

CHAPTER I

INTRODUCTION

1.1 General Description

1.1.1 Type of Business, Company name, and Company Location

FC Barcelona, in full Fútbol Club Barcelona, also called Barça, Spanish professional football (soccer) club located in Barcelona. FC Barcelona is renowned for its historically skillful and attractive brand of attacking football that places an emphasis on flowing, open play. The team is part of a wider sports and social club with thousands of members.

In 1899, football pioneer Joan Gamper decided he wanted to form a football club. After eleven other enthusiasts responded to his newspaper advert, the dream became a reality and Barcelona was born. The new club started off its journey successfully enough; after losing to Bizcaya in the final of the inaugural Copa del Rey in 1902, Barcelona bounced back in style by winning the competition eight times between then and 1928 (they were also successful in the regional Campionat de Catalunya). The following year, they clinched the inaugural La Liga before entering a period of decline due to the ongoing political conflicts in the country, which eventually grew so large that they resulted in the outbreak of the Spanish Civil War and the beginning of Franco's regime. Gamper's time in Barcelona ended abruptly after he was deported from Spain because of political reasons. A few years later he committed suicide. Josep Sunyol had become the new director of FC Barcelona. He was a left-wing politician, and this would finally lead to his death, he was executed by the Francoist regime in 1938.

In total, Barcelona has won 30 Copa del Rey, more than any other team. La Liga, the top Spanish football league, was formed in 1929, and Barcelona captured the title in the league's inaugural season. The club has won La Liga 26 times and has never been relegated to a lower division. Abroad, Barcelona has won the European Cup Winners' Cup four times (1979, 1982, 1989, and 1997), the European Cup/Champions League five times (1992, 2006, 2009, 2011, and 2015), and the Union of European Football Associations (UEFA) Super Cup three times (1992, 1997, and 2009). In 2008-09 it won the La Liga championship, the

Copa del Rey, and the continental championship (Champions League) to become the first Spanish side to capture this "treble," a feat it repeated in 2014-15.

Barcelona played its home matches from 1922 to 1957 at the Camp de Les Corts. After the increasingly popular club outgrew that facility, a giant new stadium, Camp Nou, was built in the western part of the city and opened in 1957. A stadium-record 120,000 fans watched the 1986 European Cup quarterfinal between Barcelona and Juventus.

1.1.2 Vision, Mission, and Company Identity

a. Vision

Winning the largest possible of titles with attractive football and with the greatest possible number of players trained in the club.

b. Mission

To promote an emblematic social model through the development of its own educational, cultural and solidarity actions that can consolidate Barca's social commitment to being "More than a club" in Catalonia, Spain and the world, setting a "Unique example" on a worldwide scale.

a. Corporate Identity



Figure 1. 1 Barcelona Logo

(FcBarcelona.com)

The current FC Barcelona Logo or Club Crest dates from 2002 but actually includes symbols and references that are consistent throughout Barça's long and illustrious history so let's take a look at what it all means:

Philosophy of the Logo

- Top Left: The Saint George Cross or Creu de Sant Jordi in Catalan refers to the Patron Saint of Catalonia.
- Top Right: Four red bars on a gold background are La Senyera, the Catalan National flag, which legend has it is the Quatre Dits de Sang (Four Fingers of Blood) made by 9th century King Wilfred the Hairy made on a shield before going into battle against the Moors.
- Middle: FCB - Futbol Club Barcelona
- Bottom: The red and claret blaugrana colours are those sported on the first team shirt and were introduced in 1900. There is some dispute as to whether they refer to founder Joan Gamper's FC. Zurich colours or the Merchant Taylors School colours, which was attended by early stars Arthur and Ernest Witty.

However, the message the FC Barcelona Logo transmits is of a crest that honours the sporting dimension of the football club as well as its connection to its home city and native country.

