

FACTORS THAT INFLUENCE ATTITUDE IN PURCHASING FAKE PRODUCTS

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Abstract

Study This aim For see Influence of Brand Image , Social Influence and Price Against Attitude in Purchasing Product False . Retrieval technique sample in study This is Purposive Sampling . Deep sample study This are 140 consumers who use it product fake in Lhokseumawe City . Primary data in study This taken with method interview and distribute questionnaire , Analytical tools used is method analysis multiple linear regression , test assumptions classic , instrument test (validity and reliability) , testing hypothesis , and coefficient determination with using the SPSS version 25 program. Research results show that variable brand image (X1) influential positive significant to attitude (Y) , social influence variable (X2) influential positive significant to attitude (Y) and price (X3) have a significant negative effect to attitude (Y).

Keywords : *Attitude , Brand Image, Social Influence , Price*

1. INTRODUCTION

Piracy products and counterfeiting goods industry or consumer is significant and ongoing problems expanding worldwide and beyond serious in developing countries compared to developed countries . The most important thing is part big customer No realize error them , which is detrimental industry certain and can give rise to loss social and only confess benefit social from product false . Bian & Moutinho (2009) define forgery or forgery as abuse brand identical trade so that violate right owner brand trade for consumers can buy something products he believes in fulfil his needs .

Product goods false nor product imitations in Indonesia are frequent become still a problem Not yet can resolved in a way finished . His height circulation trading goods false , make increasing desire from consumer For buy goods false . The low income consumer Also become obstacle from consumer For get something goods original with more expensive price . Study LPEM FEUI Year 2010 take notes that its height forgery in Indonesia No only caused Because producer product false Lots supply goods false to market, but Also exists request goods false . As for the products imitation / counterfeit can seen in the picture following This :

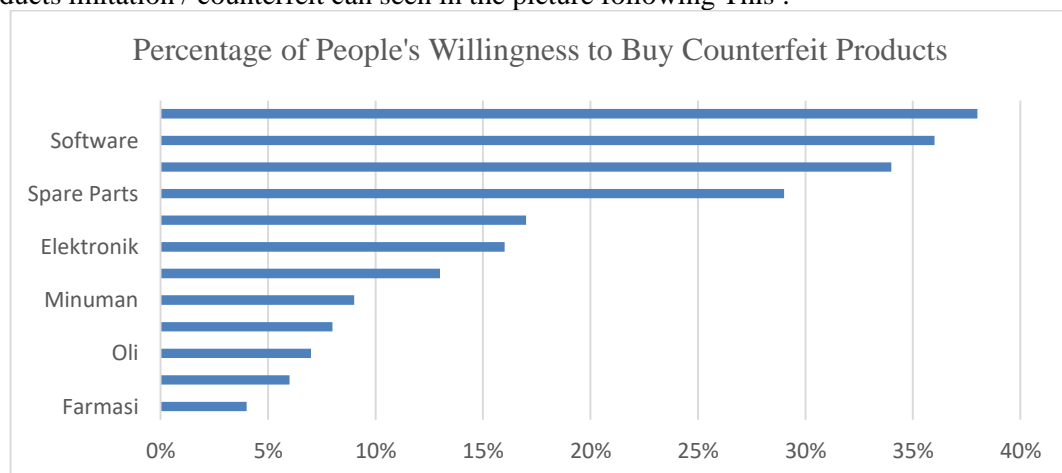


Figure 1. 1 Percentage Willingness Public In Buy Product Goods False
LPEM (Institution Investigation Economy And Public), “ Report End: Impact Forgery To Economy Indonesia” , (Indonesia: University Indonesia, 2010).

