

**PENGARUH FAKTOR-FAKTOR KEPRIBADIAN SEBAGAI
PEMBENTUK SIKAP TERHADAP PRODUK TIRUAN
PADA KONSUMEN DI INDONESIA**

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ABSTRAK

Fenomena Peredaran produk-produk *counterfeit* (tiruan) yang semakin meningkat saat ini menjadi permasalahan serius bagi banyak pihak. Hal ini disebabkan pola konsumsi masyarakat Indonesia yang tumbuh signifikan dan adanya peningkatan daya beli konsumen yang memiliki pendapatan menengah keatas pada masyarakat Indonesia. Penelitian ini bertujuan untuk menganalisis faktor personal sebagai pembentuk sikap konsumen terhadap pemalsuan barang fashion pada konsumen di Indonesia dan memahami karakteristik sikap individu terhadap produk tiruan. Sehingga menjadi salah satu cara bagaimana menciptakan interaksi yang produktif untuk mendukung produktifitas dan profitabilitas perusahaan. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik survei berupa kuesioner dalam ruang lingkup barang fashion palsu. Faktor kepribadian yang diukur berupa *integrity*, *personal gratification*, *risk averseness*, *self esteem*, *narcissism*, *value consciousness*, dan *novelty seeking*. Dengan menggunakan *multiple regression analysis* dan memasukkan satu variabel moderasi, penelitian ini menunjukkan hasil bahwa terdapat pengaruh signifikan secara negatif pada variabel *integrity*, *risk averseness*, *self esteem* dan *novelty seeking* terhadap *attitude towards counterfeit product*. Pengaruh signifikan secara positif pada variabel *personal gratification* dan *narcissism* terhadap *attitude towards counterfeit product* dan pengaruh tidak signifikan pada variabel *value consciousness* terhadap *attitude towards counterfeit product*. *Personal income* signifikan memoderasi pengaruh hubungan *narcissism* terhadap *attitude towards counterfeit product* secara negatif.

Kata Kunci: *counterfeit product*, *integrity*, *personal gratification*, *risk averseness*, *self esteem*, *narcissism*, *value consciousness*, *novelty seeking*, *attitude towards counterfeit product*.

THE EFFECT OF PERSONALITY FACTORS AS TOWARDS ATTITUDES COUNTERFEIT PRODUCT ON CONSUMERS IN INDONESIA

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ABSTRACT

The phenomenon of counterfeit's product has grown rapidly become serious problem to other party. This is due to the pattern of Indonesian's consumption which has grown significantly and the increase of purchasing power from middle and high class. This research aims to analyze personality factor behind consumer Indonesian attitude in fashion counterfeit product and to understand the characteristic of individual attitude towards counterfeit product it becomes one way how to create a productive interaction to support the productivity and profitability of the company. This research use quantitative approach with questionnaire as a survey technique in a scope fashion counterfeit product ad personality factor which measured integrity, personal gratification, risk averseness, self esteem, narcissism, value consciousness, and novelty seeking. By using multiple regression analysis and one variable moderating as addition. The result there are a negative significant effect from integrity, risk averseness, self esteem and novelty seeking against attitude towards counterfeit product. There is a positive significant effect from personal gratification dan narcissism towards attitude counterfeit product. this research shows that there is no significant effect of value consciousness towards attitude counterfeit product and this research finds personal income have significant and negative effect as moderator support the relationship narcissism and attitude towards counterfeit product.

Keywords: *counterfeit product, integrity, personal gratification, risk averseness, self esteem, narcissism, value consciousness, novelty seeking, attitude towards counterfeit product.*