1.1.3 Scale of Business, Business Development and General Strategic

a. Scale of Business

FC Barcelona is domiciled in Europe for the regular league which requires them to remain in the country while the league is rolling. but their marketing and broadcast networks are already connected globally which can be witnessed from all parts of the world, which means they as a football club can already be said to expand their business to international. It is undeniable because some of the sponsors from year to year come not from domestic FC Barcelona itself, for example there are Qatar Airways and Rakuten who come from two different countries in other parts of the world.

b. Business Development

FC Barcelona has officially marketed their merchandise products such as jersey and other things under the Nike football in many cities in Indonesia.

c. General Strategic

To capturing the Indonesian market, FC Barcelona did many things such as selling official merchandise such as jersey, ball, mug, becoming a brand ambassador and even establishing a soccer school in Sentul in 2012 which claimed better facilities than La Masia called FCB Escola Indonesia.

1.2 Research Background

The success of a business depends on how successful marketing is. So that it can be said as great as any product that is owned, if not with mature marketing,

It will not be something effective and the ideals of the business. Marketing is important for a brand to introduce products or services to the general public, so businesspeople can increase sales volume, expand their target market and convince consumers to be loyal to the brand. This will be achieved by the role of creativity of business actors as planners who can create fresh ideas in introducing their brands. Companies will be more effective if they name a brand correctly, because customers will find it easy to recognize a brand so repurchasing will be very possible. "One effort to win competition in the market is by marketing, with marketing consumers can find out that competition does not occur only by comparing the quality of brands but can create a good image of that brand in the market.

Nowadays the football shirt is one of the most profitable marketing tools of the football industry. The club also gets large money from the jersey procurement contract. Nike poured a lot of money to supply jersey for Barcelona, Tottenham Hotspur, Chelsea, Paris Saint Germain, Manchester City, Inter Milan, to Atletico Madrid. Meanwhile, Adidas is the supplier of the jersey for Manchester United, Real Madrid, Juventus, Bayern Munich and AC Milan. The funds for this apparel are not cheap. Big clubs can receive up to 150 million euros (Rp 2.47 trillion) from the value of the contract for jersey wear with apparel (CNBC, 2018). Here are the funds that the club gets from the value of the contract with apparel: Not only from apparel, the club also gets income from companies that want to put their name on the jersey. The contract value of this main sponsor is not as big as that given by the apparel, but it's still a tantalizing value. For example Barcelona. Rakuten, Barcelona's new main sponsor, disburses 55 million euros (IDR 896.5

billion) per year for the next four years. Already awarded exorbitant contracts, these clubs are still "extorting" money from fans. Those who are willing to buy the original jersey also contribute to the club's income.

Table 1. 1 Contract Value Sponsor for Jersey Kit Football
(CNBC Indonesia, 2018)

Nilai Kontrak (Juta Euro)	Klub
55-75	Real Madrid, Barcelona, Man United
25-55	Tottenham Hotspur, Bayern Munich, Liverpool, Arsenal, Chelsea, Man City
10-25	Atletico Madrid, Ajax, Everton, AC Milan, Inter Milan, PSG, Juventus, Schalke 04, Borussia Dortmund
3-10	Glasgow Celtic, Hamburg, Napoli, West Ham, Galatasaray, AS Monaco, Marseille

Today, expensive player transfers are partly refinanced through football shirt sales. For public relation and marketing, the football shirt is a matter of critical importance. In the everyday iterations of sport and fashion, the football shirt has become indispensable. Like other sartorial phenomena such as jeans and the t-shirt, it has become a global uniform. It serves as an aesthetic and performative mode expressing collective identities and as a visual signifier of football's importance (CNBC Indonesia 2018).



Figure 1. 2 Barcelona Football Shirt History

The shirt proves that football has progressed to become an extraordinarily significant cultural figuration. Nowadays the ways of wearing, combining and displaying football kits depends on a number of other relevant factors such as sex, gender, class, ethnic, religion, politics and authenticity. This branch of cultural studies seeks to understand objects, their materiality and their social use as symbols and platforms for social spaces and social relationships. It attempts to describe objects produced by humans, including fashion, but most of all the clothed body, by focusing on past and present processes of cultural formation from the perspectives of the actors and their material practices. The project was concerned with the genesis and the meaning of the football shirt in a cultural context. The number of detections on social media of fake football shirts made by Red Points has more than doubled year on year since monitoring began in 2015, from over 58,000 in 2015 to a whopping 252,000 in 2017” . (Redpoints, 2018)

Consumer demands for fake football shirts, Red Points study (surveying men aged 18-44) on the topic found almost 90% of study respondents are unwilling to spend the full RRP of official football jerseys, and many (38%) respondents admitted to having purchased a fake football shirt in the past (Redpoint, 2020). Considering how talented counterfeiters can be at masquerading their goods as authentic, that figure is likely to be considerably higher in reality.

