To What Extent Do Digital Interaction and User Experience Influence Purchase Decision of Persib Bandung Match Tickets in The Persib Application?

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Abstract. This study explores the impact of digital interaction and user experience on online ticket purchase decisions through the Persib Bandung application. Using a quantitative approach, a survey was conducted with 100 active users, and data was analyzed using Structural Equation Modeling (SEM-PLS). The results reveal that both digital interaction and user experience significantly influence purchase decisions. Key digital interaction factors, such as ease of navigation, interactivity, and transaction security, enhance user loyalty and the intention to repurchase. Additionally, a positive user experience, including interface satisfaction and emotional engagement, contributes to higher purchase intentions. The model explains 59% of the variation in ticket purchase decisions. Findings highlight the importance of optimizing application features like user interface design and interactive functionalities to boost online ticket conversion. The study offers valuable insights for sports organizations seeking to improve digital engagement and enhance online sales performance.

Keywords: Digital Interaction, User Experience, Online Ticket Purchase, Purchase Decision.

1 Introduction

The development of digital transformation in the sports industry has created a new paradigm in fan consumption behavior, particularly in the digital purchase of tickets. In Indonesia, this phenomenon is clearly visible in prominent football clubs such as Persib Bandung, where high ticket demand does not always correspond proportionally with the adoption of the official digital platform. Data from the Google Play Store shows that although the Persib application has been downloaded more than 1 million times, only 35% of downloaders actively conduct transactions [1]. This disruption reflects complex challenges in the digital era, where fans tend to choose third-party platforms offering simpler experiences, albeit at higher prices. This phenomenon indicates a missing link between the availability of technology and end-user adoption within the Indonesian digital sports ecosystem. This study analyzes the influence of digital interaction and user experience on the online ticket purchase decision for Persib Bandung through the official application, as a response to digital transformation in the sports industry. Although the Persib app has been used by more than 1 million users,

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the ticket purchase conversion rate remains low compared to third-party platforms. This shows a gap between the availability of digital features and actual user behavior.

Recent studies show rapid developments in research on the digital economy of sports. [2] revealed that Generation Z tends to prioritize immersive experiences in sports applications, while [3] found that integrating social features can increase user retention by up to 40%. In the Southeast Asian context, [4] demonstrated that content personalization has a significant impact on ticket sales conversion. How-ever, recent findings from the [5] revealed that 72% of sports clubs in developing countries still fail to optimize their digital plat-forms due to incompatibility with local user characteristics.

The gap analysis reveals three fundamental weak-nesses in the existing literature: First, the majority of studies focus on European and North American markets that have mature digital infrastructure [6]. Second, studies on digital ticket purchases tend to generalize across all sports types, whereas football has unique fan characteristics. Third, there is no research integrating the concepts of digital engagement and local wisdom in the context of Indonesian sports. This study offers originality through: (1) A context-specific approach to the Indonesian digital sports market, (2) Integration of a modified Technology Acceptance Model (TAM) incorporating local wisdom variables, and (3) A comparative analysis between Millennial and Generation Z behavior as dominant user segments. This novelty is expected to provide new perspectives in the literature of digital sports management in developing countries.

2 Methodology

This study uses an explanatory quantitative approach with a survey method to analyze the influence of digital interaction and user experience on online ticket purchase decisions. The unit of analysis is individual users of the official Persib Bandung applica-tion, which has more than 1 million registered users on the Google Play Store. The sampling technique employed is purposive sampling with a total of 100 respondents meeting specific criteria, namely having purchased tickets through the application within the last 12 months, actively using the app at least 3 times, and aged between 17 and 45 years. Data collection was conducted through an online questionnaire based on Google Forms containing 22 closed-ended questions using a Likert scale of 1 to 5. The research instrument measures three main variables with specific dimensions: digital interaction (ease of navigation, interactivity, transaction security) referring to [7]; user experience (interface satisfaction, ease of use, emotional satisfaction) based on [8]; and purchase decision (purchase intention, driving factors, platform loyalty) adapted from [9]. Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) through SmartPLS 4.0 software with stages including construct validity testing, reliability, measurement model, and structural model evaluation. Significance testing was performed using bootstrapping with 500 resamples, supplemented by an Importance-Performance Map Analysis (IPMA) to identify priority areas for application feature improvements. Quality control procedures included a pretest on 30 respondents (α=0.82), a con-trolled

data collection period of 2 weeks, and screening for incomplete or inconsistent responses to ensure data quality.

