

**PENGARUH PENDIDIKAN ETIKA BISNIS, PERFORMA AKADEMIK,
MACHIAVELLIANISM, DAN LOVE OF MONEY TERHADAP
KEPUTUSAN PEMBELIAN BARANG PALSU PADA MAHASISWA FEB
UGM**

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INTISARI

Penelitian ini bertujuan untuk mengidentifikasi pengaruh pendidikan etika bisnis, performa akademik, *machiavellianism*, dan *love of money* terhadap keputusan pembelian barang palsu di kalangan mahasiswa Fakultas Ekonomika dan Bisnis Universitas Gadjah Mada (FEB UGM). Sampel penelitian terdiri dari 100 responden yang mewakili mahasiswa program Sarjana Akuntansi angkatan 2020 hingga 2023. Temuan dari pengujian hipotesis menunjukkan pengaruh signifikan dari Machiavellianisme terhadap keputusan pembelian barang palsu, sementara pendidikan etika bisnis, performa akademik, dan *love of money* tidak menunjukkan pengaruh yang signifikan. Penelitian ini memberikan wawasan tentang perilaku konsumen di kalangan mahasiswa di Indonesia dan memberikan implikasi bagi lembaga pendidikan dan pembuat kebijakan dalam menghadapi konsumerisme etis.

Kata Kunci: Pendidikan Etika Bisnis, Performa Akademik, *Machiavellianism*, *Love of Money*, Keputusan Pembelian Barang Palsu

THE INFLUENCE OF BUSINESS ETHICS EDUCATION, ACADEMIC PERFORMANCE, MACHIAVELLIANISM, AND LOVE OF MONEY ON PURCHASING DECISIONS OF COUNTERFEIT GOODS AMONG FEB UGM STUDENTS

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ABSTRACT

This study aims to identify the effects of business ethics education, academic performance, Machiavellianism, and love of money on the purchasing decisions of counterfeit goods among students at the Faculty of Economics and Business, Universitas Gadjah Mada (FEB UGM). The research sample consisted of 100 respondents representing undergraduate Accounting students from cohorts 2020 to 2023. Findings from hypothesis testing indicated significant influences of Machiavellianism on counterfeit purchasing decisions, while business ethics education, academic performance, and love of money showed non-significant effects. The study contributes insights into consumer behavior among university students in Indonesia and suggests implications for educational institutions and policymakers in addressing ethical consumerism.

Keywords: *Business Ethics Education, Academic Performance, Machiavellianism, Love Of Money, Counterfeit Purchasing Decisions*