

## ABSTRAK

Permintaan akan produk fashion palsu telah menjadi masalah utama bagi produsen merek dagang di seluruh dunia. Tas dari merek mewah merupakan salah satu produk *fashion* yang menjadi sasaran para produsen untuk dipalsukan. *Purchase intention counterfeit product* merupakan kesediaan pelanggan untuk melakukan pembelian produk palsu. Hal ini dapat terjadi karena dipengaruhi adanya faktor dalam diri konsumen. Penelitian ini bertujuan untuk menganalisis faktor-faktor apa saja yang mampu membentuk niat pembelian produk palsu. Faktor yang diuji antara lain *ideal* dan *actual self-congruence*, *value consciousness*, *perceived risk*, *brand attachment* dan *attitude towards counterfeit*. Penelitian ini menggunakan pendekatan kuantitatif dan diuji dengan teknik analisis PLS dengan bantuan *software* SmartPLS 3.0. Populasi penelitian ini adalah pria dan wanita dengan minimal usia 23 tahun yang bertempat tinggal di seluruh wilayah Indonesia dan belum pernah melakukan pembelian *conterfeit product* berupa tas bermerek Louis Vuitton dengan jumlah sampel sebanyak 200 responden. Dalam penelitian ini ditemukan bahwa *ideal* dan *actual self-congruence* berpengaruh positif terhadap *brand attachment*, namun *brand attachment* tidak memiliki pengaruh sama sekali terhadap *purchase intention counterfeit product*. Kemudian *value consciousness* berpengaruh positif terhadap *attitude towards counterfeit*, sedangkan *perceived risk* berpengaruh negatif terhadap *attitude towards counterfeit*, dan *attitude towards counterfeit* berpengaruh positif terhadap *purchase intention counterfeit product*.

**Kata kunci:** *Purchase Intention Counterfeit Product, Self-Congruence, Brand Attachment, Perceived Risk, Value Consciousness, Attitude Towards Counterfeit, SEM, Louis Vuitton*

**ABSTRACT**

*Demand for counterfeit fashion products has become a major problem for trademark manufacturers all over the world. Luxury brand bags are one of the fashion products that are targeted by producers to be faked. Counterfeit product purchase intention is the willingness of customers to purchase fake products. This can occur because of the impact of factors in consumers. This study aims to analyze the factors that form the purchase intention of counterfeit products. Factors tested include ideal and actual self-congruence, value consciousness, perceived risk, brand attachment and attitude towards counterfeit. This study uses a quantitative approach and tested by PLS analysis techniques with SmartPLS 3.0. The population of this study were men and women with a minimum age of 23 who lived in Indonesia and had never purchased a Louis Vuitton counterfeit bags with a total sample of 200 respondents. This study found that ideal and actual self-congruence have a positive effect on brand attachments, but brand attachments have no effect at all on the purchase intention counterfeit product. Then the value consciousness has a positive effect on attitude towards counterfeit, while perceived risk has a negative effect on the attitude towards counterfeit, and attitude towards counterfeit has a positive effect on the purchase intention counterfeit product.*

**Keywords:** *Purchase Intention Counterfeit Product, Self-Congruence, Brand Attachment, Perceived Risk, Value Consciousness, Attitude Towards Counterfeit, SEM, Louis Vuitton*