

TABLE OF CONTENTS

| | |
|---|------------|
| BACHELOR THESIS APPROVAL | ii |
| THESIS COMPLETION APPROVAL | iii |
| STATEMENT OF ORIGINALITY | iv |
| ABSTRACT | v |
| ABSTRAK | vi |
| ACKNOWLEDGEMENT | vii |
| CHAPTER I INTRODUCTION | 1 |
| 1.1 Research Background..... | 1 |
| 1.2 Problem Statements..... | 9 |
| 1.3 Research Questions | 10 |
| 1.4 Research Objectives | 11 |
| 1.5 Benefits of Study..... | 12 |
| 1.6 Writing Structures and Systems..... | 13 |
| CHAPTER II LITERATURE REVIEW | 14 |
| 2.1. Theory of Planned Behaviour..... | 14 |
| 2.2. Literature Review..... | 16 |
| 2.2.1. Counterfeit Product..... | 16 |
| 2.2.2. Purchase Intention Towards Counterfeit..... | 17 |
| 2.2.3. Attitude Towards Counterfeit | 18 |
| 2.2.4. Price Quality Inference..... | 19 |
| 2.2.5. Integrity | 20 |
| 2.2.6. Status Consumption..... | 20 |
| 2.2.7. Social Influence | 22 |
| 2.2.8. Vanity..... | 23 |
| 2.3. Influence between Variables and Hypothesis Development..... | 24 |
| 2.3.1. Effect of Price Quality Inference on Attitude..... | 24 |
| 2.3.2. Effect of Integrity on Attitude..... | 26 |
| 2.3.3. Effect of Status Consumption on Attitude..... | 28 |
| 2.3.4. Effect of Social Influence on Purchase Intention..... | 31 |
| 2.3.5. Effect of Vanity on Purchase Intention | 32 |
| 2.3.6. Effect of Attitude on Purchase Intention | 34 |
| 2.4. Research Model Development..... | 38 |

| | |
|--|-----------|
| CHAPTER III RESEARCH METHODOLOGY..... | 40 |
| 3.1 Research Design..... | 40 |
| 3.2 Population and Sample..... | 42 |
| 3.2.1 Population..... | 42 |
| 3.2.2 Sample..... | 42 |
| 3.2.3 Sampling Technique..... | 42 |
| 3.3 Method of collecting data..... | 43 |
| 3.4 Types of Research Data..... | 44 |
| 3.5 Development of Research Variable Indicators..... | 44 |
| 3.6 Data Analysis Technique..... | 49 |
| 3.6.1 Inferential Analysis..... | 49 |
| 3.7 Instrument Validity Test..... | 57 |
| 3.7.1 Test Results of the Validity and Reliability of Research Instruments..... | 59 |
| CHAPTER IV RESEARCH FINDINGS AND DISCUSSION..... | 64 |
| 4.1. Descriptive Analysis of Respondent Characteristics..... | 64 |
| 4.2. Confirmatory Factor Analysis..... | 66 |
| 4.2.1. Standardized Regression Weight Analysis..... | 66 |
| 4.2.2. Discriminant Validity Test..... | 71 |
| 4.2.3. Construct Reliability and Variance Extracted..... | 73 |
| 4.3. SEM Assumption Testing..... | 76 |
| 4.3.1. Evaluation of Data Normality..... | 76 |
| 4.3.2. Evaluation of Outliers..... | 77 |
| 4.3.3. Multicollinearity and Singularity Evaluation..... | 78 |
| 4.3.4. Evaluation of Residual Values..... | 79 |
| 4.4. Testing the Feasibility of the Research Model..... | 82 |
| 4.5. Hypothesis Testing..... | 84 |
| 4.6. Influence Analysis..... | 85 |
| 4.7. Discussion..... | 87 |
| CHAPTER V CONCLUSION..... | 89 |
| 5.1. Conclusion on Hypothesis Analysis..... | 89 |
| 5.2. Theoretical Implications..... | 90 |
| 5.3. Managerial Implications..... | 92 |
| 5.4. Limitations..... | 93 |
| 5.5. Further Research..... | 94 |

REFERENCES 95
APPENDIX 99