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Based on Figure 1.1 can concluded that there is product material supreme skin in percentage willingness public in buy product goods false compared to in the fields of software, clothing, spare parts, lighting, electronics, cigarettes, drinks, pesticides, oil, cosmetics and pharmaceuticals. Products the one being targeted For imitated usually is product with brand famous in society at a time Lots interested on the market. Brand has A important role in form attitude somebody in choose something product. A product aim introduce product from A company nor shop product, so works as Power differentiator A goods nor services that have criteria in class goods nor service the kind that is produced A diverse companies. Position something brand influenced by the quality produced something company. Kotler and Armstrong (2008) define image brand as “a set beliefs, ideas and impressions held somebody about something brand”. On research previously measured attitude somebody in buy product false from elements of this brand Already Once conducted by (Bian, X (2015) & (Moutinho, L (2011) where the result state that *brand image* influential positive to attitude somebody in buy product.

Apart from that, attitudes can also be measured from factor social. In general factor social influences attitude somebody in buy something product That Can seen from family, group reference is also status. According to Vahdat et al (2020), influence social is something that can influence other people so can change behavior. Member family be one influencing parties behavior somebody For buy something product. Whereas group reference is influencing groups behavior and attitudes somebody in a way direct or No. Position someone in something group is known based on status and role. Viewed from environment relatives close, many people also use it product fake (*counterfeiting*). This is also normal influence somebody For buy product false. At the moment lots of people have a hard time differentiate between product original with false. Purchase product fake too become normal thing for public. On research previously measured attitude somebody in buy product false from elements of this brand Already Once conducted by (Hidayat, A) & Ayu Hema Ajeng Diwasasri, A, H, A (2013) & Aisya, I, N, et al (2014) where the result state that *social influence* influential positive to attitude somebody in buy product.

The next thing that influences it attitude consumers on purchases product false is from factor price. Price and quality is factor main influence consumer buy product false. By general, consumer consider two difference main between product branded and fake, the price is more low and guarantees, costs and risks are more bad, as reason valuable For reject forgery (Huan, 2004). along with development rapid economy, various need will something that is available on the market, consumers will evaluate every side required products. One of category current product circulating in the environment public is product fake (counterfeit products) or KW products that have been become phenomenon largest among Indonesian consumers. On research previously measured attitude somebody in buy product false from price This Already Once conducted by (Zashan, M, et al (2015) & Matos, C, A, et al (2015) where the result state that Price influential positive to attitude somebody in buy product.

2. IMPLEMENTATION METHOD

Study This use method study quantitative. Data collection using distributed questionnaires to respondents with assessment techniques use scale likert. Retrieval technique sample study This using non-probability sampling technique with Purposive Sampling method. Study done against 140 samples respondents the people of Lhokseumawe City who use it product false. Data collection was carried out through spread questionnaire by online. Data analysis using multiple linear regression with SPSS 26. Validity test use correlation Pearson, reality test use Cronbach Alpha provisions, assumption test consisting of classics from the normality test (PP Normal of Regression Standardized plot), multicollinearity test (tolerance & VIF), heteroscedasticity test (ZPED and its remaining SRESID). Multiple linear test with using hypothesis testing, t test.

Table 1

No	Origin of District	Frequency	Percentage %
1	Banda Magic	33	23.6
2	Blang Mangat	10	7.1
3	estuary Two	30	21.4
4	estuary One	57	40.7
Amount		140	100.0

3. RESULTS AND DISCUSSION

3.1 Validity Test

Testing done against 140 people so that $df = 140 - 2 = 138$ at α of 0.05 (5%) so that obtained rtable obtained of 0.1660 (Ghozali, 2018), then more results clear seen below This :

Table 2

Variable	Indicator	A	r _{table}	r _{count}	Information
Attitude (Y)	1. Fake products are almost the same reliably with product original			0.777	
	2. Feel satisfied with buy product false	0.05	0.166	0.666	Valid
	3. Practical			0.648	
	4. Save money			0.732	
Brand Image (X1)	1. Be confident			0.751	
	2. Can provide prestige tall			0.765	
	3. Attractiveness	0.05	0.166	0.661	Valid
	4. Can Improve self			0.788	
Social Influence (X2)	1. Community in the environment buy product false			0.644	
	2. Know how to use it product false			0.666	
	3. Using the product false common thing	0.05	0.166	0.723	Valid
	4. Collect information before do purchase			0.686	
Price (X3)	1. Affordability			0.773	
	2. Price reference			0.818	
	3. The price is relatively higher cheap			0.794	
	4. Make comparisons price before do purchase	0.05	0.166	0.810	Valid

From Table 4.7 it can be seen that calculated r value more big of 0.187, so can concluded that each statement item in questionnaire declared valid.

