

INTISARI

Penelitian ini bertujuan untuk menguji dan menganalisis faktor – faktor yang mempengaruhi sikap konsumen terhadap produk fesyen tiruan dan juga pengaruh sikap konsumen terhadap produk fesyen tiruan dengan pembelian produk fesyen tiruan serta variabel pendapatan yang memoderasi hubungan sikap konsumen terhadap produk fesyen tiruan dan pembelian produk fesyen tiruan. Penelitian ini merupakan penelitian kuantitatif yang menggunakan survey online. Metode pengambilan sampel menggunakan *convenience sampling* yang menargetkan konsumen yang berdomisili di Yogyakarta dan pernah membeli produk fesyen tiruan. Sebanyak 240 responden berpartisipasi dalam penelitian ini.

Metode analisis data dari penelitian ini menggunakan regresi linear berganda dan regresi linear sederhana dan *Moderated Regresion Analysis* (MRA) untuk menguji variabel moderasi. Hasil dari penelitian ini menunjukkan bahwa kesadaran nilai, kesadaran merek, materialisme, dan pengaruh sosial tidak berpengaruh pada sikap konsumen terhadap produk fesyen tiruan. Sedangkan persepsi terhadap risiko berpengaruh pada sikap konsumen terhadap produk fesyen tiruan secara negatif. Sikap konsumen terhadap produk fesyen tiruan berpengaruh secara positif pada pembelian produk fesyen tiruan serta pendapatan tidak memoderasi hubungan antara sikap konsumen terhadap produk fesyen tiruan dan pembelian produk fesyen tiruan.

Kata kunci : kesadaran nilai, kesadaran merek, persepsi terhadap risiko, materialisme, pengaruh sosial, sikap konsumen terhadap produk fesyen tiruan, pembelian produk fesyen tiruan, pendapatan.

ABSTRACT

This research aimed to examined and analyzed the factors affecting consumers' attitude towards counterfeit fashion products and the relationship of consumers' attitude towards counterfeit fashion products with purchasing counterfeit fashion products, also income is moderating variable. This research was a quantitative research which used online survey to get the data. Data collection was done using convenience sampling method which targeted consumers who live in Yogyakarta and have done purchase counterfeit fashion products. Total respondents participated in this research are 240 people.

The hypotheses were examined using linear multiple regression and simple regression also Moderated Regression Analysis (MRA) to examined the moderating variable. The result of this research shows that consumers' value consciousness, brand consciousness, materialism, and social influence not affected consumers' attitude towards counterfeit fashion products, while the perceived risk have a negative affect to consumers' attitude toward counterfeit fashion products. Consumers' attitude toward counterfeit fashion products have a positive relationship with purchasing counterfeit fashion products. The last income does not have a moderating effect to the relationship of consumers' attitude towards counterfeit fashion products with purchasing counterfeit fashion products.

Keyword : *value consciousness, brand consciousness, perceived risk, materialism, social influence, attitude towards counterfeit fashion products, purchasing fashion products.*