

ABSTRAK

SIKAP KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN *COUNTERFEITS FASHION PRODUCTS* YANG DIMODERASI OLEH PENDAPATAN PERSONAL

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Bisnis produk *fashion* mewah adalah bisnis yang sangat menguntungkan yang tumbuh secara fenomenal sesuai dengan tingkat pertumbuhannya dalam beberapa dekade terakhir. Namun pada saat yang sama, konsumen telah beralih menyukai produk *fashion* merek mewah palsu (selanjutnya akan disebut sebagai *counterfeits fashion products*). Hal mendasar yang mendorong tingginya permintaan *counterfeits fashion products* adalah sikap konsumen, yang diikuti oleh beberapa faktor seperti; kesadaran nilai, kesadaran merek, persepsi risiko, matrealistis, dan pengaruh sosial termasuk pendapatan personal sebagai variabel moderasi. Penelitian ini bertujuan untuk mengetahui pengaruh sikap pengguna terhadap keputusan pembelian *counterfeits fashion products* yang dimoderasi oleh pendapatan personal. Sampel yang digunakan dalam penelitian ini adalah 270 yang diambil secara *purposive sampling*. Data yang diperoleh dianalisis menggunakan analisis model persamaan struktural (SEM) dengan bantuan aplikasi *LISREL 8.8*. Hasil penelitian menunjukkan bahwa adanya pengaruh kesadaran nilai dan pengaruh sosial tidak berpengaruh signifikan terhadap sikap konsumen *counterfeits fashion products*. Sementara itu, kesadaran merek, persepsi risiko, matrealistis berpengaruh signifikan terhadap sikap konsumen, dan pendapatan personal terbukti memoderasi sikap dan keputusan pembelian *counterfeits fashion products*.

Kata Kunci : *Counterfeits Fashion Products*, Kesadaran Nilai, Kesadaran Merek, Moderasi Pendapatan Personal, Keputusan Pembelian

ABSTRACT

CONSUMERS ATTITUDE TOWARDS PURCHASE DECISIONS OF COUNTERFEITS FASHION PRODUCTS MODERATED BY PERSONAL INCOME

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The luxury fashion products is a very profitable business that has grown phenomenally in the last few decades. But at the same time, consumers have shifted to favor fake luxury brand fashion products (next to be called as counterfeits fashion products). Shifting consumer choices to counterfeits fashion products could be caused by the high price of genuine luxury brand fashion products. The main factor which drive high demand of counterfeits fashion products is the attitude of consumer itself, which follows; value consciousness, brand consciousness, perceived risk, materialism, and social influences included personal income as moderation variable. This research aims to determine the influence of user attitudes on purchasing decisions about counterfeits fashion products which is moderated by personal income. The sample used in this study was 270 data taken by purposive sampling. The data obtained were analysed using structural equation model analysis (SEM) with the help of the LISREL 8.8 application. The results showed that value consciousness and social influences was insignificant influenced. Besides, brand consciousness, perceived risk, and materialism were significant influenced towards attitude. And personal income proven moderated attitude towards purchase decisions of counterfeits fashion products.

Keywords : Counterfeits Fashion Products, Value Consciousness, Brand Consciousness, Personal Income Moderation, Purchase Decisions