

**THE INFLUENCING FACTORS ON CONSUMER'S ATTITUDE TOWARDS
COUNTERFEIT BRANDED SNEAKER SHOES AND THEIR IMPACT
TO PURCHASE INTENTION
(Study on Undergraduate Students of University of Brawijaya Malang)**

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ABSTRAK

Penelitian ini bertujuan untuk (1) mengetahui dan menjelaskan pengaruh brand image, social factor, dan personality factor terhadap sikap, (2) mengetahui dan menjelaskan pengaruh sikap terhadap minat beli sepatu sneakers branded tiruan, (3) mengetahui dan menjelaskan pengaruh brand image, social factor, dan personality factor terhadap minat beli. Jenis penelitian ini adalah explanatory research dengan pendekatan kuantitatif. Variabel dalam penelitian ini meliputi brand image, social factor, personality factor, sikap, dan minat beli. Populasi dalam penelitian ini adalah mahasiswa aktif Universitas Brawijaya yang pernah membeli sepatu sneakers branded tiruan yang berusia 17 tahun keatas. Sampel dari penelitian ini adalah 116 responden dengan teknik pengambilan sample purposive sampling dan metode pengumpulan data melalui kuisioner. Analisis data yang digunakan adalah analisis deskriptif dan analisis jalur (path). Hasil analisis jalur (path analysis) menunjukkan bahwa brand image berpengaruh signifikan terhadap sikap, social factor berpengaruh signifikan terhadap sikap, personality factor berpengaruh signifikan terhadap sikap, sikap berpengaruh signifikan terhadap minat beli, brand image berpengaruh signifikan terhadap minat beli, social factor berpengaruh berpengaruh signifikan terhadap minat beli, dan personality factor berpengaruh terhadap minat beli.

Kata Kunci: *brand image, social factor, personality factor, sikap, minat beli*

ABSTRACT

This study aims to (1) identifying and explaining the influence of brand image, social factors, and personality on attitude, (2) identifying and explaining the influence of attitudes toward purchase intention counterfeit branded sneaker shoes, (3) identifying and explaining the influence brand image, social factor, and personality factors on purchase intention. The type of this research is explanatory research with quantitative approach. Variables in this study are brand image, social factor, personality factor, attitude, and purchase intention. The population in this study are the University of Brawijaya active students who have ever bought counterfeit branded sneakers shoes which 17 years old and above. The sample of this research is 116 respondents with sampling technique purposive sampling and data collection method through questionnaire. Data analysis used is descriptive analysis and path analysis. The result of path analysis shows that brand image has significant influence on attitude, social factor has significant influence on attitude, and personality factor has significant influence on attitude. Attitude has a significant influence on purchase intention, brand image has significant influence on purchase intention, social factor has significant influence on purchase intention, and personality factor has significant influence on purchase intention.

Keywords: *brand image, social factor, personality factor, attitude, purchase intention*

1. INTRODUCTION

Counterfeit goods or “KW” is very easy to enter Indonesian market. The entry of counterfeit goods even follow a clear procedure from the Directorate General of Bea and Cukai so that counterfeit goods are legal in the mark. Counterfeit goods are officially entered through the major ports in Indonesia, such as the port of Tanjung Perak in Surabaya and Tanjung Priok Jakarta. The performance of Bea and Cukai cannot be accuse in the circulation of counterfeit goods. According to the head of the Indonesian Consumer Protection Foundation (YLKI) Sudaryatmo said, the circulation of “KW” goods is legal and entered through the ports handled by Bea and Cukai (<https://www.merdeka.com> accessed May 2nd, 2017). Furthermore, according to Sudaryatmo at this time, the government does not have a definite rule of circulation of imported counterfeit goods. Thus, the circulation of imported counterfeit goods is still legalized until today (<https://www.merdeka.com> accessed May 2nd, 2017). Beside the unclear rules and regulation, counterfeiting cause a lot of problem and disadvantages especially for the original manufacture, in contrast sometime counterfeiting can give an advantage to the consumer and the counterfeit manufacturer as well. For consumer cheap price is the advantage and the advantage from the manufacture itself is a goodwill from the sales.

