

ABSTRACT

In the past decade, Japanese pop culture, particularly anime, has experienced a significant surge in global popularity, including in Indonesia, which has now become one of the largest fan bases. This phenomenon has triggered a shift in fashion trends in Indonesia, where anime aesthetic elements are progressively integrated into clothing designs. Indonesian local clothing brands such as Animeshian and Ezstudio have successfully captured this trend through customization services that can accommodate a variety of anime fan preferences. Referring to the high need for group belonging among anime fandom members, this study aims to determine the extent to which social identity and customization influence repurchase intention through perceived value.

As the main theoretical framework, this study adopts the Theory of Planned Behavior (TPB). TPB postulates that individual behavior, in this case repurchase intention, is influenced by three main factors: attitude towards behavior, subjective norms, and perceived behavioral control. In the context of this study, perceived value is constructed as a representation of attitude towards behavior, social identity reflects subjective norms, while customization is viewed as a manifestation of perceived behavioral control.

*This study employs a quantitative approach with a descriptive design. The research population is consumers of Animeshian and Ezstudio brands who actively attend anime conventions at least three to six times a year. The sampling technique uses non-probability purposive sampling to ensure that the respondents obtained meet the criteria required in this study. The sample size is determined based on calculations using G*Power, resulting in a sample size of 129. Data was collected through an online questionnaire distributed to 314 followers of the Animeshian and Ezstudio Instagram accounts, but only 167 respondents met the sample criteria. The valid data was then analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 4.0 software.*

The results show that both social identity and customization have a significant direct influence on perceived value and repurchase intention. Additionally, both independent variables also significantly influence repurchase intention through the mediating variable of perceived value. Thus, all hypotheses in this study are supported by empirical data.

Keyword: *Fandom Anime, Customization, Perceived value, Repurchase Intention, Social identity.*