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If Cronbach's alpha > 0.6 then concluded these variables reliable , if Cronbach's alpha < 0.6 then concluded variables in study This No reliable .

Table 3				
No	Variable	Cronbach's alpha	Alpha standard	Information
1	Brand Image	0.704	0.60	Reliable
2	Social Influence	0.6 03	0.60	Reliable
3	Price	0.810	0.60	Reliable
4	Attitude	0.6 67	0.60	Reliable

Table above show that in a way whole cronbach's alpha has mark more big of 0.6 means can concluded that all internal variables researcha This reliable .

3.3 Normality Test

Normality test of research data This done with use calculation detected regression with use two approach namely the Kolmogrov Smirnov test .

Table 4			Unstandardized Residuals
N			140
Normal Parameters ^{a, b}	Mean		.0000000
	Std. Deviation		1.78769710
Most Extreme Differences	Absolute		.048
	Positive		.034
	negative		-.048
Statistical Tests			.048
Asymp . Sig. (2-tailed)			.200 ^{c, d}

Based on results processing in tables , quantities Kolmonogrov -Smirnov by 0.200. Significance value the more big from 0.05 so can said mark residue normally distributed .

3.4 Multicollinearity Test

Multicollinearity test used For test what is the regression model find exists correlation between variable independent .

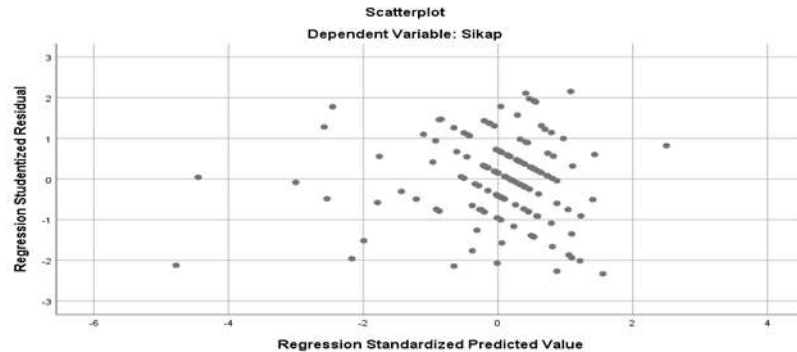
Table 5			
No.	Variable	Tolerance	VIF
1	Brand image	0.678	1.475
2	Social Influence	0.599	1.669
3	Price	0.573	1.745

Based on table on seen mark variable *brand image* (X1) is 0.678, *social influence* (X2) is 0.599 and price (X3) is 0.573 which is > 0.10 . Whereas VIF value on the variable *brand image* (X1) of 1.475, *social influence* (X2) of 1.669 and price amounting to 1.745 , namely < 10 . Refers to the basics taking decision , yes concluded that No there is symptom multicollinearity in regression models .

3.5 Heteroscedasticity Test

Heteroscedasticity Test aim For test is in the regression model there is inequality variance from residue One observation to observation others (Ghazali, 2011:139).

Picture 1



Based on picture seen dot, dot, dot spread evenly inside , above and below the number 0 on the Y axis . Apart from that , the dots the No form pattern certain so that can concluded No there is symptom heteroscedasticity in research This .

