOLOGY.....</b>	<b>29</b>
3.1 Research Design.....	29
3.2 Operational Definition.....	29
3.2.1 High quality (HQ).....	30
3.2.2 Emotional attachment (Att).....	30
3.2.3 Brand connection (BC).....	31
3.2.4 Intrinsic rewards (IR).....	32
3.2.5 Thinking (Th).....	33
3.2.6 Passion (Pa).....	33
3.2.7 Loyalty (LOY).....	34
3.3 Sampling Design.....	35
3.3.1 Sampling method.....	35
3.3.2 Population and sample.....	36
3.3.3 Sampling unit.....	37
3.3.4 Sample size.....	38
3.3.5 Location.....	38
3.4 Research Instrument.....	38
3.4.1 Introduction.....	39
3.4.2 Respondent profile.....	39
3.4.3 Questions related to variables.....	39
3.4.4 Conclusion.....	40
3.5 Data Collection Method.....	40
3.5.1 Primary data.....	40

3.5.2 Data classification method.....	40
3.6 Data Analysis Method.....	40
3.6.1 Partial Least Square (PLS).....	41
3.6.2 Measurement model testing (Outer model).....	41
3.6.2.1 Validity test.....	41
3.6.2.2 Reliability test.....	42
3.6.3 Structural model testing (Inner model).....	43
3.6.3.1 R-square.....	43
3.6.3.2 Hypothesis Test.....	44
<b>BAB IV DATA ANALYSIS.....</b>	<b>45</b>
4.1 Respondent Demographic Profiles.....	45
4.1.1 Gender Demographic Profiles.....	45
4.1.2 Age Demographic Profiles.....	46
4.1.3 Education Level Demographic Profiles.....	46
4.1.4 Monthly Income Demographic Profiles.....	47
4.2 PLS-SEM.....	48
4.2.1 Outer Model.....	48
4.2.1.1 Validity Test.....	48
4.2.1.2 Reliability Test.....	57
4.2.2 Inner Model.....	57
4.2.2.1 R-Square Testing.....	58
4.3 Hypothesis Testing.....	58
4.3.1 The Influence of the High Quality of IBL Teams on Fans' Loyalty to Their Favorite IBL Team (H1).....	61
4.3.2 The Influence of the Emotional Attachment to IBL Teams on Fans' Loyalty to Their Favorite IBL Team (H2).....	61
4.3.3 The Influence of the Brand Connection with IBL Teams on Fans' Loyalty to Their Favorite IBL Team (H3).....	62
4.3.4 The Influence of the Intrinsic Rewards from IBL Teams on Fans' Loyalty to Their Favorite IBL Team (H4).....	62
4.3.5 The Influence of Thinking About IBL Teams on Fans' Loyalty to Their Favorite IBL Team (H5).....	63
4.3.6 The Influence of the Passion for IBL Teams on Fans' Loyalty to Their Favorite IBL Team (H6).....	63
4.3.7 Summary of Hypothesis Testing.....	64
4.4 Discussion.....	65
4.4.1 The Influence of the High Quality of IBL Teams on Fans' Loyalty to Their Favorite IBL Team (H1).....	65
4.4.2 The Influence of the Emotional Attachment to IBL Teams on Fans'	

Loyalty to Their Favorite IBL Team (H2).....	65
4.4.3 The Influence of the Brand Connection with IBL Teams on Fans' Loyalty to Their Favorite IBL Team (H3).....	66
4.4.4 The Influence of the Intrinsic Rewards from IBL Teams on Fans' Loyalty to Their Favorite IBL Team (H4).....	67
4.4.5 The Influence of Thinking About IBL Teams on Fans' Loyalty to Their Favorite IBL Team (H5).....	68
4.4.6 The Influence of the Passion for IBL Teams on Fans' Loyalty to Their Favorite IBL Team (H6).....	69
<b>CHAPTER V CONCLUSION.....</b>	<b>71</b>
5.1 Conclusion.....	71
5.2 Research Implication.....	72
5.2.1 Academic Implication.....	72
5.2.2 Managerial Implication.....	74
5.3 Research Limitation.....	75
5.4 Future Research.....	76
<b>BIBLIOGRAPHY.....</b>	<b>78</b>
<b>APPENDIX.....</b>	<b>84</b>

## LIST OF TABLES

Table 3.1 Questionnaire Items for High quality (HQ).....	30
Table 3.2 Questionnaire Items for Emotional attachment (EA).....	31
Table 3.3 Questionnaire Items for Brand connection (BC).....	31
Table 3.4 Questionnaire Items for Intrinsic rewards (IR).....	32
Table 3.5 Questionnaire Items for Thinking (Th).....	33
Table 3.6 Questionnaire Items for Passion (Pa).....	34
Table 3.7 Questionnaire Items for Loyalty (LOY).....	35
Table 4.1 Gender Demographic Profiles.....	45
Table 4.2 Age Demographic Profiles.....	46
Table 4.3 Education Level Demographic Profiles.....	46
Table 4.4 Monthly Income Demographic Profiles.....	47
Table 4.5 Outer Loadings Factor (First Test Result).....	49
Table 4.6 Outer Loadings Factor (Second Test Result).....	51
Table 4.7 Convergent Validity Test - AVE Result.....	53
Table 4.8 AVE and AVE Square Root Result.....	54
Table 4.9 Discriminant Validity Test - Fornell-Larcker Criterion.....	55
Table 4.10 Discriminant Validity Test - Cross-Loadings.....	55
Table 4.11 Cronbach's Alpha and Composite Reliability Testing.....	57
Table 4.12 R-Square Testing Result.....	58
Table 4.13 Hypothesis Testing Result with Bootstrapping Method.....	60
Table 4.14 Summary of Hypothesis Testing.....	64

## LIST OF FIGURES

Figure 1.1 IBL Spectator Attendance each Season (IBL Indonesia, 2022; Immanuel, 2021).....	3
Figure 1.2 Popular Sports in Indonesia (Rakuten, 2017).....	5
Figure 1.3 Popular Sport Matches in Indonesia (Licorice, 2020).....	6
Figure 2.1 Research Model (Martín et al., 2020).....	28
Figure 4.1 Path Model Result from Outer Loadings Validity Test.....	53
Figure 4.2 Path Model Result from Bootstrapping Method.....	60