The effect of counterfeiting for the businessmen are the loss of goodwill and the trust of consumer on the company, on additional value on research and development, and decreasing the profit of the legal company’s brand holder (Budiman 2012:1). The effect of counterfeiting to consumer’s point of view is not only become a disadvantage. The advancements in technology made of counterfeiting more ambiguous for the consumer in differentiating original and counterfeit products (Wilkie and Zaichkowsky, 1999 cited from Budiman 2012:2). The most obvious reason for consumer to buy counterfeit products is counterfeit products is cheaper than the original product (Nordin, 2009:2).

Based on the preliminary research in University of Brawijaya’s environment many undergraduate students used branded sneaker shoes, both original and counterfeit. Therefore, the object of this research is counterfeit branded sneaker shoes. Shoes become a fashion item that is important for a consumer. They often use shoes for every occasion, ranging from a walk with friends, going to the office

and to the campus. That is why it can be said that the shoes cannot be separated from the daily activities of men and women.

The development of sneakers is widespread, which become a hot topic among young consumer. Casual footwear brand that famous in young consumer such as Adidas, Nike, Vans, Converse, Asics, New Balance, Puma etc. Sneakers literally mean footwear designed for sports purposes. Etymologically sneaker has become a fashion trend which able to attract youth communities (<http://www.jakartasneakerday.com>). Sneakers fans numbers growing rapidly, the new communities are born around the world and they call themselves "Sneakerhead"

Counterfeiting towards original branded sneaker products is rampant. Counterfeit branded sneakers shoes are flooding the online shop, markets, mall, and shopping centers such as Malang Town Square (MATOS) and highly favored by consumers because the price is more affordable. This causes consumers likely to purchase counterfeit products rather than the original one. Consumers can feel the prestige without having to pay expensive price. The following table illustrates the comparison between the price range of original and counterfeit sneakers shoes products obtained by researchers through observation in Malang Town Square (MATOS), Mall Olympic Garden (MOG), online shop, and the official website conducted on 29-30 March 2017.

Indonesia occupied the eight position of nation that had the highest product counterfeiting level in Asian 2006 (United States Customs and Border Protection, 2007 and European Commission, 2008 cited from Budiman 2012:3) so this research is interesting to be done. There are three main objectives of this study. First, the research will examine the relationship between three factors (brand image, social factors, and personality factors) and attitude towards counterfeits branded sneaker shoes. Second, it investigates between attitudes toward purchase intention of counterfeit branded sneaker shoes. Third, this research also investigates the relationship between three factors (brand image, social factors, and personality factors) toward the intention to purchase counterfeit branded sneaker shoes. There are rarely studies that investigate the relationship between brand image and attitude towards branded sneaker shoes and the impact to purchase intention in Indonesia. Therefore, this research is important to be conducted. However, this

research could be used as comparative study among other nations for the similar research. Based on the previous research brand image has a positive influence to attitude and have a strong impact to support the purchase of counterfeit product. Meanwhile social and personality factor has different result on each previous studies.

2. LITERATUR REVIEW

2.1. Brand Image

2.1.1. Definition of Brand Image

According to Kotler and Keller (2009:260) brand image is a process where someone choose, organize, and interpret the information input to create meaningful image. Brand image is commonly defined as everything that is related to the brand that exists in the consumer's mind. Brand image represents whole consumer perception towards certain brand image that is formed from consumer's information and experience regarding a brand (Suryani, 2008:113).

2.1.2. Supporting factors in brand image formation

Supporting factors in brand image formation in brand association, Keller (2003:78):

1) Favourability of brand association

Favourability of brand association is a consumer believes that the attribute and benefit given by some brands will fulfil or satisfy the need of positive attitude toward a brand.

