

# IDENTIFIKASI FAKTOR-FAKTOR YANG MEMPENGARUHI SIKAP GENERASI MILENIAL TERHADAP MINAT BELI PRODUK TIRUAN DI *ONLINE MARKETPLACE*

Wulan Sastika

Program Studi Magister Manajemen

Pembimbing: Dr. Dra. L. Verina Halim Secapramana, M.M.

## ABSTRAK

Era global saat ini telah memasuki era revolusi industri 4.0 seiring dengan perkembangan teknologi yang semakin pesat salah satunya perkembangan internet yang cepat sehingga banyak muncul *online marketplace*. Diiringi dengan munculnya wabah COVID-19, banyak orang lebih menyukai belanja *online*. Adanya tuntutan untuk membeli produk *fashion*, kebanyakan orang menjadikan produk *fashion* tiruan menjadi alternatif utama. Salah satu target adalah generasi milenial yang saat ini jumlahnya mendominasi.

Tujuan penelitian ini adalah untuk mengetahui pengaruh *value consciousness, brand consciousness, perceived risk, materialism, social influence, status consumption, integrity* terhadap *attitude towards counterfeit* untuk belanja di *online marketplace*. Data yang digunakan dalam penelitian ini adalah data primer yang diambil dari kuesioner. Responden berjumlah 200 responden yang merupakan generasi milenial yang memiliki akun *online marketplace* dan pernah membeli produk tiruan yang ada di *online marketplace*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *Structural Equation Modelling (SEM)*. Analisis SEM menggunakan program AMOS 22. Hasil dari penelitian ini menunjukkan *materialism* dan *social influence* berpengaruh positif terhadap *attitude towards counterfeit*. Sedangkan *value consciousness, brand consciousness, status consumption, dan integrity* tidak memiliki pengaruh terhadap *attitude towards counterfeit* dan *perceived risk* berpengaruh negatif terhadap *attitude towards counterfeit*. Dan pada penelitian ini adanya variabel moderator *income*.

Kata kunci: *value consciousness, materialism, social influence, attitude towards counterfeit, purchase intention*

IDENTIFICATION OF FACTORS THAT INFLUENCE THE ATTITUDE OF  
THE MILLENNIAL GENERATION TOWARDS INTEREST TO BUY  
COUNTERFEIT PRODUCTS ON THE ONLINE MARKETPLACE

Wulan Sastika

*Master of Management Program*

*Contributor: Dr. Dra. L. Verina Halim Secapramana, M.M.*

ABSTRACT

*The current global era has entered the era of the industrial revolution 4.0 along with increasingly rapid technological developments, one of which is the rapid development of the internet so that many online marketplaces appear. Along with the emergence of the COVID-19 outbreak, many people prefer online shopping. There is a demand to buy fashion products, most people make imitation fashion products the main alternative. One of the targets is the millennial generation, which currently dominates in number.*

*The purpose of this study is to determine the effect of value consciousness, brand consciousness, perceived risk, materialism, social influence, status consumption, integrity towards attitude towards counterfeit for shopping in online marketplaces. The data used in this study is primary data taken from a questionnaire. The respondents are 200 respondents who are millennials who have an online marketplace account and have purchased counterfeit products in the online marketplace. This study uses a quantitative approach with the method of Structural Equation Modeling (SEM). SEM analysis using the AMOS 22 program. The results of this study indicate that materialism and social influence have a positive effect on attitude towards counterfeit. Meanwhile, value consciousness, brand consciousness, status consumption, and integrity have no effect on attitude towards counterfeit and perceived risk has a negative effect on attitude towards counterfeit. And in this study there is a moderator variable income.*

*Keywords: value consciousness, materialism, social influence, attitude towards counterfeit, purchase intention*