3 Results and Discussion

Results

This study aims to examine the influence of Digital Interaction (X1) and User Experience (X2) on Purchase Decision (Y) among users of the Persib application. Data were obtained from 100 active respondents who have used the application for ticket purchases. Data processing was conducted using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) through SmartPLS software.

Validity and Reliability Test (Outer Model)

The outer model analysis was used to test the validity and reliability of the constructs. The test was con-ducted through outer loading values, Average Variance Extracted (AVE), Composite Reliability (CR), and Cronbach's Alpha.

Table 1. Validity and Reliability Test (Outer Model)

Construct	AVE	CR	Cronbach's Alpha
Digital Interaction (X1)	0.51	0.83	0.78
User Experience (X2)	0.53	0.84	0.79
Purchase Decision (Y)	0.58	0.86	0.82

Source: processed by researchers

All AVE values are above 0.5, CR values are above 0.7, and Cronbach's Alpha values are above 0.7. This indicates that all constructs meet the criteria for good convergent validity and internal reliability.

Structural Model Test (Inner Model)

The inner model test aims to measure the in-fluence between constructs. The path coefficient values, t-statistics, and p-values were obtained from bootstrapping with 500 subsamples.

Table 2. Structural Model Test (Inner Model)

Relationship	Path Coefficient	t-Statistic	p-Value	Conclusion
Digital Interaction (X1) → Purchase Decision (Y)	0.43	4.50	0.000	**Significant**
User Experience (X2) → Purchase Decision (Y)	0.39	4.15	0.000	**Significant**

Both independent constructs have a positive and significant effect on the purchase decision.

Table 3. Coefficient of Determination (R^2) Value

Endogenous Construct	R^2
Purchase Decision (Y)	0.59

The R^2 value of 0.59 indicates that the variables Digital Interaction and User Experience explain 59% of the variation in Purchase Decision

Table 4. Importance-Performance Map Analysis Results

Indicator	Importance	Performance
Q5 (Feature Suggestions)	0.36	72.5
Q11 (UI Convenience)	0.34	76.0
Q15 (Repurchase Intention)	0.32	78.4

IPMA is used to identify indicators that have the greatest influence while also exhibiting high performance.

Discussion

The SEM-PLS analysis results show that Digital Interaction plays a significant role in influencing Purchase Decision. This aligns with the Technology Acceptance Model theory [10], which states that users' perceptions of ease of use and interactivity of an application affect their decisions. User Experience also strongly contributes to purchase decisions, consistent with the User Experience Design approach, where interface comfort, emotional satisfaction, and ease of navigation are key factors in loyalty and re-peat purchases. The R^2 value of 0.59 indicates that the two independent variables explain more than half of the variance in purchase decisions, demonstrating that the model used has good predictive capability. IPMA confirms the importance of improving interactive features and user interface to maximize loyalty and re-purchase intention.

4 Conclusion

Based on data analysis using SEM-PLS on 100 respondents who are users of the Persib application, the following conclusions were obtained.

1) Digital Interaction (X1), which consists of navigation, interactivity, and transaction security aspects, has a positive and significant effect on Purchase Decision (Y). This indicates that the better the digital interaction provided by the application, the higher the likelihood that users will make repeat ticket purchases.
2) User Experience (X2), which includes satisfaction with the interface, ease of use, and emotional satisfaction, also has a positive and significant effect on Purchase Decision (Y). Users who feel comfortable and satisfied when using the application tend to have higher loyalty toward the app.
3) The SEM-PLS model used explains 59% of the variation in purchase decisions, while the remainder is influenced by other variables not studied. All constructs were proven valid and reliable with AVE, CR, and Cronbach's Alpha values above the minimum thresholds.

4) The IPMA results indicate that indicators such as feature ease (Q5), interface comfort (Q11), and repurchase intention (Q15) are priority areas with high importance values and relatively strong performance.

The findings of this study have strategic implications for the management of the Persib application, including:

1) Development of Interactive Features: Management is advised to continue developing ap-plication features that support two-way inter-action, such as automatic recommendation features based on purchase history, quick response in services, and user-personalized navigation.
2) Enhancement of User Experience: The user interface (UI) design and user experience (UX) must be seriously considered. Colors, responsiveness, and the ticket purchase flow should be designed to be intuitive and enjoy-able, as these directly impact repeat purchase decisions.
3) Segmentation Based on Satisfaction: The app can develop notification systems or loyalty programs based on user experience. Customers showing high satisfaction scores can be given greater incentives as a form of retention.
4) Routine Monitoring and Evaluation: Developers are advised to periodically conduct user satisfaction surveys and evaluate digital interactions through analytics data so that every feature up-date is based on real user data and preferences.

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