2) Strength of brand association

This factor is highly determined by the number of information about one product that get in to the consumer's mind, and last as the brand image, by construct the popularity via advertisement, or another promotion activity.

3) Uniqueness of brand association

Uniqueness of brand association is an association towards one brand that inevitably need to be divided with another brands.

2.2. Social Factor

2.2.1. Social Factor Definition

In social factor, reference group, family, social role and status affect purchase behaviour. Social factor is a society condition affected by environment and values of the member from the reference group, family, social role, and status (Kotler and Amstrong, 2012:139).

2.2.2. Social factor indicator

Phau, and Teah (2009) state that Social factor is influenced by informative susceptibility, and normative susceptibility and in Phau, Teah, and Lee (2009) state that social influence is the indicator of social factor.

2.3. Personality Factor

2.3.1. Personality Factor Definition

Assael, (2002:286) state that personality is defined as patterns of behavior that are consistent and enduring. Personality variables, therefore, are more deep seated than life style-variables. The personality used to describe markets depend on the personality theory that more relevant.

2.3.2. Personality Factor Indicators

Personality influence refers to individual's interpersonal influence without relying on the option of others or conforming to expectation (Nordin, 2009:27). According to Phau and Teah (2009), personality factor was determined by value consciousness, personal gratification, integrity, and status consumption.

2.4. Counterfeit

According to Phau, Teah, and Lee (2008) in Teik, Seng, and Yi (2015:49), counterfeit business has gained momentum as the largest business in the market if it were to be acknowledged as one. Forgery is a reproducing action of a brand that already has trademark which is very similar with the original one (Cordell et al, Hidayat, 2005). This includes packaging, labelling, trademark, which is done deliberately to make it very similar with the original one (Kay, 1990; Cordell et al, 1996; Ang et al. 2001 in Phau, Teah Lee, 2009).

2.5. Attitude

2.5.1. Definition of Attitude

Hawkins (1989) in Ferrinadewi (2008: 94) defines attitude as a process of organization, motivation, emotion, perception, and long-term cognitive and related to the aspects of the surrounding environment. It can be said that the attitude is a response whether it is positive or negative against an object as a result of the learning process.

2.5.2. Function of Attitude

Meanwhile, according to Sumarwan (2004: 138-140) there are four functions of attitude, namely:
1) Utilitarian Function

Someone expressed his/her attitude to an object because they want to gain benefits from the products or to avoid risks. Attitude has a function to direct the behavior to get positive reinforcement or avoid risk.

2) The Function of Defending the Ego

Attitude functions to protect someone from doubts that occur from within him/herself or from external factors that may become a threat to him/herself.

3) Function of Expression Value

Attitude functions to express values, lifestyles, and social identity.

4) Function of Knowledge

One of the consumers' characters is the interest or desire.

2.6. Purchase Intention

Definition of Purchase Intention

According to Kotler and Keller (2012: 137) the purchase intention is the consumer behavior which appears as a response of objects that show the costumers' interest to make a purchase. According to Assael (2002: 53), the consumer's purchase intention occurs and is formed after the consumer conduct a prior evaluation to a brand and will buy the brand that can provide the highest level of satisfaction. It can be said that the purchase intention is the mental statements from consumers that reflect the buying plan of a number of products with a particular brand. Marketers and economists really need to use the variable of interest to predict consumers' behavior in the future.

3. RESEARCH METHODOLOGY

The type of this research is explanatory research with quantitative approach. This research will conduct at University of Brawijaya, Jl. Veteran, Ketawanggede, Kec. Lowokwaru, Kota Malang, Jawa Timur 65145. The population in this study are the active students at University of Brawijaya. The population in this study are the University of Brawijaya active students who have ever bought counterfeit branded sneakers shoes which 17 years old and above. The sample of this research is 116 respondents with sampling technique purposive sampling and data collection method through questionnaire. The consideration that used as a sample in this study as follows:

1. Respondents were students aged between 17-25 years, with reasons respondents aged 17 years old

already the subject of decision makers in the research.

