



INTISARI

Penelitian ini bertujuan untuk mempelajari bagaimana materialism serta Pendidikan etika bisnis berpengaruh terhadap perilaku pembelian produk palsu. Data dalam penelitian ini merupakan data primer berupa respon dari 138 mahasiswa Akuntansi FEB UGM yang diperoleh melalui distribusi kuesioner. Penelitian ini bersifat kuantitatif dengan model regresi linear berganda.

Hasil penelitian menunjukkan bahwa materialism tidak berpengaruh terhadap perilaku pembelian produk palsu. Sedangkan variable Pendidikan etika bisnis berpengaruh negatif terhadap perilaku pembelian produk palsu, yang menunjukkan bahwa mata kuliah wajib Jurusan Akuntansi Fakultas Ekonomika dan Bisnis Universitas Gadjah Mada ini efektif dalam peningkatan nilai serta etika mahasiswa.

Kata kunci: Materialisme, Pendidikan Etika Bisnis, *Consumer Attitude*, *Counterfeit Product*, Perilaku Pembelian Produk Palsu

ABSTRACT

The purposes of this study are examining and analyzing the effect of materialism and business ethics education on consumers' attitude toward counterfeit products.

Counterfeit distribution has been the problem of the international economy and creates such an ethical dilemma for society. Due to the cheaper prices for the social status fake products give to the buyer, people are drawn to consume fake products.

This research explains the phenomenon of consumers' attitude of counterfeit products, with quantitative approach implemented in a cross-sectional research. Primary data was conducted from 138 accounting student of the Faculty of Economics and Business, Gadjah Mada University. Questionnaires were distributed online using Google Form for the accessibility in the period of Covid-19.

The results has shown that materialism has no effect on consumers' attitude toward counterfeit products. People with high materialism tend to avoid consuming fake products because of the fear of embarrassment if public would know the goods they used are not original. On the other hand, business ethics education showed a negative influence on consumers' attitude toward counterfeit products. It implicates the effectiveness of the course for improving students' ethical perception for avoiding buying fake products.

Keywords: Materialism, Business Ethics Education, Consumers' Attitude Toward Counterfeit Products