Brand awareness is one of the main factors in creating brand added value and is also considered as one of the key factors affecting the knowledge level of consumers about the brand (Ekhveh & Darvishi 2015). Related to brand awareness effects the decision making of a consumer about a product which is FC Barcelona Original Jersey, when a consumer is going to buy something he considers a brand. If the consumer knows well about his brand he will have more opportunities for buying and he will always make wise economic decisions.

According to Aaker (1991, p. 85-86) on Ikr Saputra (2017), perceived quality can be defined as the overall perception of customers about brilliance and quality of products or services in comparing with the rivalry offering. Perceptions of the overall quality of FC Barcelona can affect the value of FC Barcelona and have a direct effect on purchasing intentions and consumer loyalty to FC Barcelona.

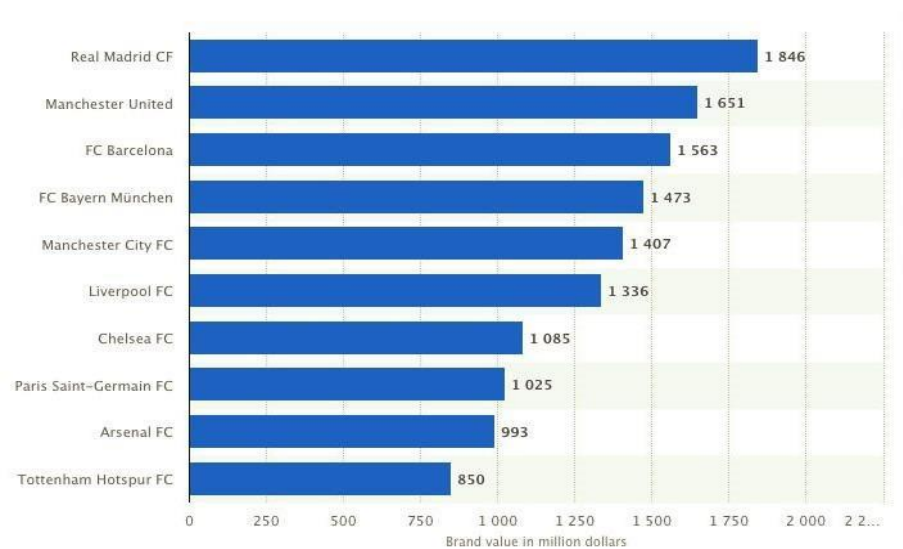


Figure 1. 3 Strongest Sport Team Brand in the World

In Figure 1.3, it appears that FC Barcelona is ranked 3rd in terms of the brand value of 88 million dollars adrift of Manchester United which means FC Barcelona has become one of the clubs with the highest brand awareness in the world which makes Barcelona as a world-famous club.