2. The Respondent is the active undergraduate students of University of Brawijaya that ever buy counterfeit/replica ("KW" in bahasa) of branded sneakers shoes. Active student is students that registered in University of Brawijaya in a certain semester when the research conducted.

3. Respondents are users and enthusiasts of branded sneakers shoes from various brands.

4. Respondents who have bought counterfeit/replica ("KW" in bahasa) branded sneakers or who are planning to buy shoes in anytime soon.

The sample of this research is 116 respondents with sampling technique purposive sampling and data collection method through questionnaire. Source of data used in this research can be broadly grouped into two primary data and secondary data. Data collection techniques in this research using an online questionnaire. Data analysis used is descriptive analysis and path analysis.

4. RESULT AND DISCUSSION

4.1. Descriptive Analysis Results

4.1.1. Frequency Distribution of Variable Brand Image (X1)

Grand mean of variable Brand Image are 3.54. It shows that the overall respondents in this study agreed with the proposed statement in the questionnaire research. It also shows that consumers of counterfeit branded sneakers in this study as respondents feel that brand image in original sneakers shoes make consumers receive praise for what they wear and feel that fashion can give them credibility.

4.1.2. Frequency Distribution of Variable Social Factor (X2)

Grand mean of variable Social Factor is 2.91. It show that the overall respondents in this study disagree with the statement proposed in the questionnaire research. It also shows that consumers of counterfeit branded sneakers in this study as respondents feel disagree on the indicators of social influence and normative susceptibility because the respondents in this research is not too concerned about what others think and do not care about the views of others to what they wear.

4.1.3. Frequency Distribution of Variable Personality Factor (X3)

Mean variable of personality factor variable is 3.66. It show that the overall respondents in this study agreed with the statement proposed in the questionnaire research. It also shows that consumers of counterfeit branded sneaker shoes in this study as respondents feel agree that personality factor becomes the main factor that cause respondents to buy counterfeit branded sneaker shoe.

4.1.4. Frequency Distribution of Attitude Variables on Counterfeit Branded Sneaker Shoes (Y1)

Mean variable of variable attitude towards counterfeit branded sneaker shoes is 3.52. It shows that the overall respondents in this study agreed with the statement proposed in the questionnaire research. It also shows that consumers of counterfeit branded sneakers in this study as respondents feel that the counterfeit branded sneaker shoes almost resemble the original. The presence of counterfeit branded sneakers shoes is also not always negative because it helps the industry become more developed and famous.

4.1.5. Frequency Distribution of Purchase Intention Variable (Y2)

Mean variable of variable purchase intention is 3.47. It show that the overall respondents in this study neutral with the statement proposed in the questionnaire research. It also shows that consumers of counterfeit branded sneakers shoes in this research as respondents feel that they are interested in counterfeit branded sneakers shoes but feel hesitant if they have to buy counterfeit branded sneakers shoes.

4.2. Path Analysis Test Result

Table 1. The Result of Path Coefficient Testing of Brand Image, Social Factor, dan Personality Factor on Attitude toward Counterfeit Branded Sneaker Shoes.

Independent Variable	Dependent Variable	Beta	t	P-value	Notes
Brand Image	Attitude towards counterfeit branded sneaker shoes.	0.486	7.135	0.000	Significant
Social Factor		-0.128	-2.083	0.039	Significant
Personality Factor		0.365	5.448	0.000	Significant
R Square (R^2) = 0.640 N = 116					

Source: Appendix 9

H1: Brand Image has a significant influence on consumer's attitude towards counterfeit sneaker shoes.

The calculation result of the influence of brand image (X1) on attitude toward counterfeit branded sneaker shoes (Y1) show the significant influence. This can be proved by beta coefficient of 0.486 and the probability of ($0.000 < 0.05$), then partially Brand Image (X1) has significant influence on attitude toward counterfeit branded sneaker shoes (Y1).

