

ABSTRACT

PURCHASE INTENTION ANALYSIS OF GLOBAL BRAND COUNTERFEIT BAG PRODUCTS USING THE THEORY OF PLANNED BEHAVIOR IN UNIVERSITY STUDENTS AT BANDARLAMPUNG

By

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The purpose of this research is to know and explain the influence of Theory of Planned Behavior (TPB) towards purchase intention of global counterfeit handbags. By adding additional variables into the construct of TPB, then this research modify the basic of TPB framework. This research using five construct, consists of four independence variables and one dependence variables. These five variables are attitude(X1), subjective norms(X2), perceived behavioral control(X3), value consciousness(X4) and purchase intention (Y). Sample in this study are 100 respondents women from university students at Bandarlampung. The design sampling is purposive sampling. The data analysis is using classical assumption test and multiple linear regression test. The results shows that attitude have a significant impact toward purchase intention of global counterfeit handbags, while the subjective norms, perceived behavioral control and value consciousness had insignificant impact toward purchase intention of global counterfeit handbags partially. Attitude, subjective norms, perceived behavioral control and value consciousness has a significant influence toward purchase intention of global counterfeit handbags simultaneously. For the next researchers who are interested in the theme of this research, it is advisable to develop variables to extend the application from Theory of Planned Behavior (TPB).

Keywords: *Attitude, Subjective Norms, Perceived Behavioral Control, Values Consciousness, Purchase Intention.*

ABSTRAK

ANALISIS MINAT BELI PRODUK TAS TIRUAN MEREK GLOBAL MENGUNAKAN TEORI PERILAKU TERENCANA PADA MAHASISWA DI BANDARLAMPUNG

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Penelitian ini bertujuan untuk mengetahui dan menjelaskan pengaruh Teori Perilaku Terencana (*TPB*) terhadap minat beli tas tiruan merek global. Dengan menambahkan variabel tambahan ke dalam konstruk *TPB*, maka memodifikasi kerangka dasar *TPB*. Penelitian ini menggunakan lima konstruk, yang terdiri dari empat variabel independen dan satu variabel dependen. Kelima variabel tersebut antara lain, sikap (*X1*), norma subjektif (*X2*), kontrol perilaku persepsian (*X3*), kesadaran nilai (*X4*), dan minat beli (*Y*). Ukuran sampel yang digunakan dalam penelitian ini adalah 100 orang responden perempuan yang merupakan mahasiswi Universitas di Bandarlampung. Teknik pengambilan sampel dengan menggunakan *purposive sampling*. Adapun teknik analisis data yang digunakan adalah uji asumsi klasik dan uji regresi linier berganda. Hasil penelitian menunjukkan bahwa sikap berpengaruh signifikan terhadap minat beli tas tiruan merek global, sedangkan norma subjektif, kontrol perilaku persepsian, dan kesadaran nilai berpengaruh tidak signifikan terhadap minat beli tas tiruan merek global secara parsial. Secara simultan sikap, norma subjektif, kontrol perilaku persepsian, dan kesadaran nilai berpengaruh signifikan terhadap minat beli tas tiruan merek global. Bagi para peneliti selanjutnya yang tertarik dengan tema penelitian ini, disarankan dapat mengembangkan variabel agar memperluas aplikasi dari Teori Perilaku Terencana (*TPB*).

Kata Kunci: Sikap, Norma Subjektif, Kontrol Perilaku Persepsian, Kesadaran Nilai, Minat Beli.