Purchase Intention Toward Counterfeit Luxury Fashion Products Analysis

By **Yudhistira Putra Wardhana**

Abstract

This study examines the purchase intenion of consumers in counterfeit luxury fashion products. The purpose of this study is to find out what influences people's buying interest in artificial luxury fashion products, this study includes social media influencers, hedonic shopping motivation, and brand equity. The approach used in this research is descriptive and verification. The type of data used in this study is quantitative data and uses primary and secondary data sources. The population in this study are people who live or do activities in Jabodetabek. The sample in this study are 175 people with probability sampling technique. The questionnaire method was carried out in collecting data. Data analysis techniques were processed using the Structural Equation Model (SEM) approach based on Partial Least Square (PLS). The results of data analysis show that: (1) influencer's social media does not affect buying interest with a value of t count 1.728 <t_table 1.973 and a significance level of 0.085> 0.05; (2) hedonic shopping motivation influences buying interest with a value of t count 2.713> t table with a significance level of 0.007 <0.05; (3) brand equity influences buying interest with a value of t count 8.106> t table 1.973 and a significance value of 0.000 <0.05. The coefficient of determination $R2$ of 0.657 means that the contribution of influencer social media variables, hedonic shopping motivation and brand equity to buying interest is 65.7%, while the remaining 34.3% contribution to the purchase interest variable is filled by other variables besides influencer social media, hedonic shopping motivation and brand equity.

Keywords*: Social Media Influencer, Hedonic Shopping Motivation, Brand Equity, Purchase Intention, Counterfeit Luxury Fashion Products*

Analisis Minat Beli Terhadap Produk Fashion Mewah Palsu

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Abstrak

Penelitian ini meneliti mengenai minat beli masyarat terhadap produk fashion mewah tiruan. Tujuan penelitian ini adalah untuk mengetahui apa saja yang mempengaruhi minat beli masyarakat terhadap produk fashion mewah tiruan, penelitian ini mencakup *social media influencer*, *hedonic shopping motivation,* serta *brand equity*. Pendekatan yang digunakan dalam penelitian ini adalah deskriptif serta verifikatif. Jenis data yang digunakan dalam penelitian ini adalah data kuantitatif serta menggunakan sumber data primer dan sekunder. Populasi dalam penelitian ini adalah masyarakat yang berdomisili atau beraktifitas di jabodetabek.. Sampel dalam penelitian ini berjumlah 175 orang dengan teknik *probability sampling*. Metode kuisioner dilakukan dalam pengumpulan datas. Teknik analisis data diolah menggunakan pendekatan *Structural Equation Model* (SEM) berbasis *Partial Least Square* (PLS). Hasil analisis data menunjukkan bahwa: (1) *social media influencer* tidak berpengaruh terhadap minat beli dengan nilai t_{hitung} 1,728 $< t_{tabel}$ 1,973 serta tingkat signifikansi 0,085 > 0,05; (2) *hedonic shopping motivation* berpengaruh terhadap minat beli dengan nilai t_{hitung} 2,713 $> t_{tabel}$ dengan tingkat signifikansi 0,007 < 0,05 ; (3) *brand equity* berpengaruh terhadap minat beli dengan nilai t_{hitung} 8,106 $> t_{tabel}$ 1,973 serta nilai signifikansi sebesar 0,000 < 0,05. Koefisien determinasi R^2 sebesar 0,657 artinya kontribusi variabel *social media influencer*, *hedonic shopping motivation* dan *brand equity* terhadap minat beli yaitu sebesar 65,7%, sedangkan sisanya sebesar 34,3% kontribusi terhadap variabel minat beli diisi oleh variabel lain selain *social media influencer*, *hedonic shopping motivation* dan *brand equity*.

Kata kunci : Social Media Influencer, Hedonic Shopping Motivation, *Brand Equity*, Minat Beli, Produk Fashion Mewah Palsu

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