H2: Social Factors has a significant influence on consumer's attitude towards counterfeit branded sneakers shoes product

The calculation result of the influence of Social Factor (X2) on attitude toward counterfeit branded sneaker shoes (Y1) show the significant influence. This can be proved by beta coefficient of -0.128 and the probability of ($0.039 < 0.05$), then partially Social Factor (X2) has significant influence on attitude toward counterfeit branded sneaker shoes (Y1).

H3: Personality Factors has a significant influence on consumer's attitude towards counterfeit branded sneakers shoes product

The calculation result of the influence of Personality Factor (X3) on attitude toward counterfeit branded sneaker shoes (Y1) show the significant influence. This can be proved by beta coefficient of 0.365 and the probability of ($0.000 < 0.05$), then partially Personality Factor (X3) has significant influence on attitude toward counterfeit branded sneaker shoes (Y1)

Table 2. The Result of Path Coefficient Testing of Attitude towards Counterfeit Branded Sneaker Shoes on Purchase Intention

Independent Variable	Dependent Variable	Beta	t	p-value	Notes
Attitude towards Counterfeit Branded Sneaker Shoes	Purchase Intention towards Counterfeit Branded Sneaker Shoes	0.298	2.406	0.018	Significant
R Square (R^2) = 0.386 N = 116					

Source: Appendix 10

H4: There is significant relationship between attitude and purchase intention towards counterfeit branded sneaker shoes.

The calculation result of the influence of Attitude toward counterfeit branded sneaker shoes (Y1) on purchase intention towards counterfeit branded sneaker shoes (Y2) show the significant influence. This can be proved by beta coefficient of 0.298 and the probability of ($0.018 < 0.05$), then partially

Attitude toward counterfeit branded sneaker shoes (Y1) has significant influence on purchase intention towards counterfeit branded sneaker shoes (Y2).

Table 3. The Result of Path Coefficient Testing of Brand Image, Social Factor, dan Personality Factor on Purchase Intention toward Counterfeit Branded Sneaker Shoes

Independent Variable	Dependent Variable	Beta	t	p-value	Notes
Brand Image	Purchase Intention towards Counterfeit Branded Sneaker Shoes	0.231	2.143	0.034	Significant
Social Factor		0.194	2.375	0.019	Significant
Personality Factor		0.246	2.489	0.014	Significant
R Square (R^2) = 0.386 N = 116					

Source: Appendix 10

H5: Brand image has a significant relationship with purchase intention towards counterfeit branded sneaker shoes

The calculation result of the influence of brand image (X1) on purchase intention towards counterfeit branded sneaker shoes (Y2) show the significant influence. This can be proved by beta coefficient of 0.231 and the probability of (0.034<0.05), then partially Brand Image (X1) has significant influence on purchase intention towards counterfeit branded sneaker shoes (Y2).

H6: Social factor has a significant relationship with purchase intention towards counterfeit branded sneaker shoes

The calculation result of the influence of Social Factor (X2) on purchase intention towards counterfeit branded sneaker shoes (Y2) show the significant influence. This can be proved by beta coefficient of 0.194 and the probability of (0.019<0.05), then partially Social Factor (X2) has significant influence on purchase intention towards counterfeit branded sneaker shoes (Y2).

H7: Personality factor has a significant relationship with purchase intention towards counterfeit branded sneaker shoes

The calculation result of the influence of Personality Factor (X3) on purchase intention towards counterfeit branded sneaker shoes (Y2) show the significant influence. This can be proved by beta coefficient of 0.246 and the probability of (0.014<0.05), then partially Personality Factor (X3) has significant influence on purchase intention towards counterfeit branded sneaker shoes (Y2).

