

Mencoba memahami sikapmu yang rumit: intensi pembelian produk fashion tiruan pada mahasiswa muslim Jabodetabek = Trying to understand your complex attitudes: intention to purchase counterfeit fashion products among muslim students in greater Jakarta area

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Abstrak

Kegiatan pemalsuan kerap membuat produsen menjadi tidak termotivasi untuk menjadi inovatif. Hal tersebut dapat menyebabkan kondisi perekonomian memburuk. Kegiatan pemalsuan sendiri tidak dapat dipisahkan dari sisi konsumen. Fenomena konsumsi produk tiruan menarik untuk dipelajari di Indonesia, karena terdapat budaya Islam dan kolektivitas yang kuat. Penelitian ini menganalisis faktor-faktor yang mempengaruhi intensi pembelian produk fashion tiruan khusus untuk konsumen Muslim. kerangka konseptual dalam penelitian ini merumuskan bahwa beberapa keyakinan beliefs yaitu Kesadaran Nilai, Resiko Sosial, Resiko Performa, Norma Subjektif, Norma Deskriptif, Kesadaran Etika, Konsumsi Status, dan Religiusitas Muslim, akan mampu untuk mempengaruhi Sikap Terhadap Produk Fashion Tiruan, yang pada akhirnya akan turut mempengaruhi Intensi Pembelian.

Penelitian ini menggunakan 455 sampel yang didistribusikan melalui survei dengan self-administered questionnaires. Adapun jenis sampel yang dipilih adalah Mahasiswa/mahasiswi bergama muslim yang sedang menempuh pendidikan S1/Sederajat di Perguruan Tinggi yang terletak di wilayah Jabodetabek. Penelitian dilakukan dengan metode Structural Equation Modeling SEM dengan bantuan piranti LISREL. Sikap Terhadap Produk Fashion Tiruan ditemukan secara positif dan signifikan mempengaruhi Intensi Pembelian Produk Fashion Tiruan. Dari segi beliefs, model struktural menunjukkan bahwa semua variabel secara signifikan mempengaruhi Sikap Terhadap Produk Fashion Tiruan. Selain itu, kesadaran etika menjadi faktor paling signifikan yang mempengaruhi sikap, sedangkan religiusitas menjadi yang paling lemah.

.....The growth in international trade of counterfeit fashion products pose a serious threat to the global economic conditions. Producers may become unmotivated to be innovative because of counterfeiting, which could lead to bad economic growth. The whole counterfeiting activity itself cant be separated from the consumers, and the actual reasons behind the consumer decision related to counterfeit products still remain unsolved. This case became more interesting to be studied in Indonesia, which has strong collective and large Islamic culture. This study analyzed the influential factors of purchase intention towards counterfeit fashion products for muslim consumers. Conceptual framework of the study emphasizes that several beliefs which is Value Consciousness, Social Risk, Performance Risk, Subjective Norms, Descriptive Norms, Ethical Consciousness, Status Consumption, and Muslim Religiosity could affect the Attitudes Toward Counterfeit Fashion Products, which also influence the Purchase Intention.

A total sample 455 effective samples was collected by distributing self administered questionnaires to Active Undergraduate Muslim Students in Greater Jakarta Area. Structural Equation Modeling SEM through LISREL was adopted for the analysis. Consumers' attitude towards counterfeit product was found to be positively and significantly related to purchase intention of counterfeit fashion product. As for beliefs constructs, the structural model suggest that all belief variables are significantly influenced the attitudes toward counterfeit fashion products. Furthermore, the ethical consciousness appeared to be the most

significant factor that influence attitudes, whereas religiosity became the weakest.