



## TABLE OF CONTENTS

COVER PAGE.....	i
VALIDITY STATEMENT .....	ii
APPROVAL.....	iii
STATEMENT OF WORK'S ORIGINALITY .....	iv
INTISARI.....	v
ABSTRACT .....	vi
ACKNOWLEDGEMENT .....	vii
LIST OF TABLES .....	xiii
LIST OF FIGURES.....	xiv
LIST OF APPENDICES .....	xv
CHAPTER I INTRODUCTION .....	1
1.1 Background .....	1
1.2 Research Problem.....	10
1.3 Research Questions .....	11
1.4 Research Purposes.....	11
1.5 Research Scope .....	12
1.6 Research Contributions .....	12
1.7 Systematic Writing.....	13
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS	
DEVELOPMENT .....	15
2.1 Counterfeit Products.....	15
2.2 Theory of Reasoned Action .....	16
2.3 Purchase Intention.....	18
2.4 Attitude of Behavior.....	19
2.5 Subjective Norm.....	20
2.6 Brand Consciousness .....	21
2.7 Hypothesis Development .....	25
2.8 Research Model.....	29



CHAPTER III RESEARCH METHOD.....	31
3.1 Research Design.....	31
3.2 Sampling Design .....	32
3.2.1 Population and Sampling Method.....	32
3.2.2 Sample Unit.....	32
3.2.3 Sample Size.....	33
3.3 Data Collection Method.....	33
3.4 Operational Definition .....	36
3.4.1 Purchase Intention.....	36
3.4.2 Attitude.....	36
3.4.3 Subjective Norm.....	37
3.4.5 Brand Consciousness .....	37
3.5 Instrument Testing .....	38
3.5.1 Validity Testing.....	38
3.5.2 Reliability Testing.....	40
3.6 Data Analysis Method.....	41
3.6.1 Multicollinearity.....	41
3.6.2 Hypothesis Testing.....	42
CHAPTER IV DATA ANALYSIS.....	43
4.1 Respondent Characteristics .....	43
4.2 Validity and Reliability Test Result .....	48
4.3 Descriptive Statistics.....	51
4.4 Multicollinearity Test Result.....	52
4.5 Hypothesis Testing.....	53
4.7 Discussions.....	55
4.7.1 Attitude has a significant positive effect on Purchase Intention.....	55
4.7.2 Subjective Norm has a significant positive effect on Purchase Intention .....	56
4.7.3 Brand Consciousness has a significant negative effect on Purchase Intention.....	57



CHAPTER V CONCLUSIONS.....	60
5.1 Conclusions.....	60
5.2 Managerial Implications.....	61
5.3 Research Limitations.....	62
5.4 Suggestions for Future Research.....	63
REFERENCE LIST .....	64
APPENDIX 1 Research Questionnaire.....	70
APPENDIX 2 Data Analysis .....	75
APPENDIX 3 Reliability Test .....	77
APPENDIX 4 Correlations and Multicollinearity Test.....	82
APPENDIX 5 Descriptive Statistics .....	84
APPENDIX 6 Regression Analysis .....	89