

ABSTRAK

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Program Studi : Manajemen
Judul : Pengaruh Novelty Seeking, Integrity, Status Consumption Terhadap Niat Membeli *Luxury Counterfeit Product* Yang Dimediasi Oleh Sikap Terhadap Barang Tiruan

Penelitian ini bertujuan untuk mengetahui apakah sikap terhadap barang tiruan memediasi antara *novelty seeking*, *integrity*, *status consumption* terhadap niat membeli *luxury counterfeit product*. Penelitian ini menggunakan data primer yang diperoleh dengan cara membagikan kuesioner kepada 161 responden yang dipilih menggunakan metode purposive sampling. Metode analisis data yang digunakan dalam penelitian ini adalah SEM-PLS dengan menggunakan alat analisis data WarpPLS versi 8.0. Dalam menguji validitas data, peneliti menggunakan uji validitas: *convergent validity*, *diskriminan validity*, dan *average variance extratcted (AVE)*, uji reliabilitas. *Goodness of Fit*, *coefficient determination (R2)*, *Q-square coefficient*, dan *effect size*. Hasil penelitian ini menunjukkan bahwa *novelty seeking*, dan *status consumption* berpengaruh terhadap niat membeli *luxury counterfeit product*, namun *integrity* tidak berpengaruh terhadap niat membeli *luxury counterfeit product*. Mediasi sikap terhadap barang tiruan terhadap pengaruh *integrity*, *status consumption* menghasilkan hasil mediasi yang berpengaruh kepada niat membeli *luxury counterfeit product*. Namun mediasi sikap terhadap barang tiruan terhadap *novelty seeking* menghasilkan hasil mediasi yang tidak berpengaruh kepada niat membeli *luxury counterfeit product*.

Kata Kunci : *Novelty seeking*, *integrity*, *status consumption*, sikap terhadap barang tiruan, niat membeli *luxury counterfeit product*

ABSTRACT

Name : Melly Wahyundari
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Title : *The Influence of Novelty Seeking, Integrity, and Status Consumption on Purchase Intention for Luxury Counterfeit Products Mediated by Attitude Toward Counterfeit Goods*

This study aims to examine whether attitude toward counterfeit goods mediates the relationship between novelty seeking, integrity, status consumption, and purchase intention for luxury counterfeit products. The study employs primary data collected through questionnaires distributed to 161 respondents selected using purposive sampling. The data analysis method used in this study is SEM-PLS with the help of WrapPLS 8.0 software. To assess data validity, the researchers employed convergent validity, discriminant validity, average variance extracted (AVE), reliability tests, goodness of fit, coefficient of determination (R²), Q-square coefficient, and effect size. The findings reveal that novelty seeking and status consumption significantly influence purchase intention for luxury counterfeit products, while integrity does not. The mediation analysis shows that attitude toward counterfeit goods mediates the influence of integrity and status consumption on purchase intention for luxury counterfeit products. However, the mediation analysis for novelty seeking does not yield significant results.

Keywords: *Novelty seeking, integrity, status consumption, attitude toward counterfeit goods, purchase intention for luxury counterfeit products*

