

## Faktor yang Memengaruhi Repurchase Intention Konsumen Muslim Terhadap Tas dan Sepatu Tiruan = Factors that Influence Muslim Consumers' Repurchase Intention toward Counterfeits Products

Nenden Irna Nursyahbani, author

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### Abstrak

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Kegiatan pemalsuan kerap membuat kerugian bagi produsen produk orisinal dan memiliki dampak ekonomi yang cukup besar. Kegiatan pemalsuan sendiri tidak dapat dipisahkan dari sisi konsumen. Meski adanya berbagai upaya yang dilakukan baik dari pemerintah dan adanya ajaran agama Islam yang melarang melakukan jual beli secara curang, namun jual beli produk tiruan tetap terus berjalan. Fenomena konsumsi produk tiruan di Indonesia menarik untuk dipelajari karena populasi masyarakat Indonesia mayoritas beragama Islam. Penelitian ini menganalisis faktor faktor yang memengaruhi intensi pembelian kembali produk tas dan sepatu tiruan khusus untuk konsumen Muslim. Kerangka konseptual dalam penelitian ini merumuskan bahwa faktor pengaruh sosial (social influence factors), faktor kepribadian (personality factors), dan aspek etika (ethical aspects) akan mampu untuk memengaruhi sikap terhadap produk tiruan (attitude toward counterfeit products) yang pada akhirnya akan memengaruhi intensi pembelian barang tiruan kembali (repurchase intention toward counterfeit products). Penelitian ini menggunakan 286 sampel yang diperoleh melalui survei dengan self administered questionnaires secara daring. Adapun jenis sampel yang dipilih adalah WNI yang berdomisili di Indonesia, beragama Islam, dan pernah memiliki pengalaman membeli produk tiruan. Penelitian dilakukan dengan metode Partial Least Square Structural Equation Modeling (PLS-SEM) dengan bantuan piranti SmartPLS 3.0. Penelitian ini juga melakukan modifikasi pada model penelitian dengan membuat hierarchical component models. Attitude toward counterfeit products ditemukan memengaruhi repurchase intention toward counterfeit products secara positif dan signifikan. Faktor pengaruh sosial, faktor kepribadian, dan aspek etika dan masing-masing dimensinya juga ditemukan secara signifikan memengaruhi attitude toward counterfeit products.

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#### <i><b>ABSTRACT</b></i>

Counterfeiting has caused a great loss for the original manufacturer and also has a major negative impact on the economy. Counterfeiting activities cannot be separated from its demand side. Even though there are many efforts from the government and Islamic religious teaching that prohibit fraudulent transactions, yet buying and selling counterfeit products in Indonesia still continue. Counterfeit products consumption in Indonesia is an interesting phenomenon to explore because the majority of the population is Muslim. This study analyzes factors that influence Muslim consumers repurchase intention toward counterfeit bags and shoe products in Indonesia. The conceptual framework of this study suggests that social influence factors, personality factors, and ethical aspects will affect attitude toward counterfeit products that will eventually affect repurchase intention toward counterfeit products. This study used 286 samples that have been collected through surveys with self administered questionnaires which were distributed using an online method. The sample that this study used is Indonesian citizen who lives in Indonesia, is a Muslim, and have an experience of buying counterfeit products. Partial Least Square Structural Equation Modeling (PLS-

SEM) with SmartPLS 3.0 was used to analyze the data collected. This study modified the research model and created a new hierarchical component model. Attitude toward counterfeit products was found to have a significant positive influence on repurchase intention toward counterfeit products. Social influence factors, personality factors, and ethical aspects as well as each of the dimensions were also found to have a significant relationship with attitude toward counterfeit products.