

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh *Price Quality*, *Risk Averseness*, *Perceived Risk*, *Subjective Norms*, *Integrity*, *Personal Gratification*, dan *Attitude* pada niat beli konsumen pada produk tas *counterfeit* (tiruan). Hipotesis dalam penelitian ini diuji secara kuantitatif dengan menggunakan data yang diperoleh melalui kuesioner yang dibagikan kepada 200 responden.

Hasil penelitian ini menunjukkan bahwa dari keseluruhan variabel yang diteliti, variabel *Attitude*, *Subjective Norms*, dan *Personal Gratification* berpengaruh positif pada niat beli konsumen; sedangkan, *Price Quality Inference*, *Risk Averseness*, *Perceived Risk*, dan *Integrity* berpengaruh pada niat beli konsumen pada produk tas *counterfeit* tetapi tidak signifikan.

Kata kunci : *Counterfeit*, *Price Quality*, *Risk Averseness*, *Perceived Risk*, *Subjective Norms*, *Integrity*, *Personal Gratification*, dan *Attitude*.

ABSTRACT

The purpose of this research is to analyze the influence of Price Quality, Risk Averseness, Perceived Risk, Subjective Norms, Integrity, Personal Gratification, and Attitude on consumer behavioral intention on counterfeit bag. The hypothesis tested in this study quantitatively using the data obtained through a questionnaire to 200 respondents.

The results of this research shows that the variables researched, Attitude variables, Subjective Norms and Personal Gratification shows a positive reaction towards consumer's purchase intention, only Price Quality Inference, Risk Averseness, Perceived Risk and Integrity do not affect consumer's purchase intention significantly towards counterfeit bag's product.

Keywords: *Counterfeit, Price Quality, Risk Averseness, Perceived Risk, Subjective Norms, Integrity, Personal Gratification, and Attitude.*