

Analisis perilaku pembelian barang fashion tiruan di Indonesia = Analysis of counterfeit fashion purchase in Indonesia

Muhammad Elbert Ongko, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20474282&lokasi=lokal>

Abstrak

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Berbagai upaya dilakukan oleh pemerintah serta pihak yang bersangkutan untuk mengurangi supply barang tiruan di Indonesia. Meskipun begitu, dibutuhkan pemahaman mengenai alasan konsumen membeli barang tiruan untuk memecahkan masalah ini. Model dalam penelitian ini berdasarkan theory of planned behaviour dan data akan diolah menggunakan metode Structural Equation Modeling. Data penelitian diperoleh dari kuesioner online yang berjumlah 299 responden. Hasil penelitian menemukan bahwa fashion consciousness, self ambiguity dan religiosity memiliki pengaruh positif terhadap purchase intention barang fashion tiruan. Subjective norm tidak signifikan jika dilihat secara langsung hubungannya terhadap purchase intention barang fashion tiruan, tetapi berpengaruh positif terhadap self ambiguity. Ethical judgement memiliki pengaruh negatif terhadap purchase intention barang fashion tiruan.

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ABSTRACT

The purchase of counterfeits is increasing in Indonesia and the related parties, especially the government have focused mainly on the supply side of the said counterfeits. To solve this problem, an insight to the demand side of counterfeits is essential. To curb the demand for counterfeits require an understanding as to what motivates consumers to buy counterfeits. This research was based on theory of planned behaviour and the data was analysed using Structural Equation Modeling. The questionnaire was administered to 299 people online. Result shows fashion consciousness, self ambiguity and religiosity have positive impacts on purchase intention of fashion counterfeits. Subjective norm was found to be an insignifant factor, but is a significant factor that affects self ambiguity. Ethical judgement was also found to have a negative impact on purchase intention of fashion counterfeits.