

ABSTRAK

Nama : Oka Pajar Sakti
Program Studi : Magister Manajemen
Judul : Pengaruh Sikap Konsumen Terhadap Intensi Pembelian Produk Tas Tiruan Dimoderasi Oleh Sikap Patuh Hukum dan Status Konsumsi (Studi pada Konsumen Pembeli Tas Tiruan)

Penelitian ini bertujuan untuk mengetahui dan menjelaskan pengaruh ekstrinsik produk dan intrinsik produk, Sikap terhadap Barang Tiruan, Sikap Patuh Hukum, status konsumsi terhadap intensi membeli. Penelitian ini bertujuan untuk menjelaskan faktor yang mempengaruhi sikap terhadap produk tiruan terhadap intensi membeli dengan di moderasi oleh Sikap Patuh Hukum dan Status Konsumsi produk bajakan serta pola pengujian hubungan antar variabel - variabel itu. Responden yang terlibat dalam penelitian ini sebanyak 155 Orang. Analisis data *Structural Equation Model* (SEM). Hasil ini membuktikan bahwa ekstrinsik produk tidak berpengaruh pada sikap terhadap produk tas tiruan, intrinsik produk berpengaruh terhadap produk tas tiruan, sikap terhadap produk tiruan berpengaruh terhadap intensi membeli, sikap patuh hukum tidak memoderasi sikap terhadap produk tiruan dengan intensi membeli, sikap berpengaruh terhadap intensi pembelian produk tas tiruan dimoderasi oleh status konsumsi. Sikap konsumen yang lebih positif terhadap tas bajakan akan semakin memperkuat niat pembelian dan sebaliknya semakin tinggi status konsumsi konsumen hanya akan semakin melemahkan intensi membeli tas produk tiruan.

Kata kunci: sikap, intensi pembelian, sikap patuh hukum, status konsumsi, ekstrinsik, intrinsik, produk, tiruan

ABSTRACT

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Study Program : Magister Management
Title : The Influence of Consumers' Attitudes Toward Purchase Intention of Artificial Bag Products Moderated by Legal Compliance and Consumption Status (Study on Consumer Buyers of Artificial Bags)

This study aims to determine and explain the extrinsic effects of products and intrinsic products, attitudes toward counterfeit, attitudes of law compliance, consumption status of intention to buy. This study aims to explain the factors that influence attitudes towards counterfeit products to buying intentions in moderation by law compliance attitudes and consumption of pirated products and the pattern of testing the relationships between these variables. Respondents involved in this study were 155 people. Data analysis of Structural Equation Model (SEM). These results prove that extrinsic products have no effect on attitudes toward imitation bag products, intrinsic products have an effect on imitation bag products, attitudes toward imitation products affect purchase intention, law compliance attitude does not moderate attitudes toward counterfeit products with intention to buy, attitude influences purchase intentions. Artificial bag products are moderated by consumption status. A more positive consumer attitude towards pirated bags will further strengthen purchase intentions and conversely the higher consumer consumption status will only further weaken the intention to buy imitation product bags.

Keywords: attitude, purchase intention, legal compliance attitude, consumption status, extrinsic, intrinsic, product, counterfeit