

**Aretha Budiastuti (901 2013 0020)**

**JUDUL: “Pengaruh Brand Consciousness, Personal Gratification, Value Consciousness, Price Quality Inference, Social Influence, dan Brand Prestige Terhadap Purchase Intention Melalui Attitude di Surabaya”**

**ABSTRAK**

Perkembangan *fashion* yang semakin cepat telah merambah ke berbagai negara, termasuk Indonesia. Produk *fashion* terkini semakin berkembang di Indonesia, bukan hanya sebagai gaya hidup, tetapi juga sebagai kebutuhan yang harus dipenuhi. Perkembangan retail fashion merek ternama yang mempunyai harga cukup tinggi juga mempengaruhi cara konsumen dalam merespon masuknya barang-barang ini di dalam kehidupan. Seringkali apapun akan dikorbankan untuk mendapatkan produk fashion ini, salah satunya adalah dengan membeli produk tiruan.

Tujuan penelitian ini adalah untuk menganalisis *brand consciousness*, *personal gratification*, *value consciousness*, *price quality inference*, *social influence*, dan *brand prestige* yang mempengaruhi *purchase intention* produk *fashion* tiruan melalui *attitude*.

Penelitian ini menggunakan metode deskriptif yang melibatkan 128 orang responden. Pengumpulan data dilakukan dengan menggunakan pembagian kuesioner. Data yang diperoleh dianalisis dengan metode SEM dengan aplikasi AMOS untuk memperoleh hasil dari data yang dianalisis.

Hasil analisis menunjukkan bahwa *brand consciousness*, *value consciousness*, *price quality inference*, dan *brand prestige* berpengaruh positif dan signifikan terhadap *attitude*. *Attitude* berpengaruh positif dan signifikan terhadap *purchase intention*, sementara *brand consciousness*, *value consciousness*, *price quality inference*, dan *brand prestige* berpengaruh terhadap *purchase intention* melalui *attitude*.

**Kata kunci:**

**Brand consciousness, personal gratification, value consciousness, price quality inference, social influence, brand prestige, attitude, purchase intention, produk fashion tiruan.**

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**ABSTRACT**

The development of increasingly rapid fashion has expanded to various countries, including Indonesia. Latest fashion products is growing in Indonesia, not only as a lifestyle, but also as a requirement that must be met. Famous brand fashion retail developments that have quite high prices also affect the way consumers respond to the inclusion of these items in life. People tends to buy the counterfeits product to respond the fashion development.

The purpose of this study was to analyze the brand consciousness, personal gratification, value consciousness, inference price quality, social influence, and brand prestige that influence purchase intention of fashion counterfeited products through attitude.

This research uses descriptive method that involved 128 respondents. Data collection is done by using the distribution of questionnaires. The data obtained from analyzed by SEM with AMOS application to obtain the results of the analyzed data.

The analysis showed that brand consciousness, consciousness value, price quality inference, and brand prestige has positive and significant effect on the attitude. Attitude has positive and significant effect on purchase intention, while brand consciousness, consciousness value, price quality inference, and brand prestige has positive and significant influence on purchase intention through attitude.

**Keywords:**

**Brand consciousness, personal gratification, value consciousness, price quality inference, social influence, brand prestige, attitude, purchase intention, fashion counterfeited products.**