

Faktor-faktor yang mempengaruhi niat generasi z untuk membeli produk palsu (fashion items/barang mode) = Factors affecting generation z's intention to purchase counterfeit products (fashion items)

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Abstrak

Penelitian ini bermaksud untuk menganalisis faktor-faktor yang mempengaruhi niat Generasi Z untuk membeli produk palsu, khususnya barang mode palsu. Penelitian ini menggunakan tiga variabel etika, seperti religiosity, ethical concern, dan attitude towards lawfulness di mana dari variabel-variabel tersebut, ada pengujian statistik apakah variabel-variabel tersebut memiliki pengaruh signifikan terhadap attitude towards buying counterfeit fashion items. Penelitian ini juga membuktikan mediating role of attitude antara religiosity, ethical concern, attitude towards lawfulness dan behavioural purchase intention towards counterfeit fashion items. Sampel penelitian ini adalah mereka yang berusia 18 hingga 25 tahun dan pernah atau sering membeli barang-barang fashion palsu. Analisis data menggunakan Partial Least Square (PLS). Hasil dari analisis data menyimpulkan bahwa religiosity, ethical concern, dan attitude towards lawfulness memiliki pengaruh signifikan terhadap attitude towards buying counterfeit fashion items. Attitude towards buying counterfeit fashion items juga terbukti memiliki pengaruh yang signifikan terhadap behavioural purchase intention towards counterfeit fashion items. Untuk mediating role of attitude, variable tersebut terbukti mampu memediasi religiosity, ethical concern, dan attitude towards lawfulness dengan behavioural intention to purchase counterfeit fashion items.

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This research intends to analyze factors affecting Generation Z' intention to purchase counterfeit products, specifically counterfeit fashion items. This research utilizes three ethical variables, such as religiosity, ethical concern, and attitude towards lawfulness, in which from those variables, there is statistical testing whether those variables have significant influence for the attitude towards buying counterfeit fashion items. This research also proved the mediating role of attitude between religiosity, ethical concern, attitude towards lawfulness and the behavioural purchase intention towards counterfeit fashion items. The samples of this research are those who are 18 to 25 years old and ever or often purchase counterfeit fashion items. The data analysis uses Partial Least Square (PLS). The result from data analysis concluded that religiosity, ethical concern, and attitude towards lawfulness have significant influence to the attitude towards buying counterfeit fashion items. Consumer's attitude towards the purchase of counterfeit fashion items are also proved to have significant influence to the consumer's behavioural purchase intention towards counterfeit fashion items. For mediating role of attitude, it is proven that it is able to mediate religiosity, ethical concern, and attitude towards lawfulness with behavioural purchase intention towards counterfeit fashion items.