

ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis pengaruh *ethical judgment*, *moral judgment*, dan *smart shopper self-perception* terhadap *purchase intention counterfeit luxury products*, dengan *attitude toward counterfeit luxury products* sebagai variabel mediasi serta *cultural differences* konsumen Indonesia dan Malaysia sebagai variabel moderasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner secara daring kepada konsumen kelas menengah ke atas di Indonesia dan Malaysia yang pernah membeli produk mewah tiruan kategori fesyen dan aksesoris dalam 12 bulan terakhir. Teknik pengambilan sampel yang digunakan adalah *nonprobability sampling* dengan metode *purposive sampling*, dengan jumlah sampel sebanyak 252 responden yang terdiri atas 126 responden Indonesia dan 126 responden Malaysia. Data dianalisis menggunakan metode *Structural Equation Modeling* berbasis *Partial Least Squares* (SEM-PLS) dengan bantuan perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa *moral judgment* berpengaruh signifikan terhadap *attitude toward counterfeit luxury products* maupun *purchase intention*, serta *attitude toward counterfeit luxury products* berperan sebagai mediator parsial dalam hubungan tersebut. Sebaliknya, *ethical judgment* dan *smart shopper self-perception* tidak berpengaruh signifikan terhadap *attitude toward counterfeit luxury products* maupun *purchase intention*, sehingga peran mediasi *attitude toward counterfeit luxury products* pada kedua variabel tersebut dikategorikan sebagai *non mediation*. Selain itu, hasil pengujian moderasi menunjukkan bahwa *cultural differences* tidak memoderasi pengaruh ketiga variabel independen terhadap *purchase intention*, yang berarti pola pengaruhnya relatif serupa antara konsumen Indonesia dan Malaysia. Temuan ini memberikan implikasi bahwa penilaian moral, bukan penilaian etis normatif atau persepsi diri sebagai pembeli cerdas, merupakan faktor psikologis yang paling konsisten dalam membentuk sikap dan niat pembelian produk mewah tiruan pada konteks konsumen Asia Tenggara.

Kata Kunci: *Ethical Judgment, Moral Judgment, Smart Shopper Self-Perception, Purchase Intention, Cultural Differences*

ABSTRACT

This study aims to identify and analyze the effects of ethical judgment, moral judgment, and smart shopper self-perception on purchase intention toward counterfeit luxury products, with attitude toward counterfeit luxury products as a mediating variable and cultural differences between Indonesian and Malaysian consumers as a moderating variable. This study employed a quantitative approach using an online questionnaire survey distributed to upper-middle-class consumers in Indonesia and Malaysia who had purchased counterfeit luxury fashion or accessory products within the past 12 months. The sampling technique used was nonprobability sampling with a purposive sampling method, resulting in a total sample of 252 respondents, comprising 126 Indonesian and 126 Malaysian respondents. Data were analyzed using Partial Least Squares Structural Equation Modeling (SEM-PLS) with the assistance of SmartPLS software. The results indicate that moral judgment significantly influences both attitude toward counterfeit luxury products and purchase intention, with attitude toward counterfeit luxury products serving as a partial mediator in this relationship. Conversely, ethical judgment and smart shopper self-perception showed no significant effect on either attitude toward counterfeit luxury products or purchase intention, and the mediating role of attitude toward counterfeit luxury products for these two variables was categorized as non-mediation. Furthermore, the moderation test results reveal that cultural differences do not moderate the effects of the three independent variables on purchase intention, indicating that their influence patterns are relatively similar between Indonesian and Malaysian consumers. These findings imply that moral judgment, rather than normative ethical judgment or self-perceived shopping smartness, is the most consistent psychological factor shaping consumer attitudes and purchase intentions toward counterfeit luxury products within a Southeast Asian consumer context.

Keywords: *Ethical Judgment, Moral Judgment, Smart Shopper Self-Perception, Purchase Intention, Cultural Differences*