3.6 Data Analysis

For know influence *brand image*, *social influence* and price to attitude , acquired table following This :

Table 6
Coefficients^a

Unstandardized Coefficients		Standardized Coefficients	t	Sig.
B	Std. Error	Beta		
5,040	1,137		4,433	0,000
0.468	0.070	0.504	6,650	0,000
0.464	0.085	0.437	5,472	0,000
-0.243	0.069	-0.282	-3,518	0.001

a. Dependent Variable: Attitude

The result of the equation multiple linear regression can arranged become equality :

$$Y = 5,040 + 0.468X_1 + 0.464X_2 - 0.243X_3$$

1. constant value (a) is 5.040, p This show that if There is influence (increase / decrease) value variables X1, X2, and X3 are considered constant so attitude consumer in purchase product false is amounting to 5,040
2. Coefficient First that is *brand image* (X1) of 0.468, p This state that If happen increase in brand image (X1) by 1 scale likert , then will increase attitude consumer in purchase product fake (Y) of 48.6 percent .
3. Coefficient second that is *social influence* (X2) is 0.464 which means every enhancement *social influence* (X2) is 1 scale likert , then will increase attitude consumer in purchase product fake (Y) of 46.4 percent .
4. Coefficient third that is price (X3) is -0.243 which means every enhancement price (X3) is 1 scale likert , then will increase attitude consumer in purchase product fake (Y) of 24.3 percent.

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Based on table 6 you can explained as following :

1. Based on results multiple linear regression already carried out by researchers obtained mark t_{count} For variable *brand image* $6,650 > t_{table} 1,656$ and value significant $0.000 < 0.05$, with thereby influential brand image variables positive and significant to attitude in purchase product false . This matter in accordance with research conducted by Bian , X (2015) & Mountinho , L (2011) which shows that *brand image* influential significant to attitude in purchase product false .
2. Based on results multiple linear regression already carried out by researchers obtained mark t_{count} For variable *social influence* $5,472 > t_{table} 1,656$ and value significant $0.000 < 0.05$, with thereby social influence variables have an influence positive and significant to attitude in purchase product false . This matter in accordance with research conducted by Hidayat, A & Ayu Hema Ajeng Diwasasri , A, H, A (2013) & Aisya, I, N, *et al* (2014) which shows that *social influence* influential significant to attitude in purchase product false .
3. Based on results multiple linear regression already carried out by researchers obtained mark t_{count} For variable price $-3,518 < t_{table} 1,656$, with level significance $0.001 < 0.05$. With thus , variable price own influence negative and not significant to attitude in purchase product false . This matter in accordance with research conducted by Muhammad Zeashan et al (2015) has negative and negative relationships significant to attitude in purchase product false .

4. DISCUSSION**4.1 Influence Brand Image To Attitude in Purchasing Product False .**

Based on results analysis descriptive brand image variables can be is known that statement item number 3 (BI3) “ appearance physique and fashion are very important for I .” get the highest average score of 3.96 shows Very positive perception . Indicator the indicated that individual the tend For choose fashion because appearance self need pay attention to ensure alignment with values beauty and manners that apply in life public . Although only with use product false at least individual the feel attractive appearance . People with looks interesting will assessed as a person with personality Good .

4.2 Influence Social Influence To Attitude in Purchasing Product False .

Based on results analysis descriptive social influence variables can is known that statement item number 1 (SI1) “ community in the environment I use product false .” get the highest average score of 4.01 shows Very positive perception . Indicator the indicated that community in the area they many people use it product false . Public tend like use product false because of desire know or try try to something new . Someone's desire to goods false is Because exists encouragement For find something unique and interesting that hasn't been done yet Once He meet previously . Because of goods original No affordable , product false become choice favorite . Besides , desire buy product false tend influenced by information provided by colleagues Work or Friend . Apart from describing vulnerability public in accept information new , p This show that desire For buying is also caused by influence social .

4.3 Effect of Price on Attitude in Purchasing Product False .

Based on results analysis descriptive is also variable price can is known that statement item number 4 (H4) “ i feel price product false more cheap from product the original .” get the highest average score of 4.26 shows Very positive perception . Indicator the indicated that people want Cheap and affordable products and know that they Can get value and “ quality ” with price more cheap give they satisfaction

5. CONCLUSION

1. Based on Software Statistics testing 26 was obtained results testing and related with theory that brand image variables have influence positive and significant towards attitude.

2. Based on Software Statistics testing 26 was obtained results testing and related with theory that social influence variables have influence positive and significant to attitude .
3. Based on Software Statistics testing 26 was obtained results testing and related with theory that variable price have influence negative and significant to attitude .

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