

ANALYZING FACTORS INFLUENCING CONSUMER PURCHASE DECISION
OF COUNTERFEIT FASHION PRODUCTS IN INDONESIA

By

Joshua Kristiadi
11403031

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SWISS GERMAN UNIVERSITY

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SWISS GERMAN UNIVERSITY
The Prominence Tower
Jalan Jalur Sutera Barat No. 15, Alam Sutera
Tangerang, Banten 15143 - Indonesia

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Joshua Kristiadi

Student

Date

Approved by:

SWISS GERMAN UNIVERSITY

Fiter Abadi, MBA.

Thesis Advisor

Date

Dr. Nila K. Hidayat, SE., MM.

Dean

Date

Joshua Kristiadi

ABSTRACT

ANALYZING FACTORS INFLUENCING CONSUMER PURCHASE DECISION OF COUNTERFEIT FASHION PRODUCTS IN INDONESIA

By

Joshua Kristiadi
Fiter Abadi, MBA., as Advisor

SWISS GERMAN UNIVERSITY

The aim of this paper is to analyze factors that influencing consumer purchase decision of counterfeit products in Indonesia. The study is also aiming to examine the relationship of consumers' attitude towards counterfeit products with purchase decision. This study adopted the descriptive quantitative approach. The result is coming from both primary data which is coming from journals and articles, and secondary data which is coming from questionnaire result. The questionnaire was distributed to 130 respondents and the analysis technique was using Structural Equation Model (SEM) with maximum likelihood estimation. Data processing was done by using SPSS software and SmartPLS. The result from structural model suggests that consumers' decision on purchasing counterfeit products are influenced by status consumption, novelty seeking, personal gratification but integrity does not have any influence on consumers' purchase decision. By having a better understanding of the consumers' decision to purchase counterfeit products, the manufacturers of the original brand company can make better marketing strategies to prevent consumers on making decision to purchase counterfeit products.

Keywords: Status Consumption, Novelty Seeking, Personal Gratification, Attitude, Integrity, Purchase Decision.



DEDICATION

I dedicate this study for my family and for my country, Indonesia



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First of all, I would like to say grace to Jesus Christ because of His uncountable blessings, I finally able to finish this thesis. In making this thesis, there are so many challenges, obstacles, suffers, and anger but there are some people who helped me in the process of making this thesis. So here we go...

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