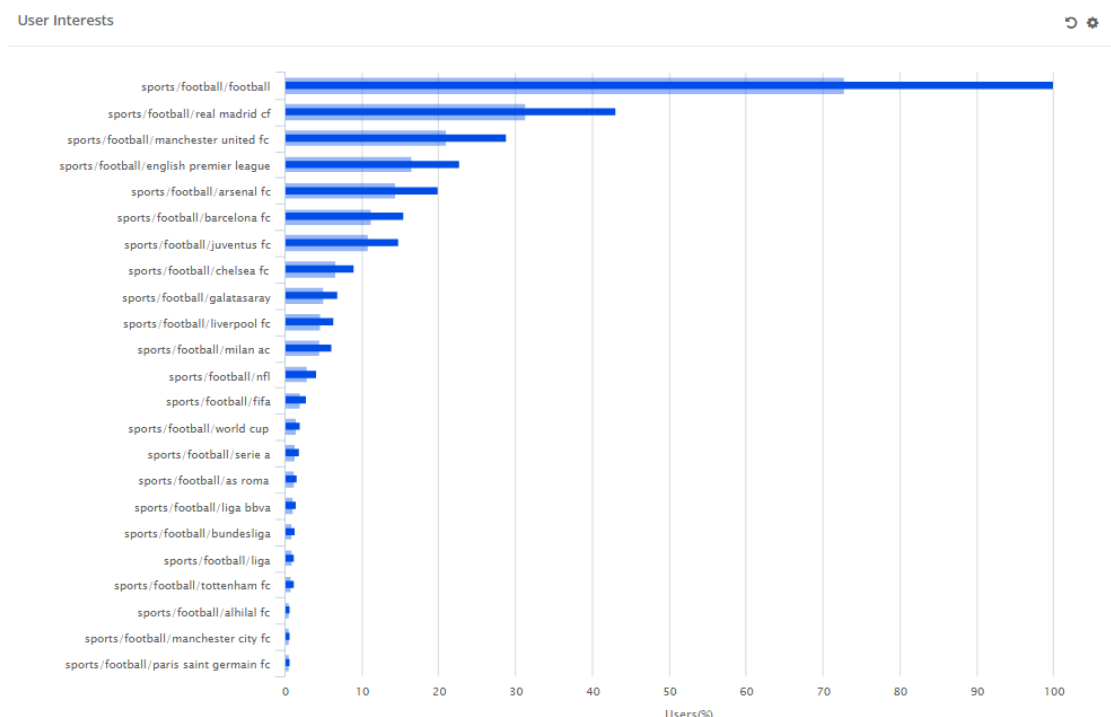


Figure 1.4 User Interest

But from the data above, we can see that the ranking of user interactions with audiences who like sports, especially football, still makes FC Barcelona the choice of such a number with the data that shows that FC Barcelona is ranked 4 which means that it is still less competitive with Real Madrid, Arsenal and Manchester United. attracting fans to know more about FC Barcelona than the 3 teams above. These results were obtained from an audience sample.

Based on the description above that became the author's background in determining the place of research and setting the title of this research are: "The Effect of Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty on the Purchase Intention FC Barcelona Original Jersey".

1.3 Problem Statement

Based on the background of the problem that has been described, the formulation of the problem of this research is:

1. What is the Effect of Brand Awareness on Purchase Intention?
2. What is the Effect of Perceived Quality on Purchase Intention?
3. What Is the Effect of Brand Associations on Purchase Intention?
4. What is the Effect of Brand Loyalty on Purchase Intention?

1.4 Research Objectives

This research aims to:

1. To test the effect of brand awareness (Brand Awareness) on purchase intentions
2. To test the effect of perceived quality (Perceived Quality) on purchase intentions.
3. To examine the effect of brand associations (Brand Association) on purchase intentions
4. To test the effect of brand loyalty (Brand Loyalty) on purchase intentions

1.5 The Benefit of This Research

The results of this study are expected to provide the following benefits:

- For Companies This research can provide input for companies in taking policies related to efforts to increase brand equity of their products
- For Researchers By conducting this research, researchers can obtain additional knowledge, especially about the importance of brand equity.
- For Readers The results of this study are expected to be used as reference material for future research and provide new discourse, especially regarding brand equity.

1.6 Writing Structure

Systematics of Writing In this study, the systematics of writing is arranged based on the chapters which will be described as follows:

CHAPTER I: INTRODUCTION

Contains the background of the problem, the formulation of the problem, the objectives and benefits of research and writing systematic.

CHAPTER II: LITERATURE REVIEW

Contains the theoretical foundation that contains a description of the theory relating to the problem discussed, a review of previous research, and a hypothesis that is a temporary answer to the research problem.

CHAPTER III: RESEARCH METHODOLOGY

Contains population and samples, types of data and data sources, variables and operational definitions of variables and measurement of operational variables, data analysis techniques.

CHAPTER IV: RESULTS AND DISCUSSION

Contains research results systematically and then analyzed using the research methodology that has been determined for further discussion.

CHAPTER V: CONCLUSION

Contains conclusions and suggestions from the results of research.