

INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh *Counterfeit Proneness* terhadap *Counterfeit Purchase Intention*. Penelitian ini juga meneliti dan mengetahui hubungan *Ethical Judgements* terhadap *Counterfeit Purchase Intention* di wilayah Surabaya. Objek yang diambil adalah pakaian tiruan di Surabaya.

Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari penyebaran kuesioner. Responden dalam penelitian ini adalah 200 responden yang berdomisili Surabaya dan pernah membeli dan juga menggunakan pakaian tiruan dalam 1 tahun terakhir. Teknik pengambilan sampel penelitian ini adalah *non probability sampling*. Penelitian ini menggunakan pendekatan kuantitatif dengan melalui pengujian secara statistik. Pengujian dilakukan dengan menggunakan metode *Structural Equation Modeling* (SEM) dengan bantuan *Analysis of Moment Structure* (AMOS 21).

Hasil penelitian ini sesuai dengan hipotesis, kecuali hubungan *subjective norms* terhadap *counterfeit purchase intention* yang terbukti tidak signifikan. Selain itu, hasil penelitian juga menunjukkan *ethical judgements* yang berhubungan positif terhadap *counterfeit purchase intention*.

Kata kunci: *Counterfeit Purchase Intention, Subjective Norms, Ethical Judgements, Counterfeit Product Evaluation, Counterfeit Purchase Intention*

ABSTRACT

This study aimed to determine the effect of Counterfeit Proneness toward Counterfeit Purchase Intention. This study also examined and determine the relationship of Ethical Judgments toward Counterfeit Purchase Intention in Surabaya. Objects taken is counterfeit clothes in Surabaya.

The data used in research is primary data obtained from questionnaires. Respondent in this study were 200 respondents who have live in Surabaya and who've been buy and also wear counterfeit clothes in the last 1 year. The sampling technique of this study was non-probability sampling. This study uses a quantitative approach through statistical analysis. Test conducted using Structural Equation Modeling (SEM) with the help of Analysis of Moment Structures (AMOS 21).

The results are consistent with the hypothesis, except the relationship of Subjective norms toward counterfeit purchase intention that proved not significant. In addition, the results also showed that ethical judgments are positively related to counterfeit purchase intention.

Key words: Counterfeit Purchase Intention, Subjective Norms, Ethical Judgements, Counterfeit Product Evaluation, Counterfeit Purchase Intention