

Skripsi Sarjana
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**ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI
KEINGINAN KONSUMEN MEMBELI TAS PALSU
(STUDI PADA KONSUMEN DI KOTA BATAM)**

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Sumarni

Abstrak

Penelitian ini bertujuan untuk menganalisis faktor yang mempengaruhi sikap dan niat pembelian terhadap barang palsu. Penelitian ini menggunakan variabel faktor sosial (informasi rentan & normatif rentan); faktor personal (nilai kesadaran, integritas, pencarian sensasi) sebagai variabel mediasi dan sikap ketaatan hukum sebagai variabel independen terhadap niat pembelian sebagai variabel dependen.

Penelitian ini menggunakan sampel sebanyak 207 responden yang diperoleh dari 300 kuesioner yang dibagikan dipusat perbelanjaan didaerah Baloi, Nagoya dan Batam Centre, sampel dipilih dengan menggunakan *purposive sampling method*. Metode statistik yang digunakan untuk menguji hipotesis penelitian adalah *multiple regression analysis*. Data penelitian yang terkumpul akan diproses menggunakan program *Statistical Package for Social Sciences (SPSS)*.

Hasil penelitian menunjukkan bahwa *social factor (informational susceptible & normative susceptible); personality factor (value consciousness, integrity, novelty seeking)* berpengaruh signifikan terhadap sikap dan sikap ketaatan hukum berpengaruh terhadap niat membeli barang palsu. Hasil pengujian regresi menunjukkan bahwa terdapat hubungan yang memediasi antara variabel sikap terhadap faktor personal dan niat membeli. Hasil penelitian juga menunjukkan bahwa *informational susceptible; normative susceptible; integrity* dan *novelty seeking* tidak memiliki pengaruh terhadap niat membeli barang palsu. Hasil pengujian regresi juga menunjukkan bahwa tidak terdapat hubungan yang memediasi antara variabel sikap terhadap faktor sosial dan niat membeli.

Kata Kunci: *Social Factor, Informational Susceptible, Normative Susceptible, Personality Factor, Value Consciousness, Integrity, Novelty Seeking, Lawfulness Attitude, Attitude dan Purchase Intention.*

UNIVERSITAS INTERNASIONAL BATAM

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***ANALYSIS FACTORS EFFECTING CUSTOMER PURCHASE INTENTION
TOWARD COUNTERFEIT BAG (STUDIES ON CONSUMERS IN BATAM)***

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Abstract

This research aimed to analyze the factors influencing attitudes and purchase intention toward counterfeit product. This study aims to use variable social factors (informational susceptible & normative susceptible); personality factors (value consciousness, integrity, novelty seeking) as mediator variable and lawfulness attitude as independent variable toward purchase intention as dependent variable..

This study uses a sampel of 207 responden that obtained from 300 questionnaires were distributed at shopping centre which in the area of Baloi, Nagoya and Batam Centre, the sample is selected using simple random sampling method. The statistical methods used to test the research hypothesis is the multiple regression analysis method. Research data that has been collected will be examined using the program Statistical Package for Social Sciences (SPSS).

Results of this study showed that social factor (informational susceptible & normative susceptible); personality factor (value consciousness, integrity, novelty seeking) has a significant effect on attitude and lawfulness attitude has a significant effect on purchase intention toward counterfeit products. The result of regression showed that there is a relationship between the variables that mediate the attitude towards personal factors and intention to buy counterfeit products. The result also indicates that informational susceptible; normative susceptible; integrity and novelty seeking did not have any significant effect on purchase intention of counterfeit products. The result of regression also show that there is no relationship between the variables that mediate attitudes toward social factors and intention to buy counterfeit products.

Keywords : *Social Factors, Informational Susceptible, Normative Susceptible, Personality Factors, Value Consciousness, Integrity, Novelty Seeking, Lawfulness Attitude, attitude and Purchase Intention.*