

**FACTORS THAT CAN AFFECT ONLINE PURCHASE INTENTION ON
COUNTERFEIT SHOES BY GENERATION Z IN BATAM CITY**

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ABSTRACT

The purpose of the present study is to understand the attitudes of consumer behavior of Z generation towards counterfeit products of online purchasing in Batam City. The study analyzed the effect of Value Consciousness, Brand Consciousness, Perceived Risk, Materialism and Social Influence, as independent variables, toward mediating Attitude Toward Counterfeit, as variable and Purchase Intention, as dependent variable.

The respondents of the study are 303 Batam's residents who are categorized as generation Z. The respondents also had ever experienced purchasing counterfeit shoes product. Purposive sampling method was used for sampling technique and the data were processed using the Partial Least Square (PLS) application program.

The results of the study showed that the value Consciousness and Social Influence significantly positive effected to the Attitude toward Counterfeit while the Variables Brand Consciousness and Materialism did not affect Attitude Toward Counterfeit. Then, Perceived Risk significantly negative effected the Attitude Toward Counterfeit and Attitude Toward Counterfeit significantly positive effected the Purchase Intention.

Keywords: *Counterfeit Shoes, Value Consciousness, Social Influence, Attitude toward Counterfeit, Puchase Intention.*