INTISARI

ANALISIS PERILAKU PEMBELIAN PRODUK FESYEN TIRUAN DI INDONESIA

Penelitian ini memiliki tujuan menganalisis pengaruh kesadaran mode, norma subyektif, penilaian etika, kesadaran nilai, ambiguitas diri, pada niat beli produk fesyen tiruan.

Metode pengambilan sampel yang digunakan adalah *nonprobabilility sampling* dengan tipe *purposive sampling.* Penelitian ini menggunakan sampel sebanyak 310 responden. Kuesioner penelitian diukur menggunakan lima skala Likert. Penelitian ini dilakukan di Indonesia pada bulan Juli sampai dengan Agustus tahun 2015. Uji validitas dan reliabilitas digunakan sebelum melakukan uji hipotesis menggunakan analisis regresi linier berganda.

Hasil penelitian menunjukkan bahwa norma subyektif, kesadaran mode dan ambiguitas diri memiliki pengaruh positif secara signifikan pada niat beli produk fesyen tiruan. Sedangkan kesadaran nilai memiliki pengaruh negatif secara signifikan pada niat beli produk fesyen tiruan. Penelitian ini memiliki keterbatasan pada usia responden yang sebagian besar memiliki usia muda dan kuesioner pertanyaan mengalami pengalihan bahasa.

Penelitian ini diharapkan membantu pemasar maupun pembuat kebijakan untuk mengurangi beredarnya produk fesyen tiruan dari sisi permintaan. Pemasar produk fesyen asli perlu meningkatkan keunggulan fisik produk serta menyampaikan keuntungan-keuntungan yang didapat dari membeli produk fesyen asli. Pemerintah perlu melakukan edukasi konsumen, kampanye melawan produk tiruan serta meningkatkan kesadaran tentang bahaya dan kerugian membeli produk tiruan.

Kata kunci: Pemalsuan, Kesadaran mode, Norma subyektif, Penilaian etika, Kesadaran nilai, Ambiguitas diri, Niat beli, Perilaku konsumen

ABSTRACT

ANALYSIS OF COUNTERFEIT FASHION PURCHASE BEHAVIOR IN INDONESIA

The purpose of the study is to analyze the influence of fashion consciousness, subjective norm, ethical judgement, value consciousness, self-ambiguity, toward the intention to purchase counterfeit products.

Nonprobability sampling is used as the sampling method by applying the purposive sampling type. There were 310 respondents participated from the survey. Questionnaires were developed using five point Likert scale. The study was conducted in Indonesia from July to August 2015. Reliability and validity tests were performed before conducting multiple regression for testing the hypotheses.

The findings in this study are as follow that subjective norm, fashion consciousness and self-ambiguity have a positive and significant effect toward the intention to purchase counterfeit products. Value consciousness have a negative and significant effect toward the intention to purchase counterfeit products. The limitations of this study are the young age of major respondents and the questionnaires that use translated language.

The study is expected to help marketers and goverments to reduce the demand for counterfeit products. The marketers of authentic fashion products need to develop the superiority of their physical products and promote the benefits of purchasing authentic fashion products. The goverments need to hold an education program for consumers, campaign againts counterfeit products and increase awareness about the danger and disadvantage of purchasing counterfeit products.

Keywords: Counterfeiting, Fashion consciousness, Subjective norm, Ethical judgement, Value consciousness, Self-ambiguity, intention to purchase counterfeit products, Consumers behavior