

ABSTRACT

The enthusiasm for football in Indonesia is one of the highest in the world. This is driven by the national team's performance and the success of international events, triggering a surge in jersey sales. However, the initial release of Erspo's jersey in 2024 received sharp criticism regarding its quality and design, even sparking widespread discussion among Timnas fans. This gap has the potential to damage the image of Erigo as the parent company. In response to the criticism, Erspo underwent rebranding in 2025 with a more modern design and improved material quality. Marketing strategies were strengthened by involving influencers and athletes, shifting purchasing decisions towards quality and design appeal, supported by strong social influence. This research aims to analyze the influence of brand image, product quality, and social influence on the purchasing decisions of Erspo Timnas Indonesia jerseys. This study uses a quantitative method with a series of tests such as descriptive analysis, classical assumption tests, multiple linear regression, hypothesis testing, and the coefficient of determination. The sampling technique used is non-probability sampling, specifically purposive sampling. Data was collected through the distribution of questionnaires to 107 qualified respondents.

Questionnaire data was analyzed using IBM SPSS version 30 software, showing that brand image, product quality, and social influence have a positive and significant impact on purchase decision, both partially and simultaneously. The results of the descriptive analysis indicate that brand image, product quality, social influence, and purchase decision are all in a good category.

This research is useful for companies by suggesting that Erspo continues to maintain and improve its marketing strategies, jersey quality, and remains attentive to factors that drive purchasing decisions. Future research is expected to explore other factors influencing purchase decision.

Keyword: *Brand Image, Product Quality, Social influence, Purchase Decision*