



TABLE OF CONTENTS

	Page
Statement.....	i
Preface.....	ii
Table of Contents.....	iii
List of Picture.....	v
List of Tables.....	vi
List of Appendices.....	vii
Abstract.....	viii
Intisari.....	ix
Chapter I INTRODUCTION	
1.1. Research Background.....	1
1.2. Problem Formulation.....	6
1.3. Research Objectives.....	6
1.4. Expected Benefits.....	6
1.5. Scope of the Research.....	7
1.6. Organization of this research.....	8
Chapter II LITERATURE REVIEW	
2.1. Previous research.....	9
2.2. Counterfeiting.....	9
2.3. Consumer Buying Behavior.....	12
2.4. Consumers' Attitude Theory.....	15
2.4.1. Characteristics of Attitude.....	16
2.4.2. Attitude Types of Concepts.....	18
2.5. Models of Attitudes.....	19
2.5.1. Traditional Model of Attitude.....	19
2.5.2. Fishbein's Multi-Attribute Model of Attitude.....	20
2.5.3. Theory of Reasoned Action.....	23
2.6. Research Hypothesis.....	29
Chapter III RESEARCH METHODS	
3.1. Research Design.....	31



3.2. Sampling Method.....	31
3.3. Data Collection Method.....	32
3.4. Research Instrument.....	33
3.5. Research Variables.....	35
3.6. Goodness of Measures.....	38
3.6.1. Validity Test.....	39
3.6.2. Reliability.....	43
3.7. Data Analysis.....	44
3.8. Hypotheses Testing.....	45
Chapter IV RESEARCH FINDINGS AND DISCUSSION	
4.1. Descriptive of Respondents.....	47
4.1.1. Respondent Based On Sex.....	47
4.1.2. Respondent Based On Age.....	47
4.1.3. Respondent Based On Education.....	48
4.1.4. Respondent Based On Job.....	49
4.1.5. Respondent Based On Expenditure Per Month.....	49
4.2. Descriptive Statistics.....	50
4.2.1. Descriptive Statistics of Attitude toward Counterfeit Automotive Parts.....	51
4.2.2. Descriptive Statistics of Attitude toward Behavior of Buying Counterfeit Automotive Parts.....	54
4.2.3. Descriptive Statistics of Subjective Norms.....	58
4.2.4. Descriptive Statistics of Behavioral Intention.....	61
4.3. Factor Analysis.....	61
4.4. Hypotheses Testing.....	64
4.4.1. First Hypothesis Testing.....	67
4.4.2. Second Hypothesis Testing.....	68
4.4.3. Third Hypothesis Testing.....	69
4.4.4. Respondents' Behavior Intention Measurement.....	70
Chapter V CONCLUSIONS AND RECOMMENDATION	
5.1. Conclusions.....	72
5.2. Recommendations.....	73

BIBLIOGRAPHY

APPENDICES