4.2.1. Path Coefficient of Brand Image, Social Factor, and Personality Factor on Purchase Intention through Attitude towards Counterfeit Branded Sneaker Shoes.

a. Brand Image

$$\begin{aligned} \text{Direct Effect (DE)} &= PY_1X_1 \\ &= 0.486 \\ \text{Indirect Effect (IE)} &= PY_1X_1 \times PY_2Y_1 \\ &= 0.486 \times 0.298 \\ &= 0.145 \\ \text{Total Effect (TE)} &= PY_2X_1 + (PY_1X_1 \times PY_2Y_1) \\ &= 0.231 + 0.145 \\ &= 0.376 \end{aligned}$$

Based on the calculation above, the indirect effect of brand image on purchase intention through attitude towards counterfeit branded sneakers shoes is 0.145, therefore the influence total of brand image on purchase intention with (DE + IE) formula is 0.376.

b. Social Factor

$$\begin{aligned} \text{Direct Effect (DE)} &= PY_1X_2 \\ &= -0.128 \\ \text{Indirect Effect (IE)} &= PY_1X_2 \times PY_2Y_1 \\ &= -0.128 \times 0.298 \\ &= -0.038 \\ \text{Total Effect (TE)} &= PY_2X_2 + (PY_1X_2 \times PY_2Y_1) \\ &= 0,195 - 0,038 \\ &= 0,156 \end{aligned}$$

Based on the calculation above, the indirect effect of Social Factor on purchase intention through attitude towards counterfeit branded sneakers shoes is 0.038, therefore the influence total of Social Factor on purchase intention with (DE + IE) formula is 0.156.

c. Personality Factor

$$\begin{aligned} \text{Direct Effect (DE)} &= PY_1X_3 \\ &= 0.365 \\ \text{Indirect Effect (IE)} &= PY_1X_3 \times PY_2Y_1 \\ &= 0.365 \times 0.298 \\ &= 0.109 \\ \text{Total Effect (TE)} &= PY_2X_3 + (PY_1X_3 \times PY_2Y_1) \\ &= 0.246 + 0.109 \\ &= 0.355 \end{aligned}$$

Based on the calculation above, the indirect effect of Personality Factor on purchase intention through attitude towards counterfeit branded sneakers shoes is 0.109, therefore the influence total of Personality Factor on purchase intention with (DE + IE) formula is 0.355.

Path Analysis Result

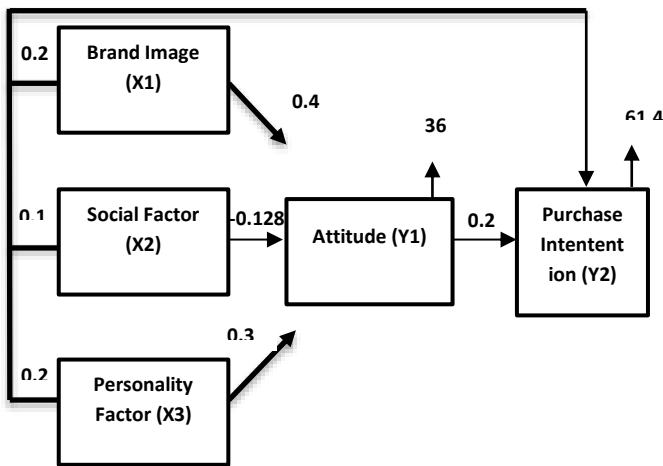


Figure 1. Diagram of Path Analysis Result of Brand Image, Social Factor, and Personality Factor on Purchase Intention through Attitude towards Counterfeit Branded Sneaker Shoes.

Based on the overall calculation that already done, this study yields the path coefficient between the variables described in Figure 4.1. The coefficient of brand image variable on attitude is 0.486 (0.000) and to purchase intention about 0.231 (0.034). Coefficient of variable social factor on attitude is 0.128 (0.034), and to purchase intention about 0.194 (0.019). Coefficient of variable personality factor is 0.365 (0.000) and to purchase intention about 0.246 (0.014). The coefficient of attitude on purchase intention about 0.298 (0.018). The result of path analysis diagram in Figure 4.1 has the following equation:

$$\text{Sub Struktur I: } Y1 = 0.486 X1 - 0.128 X2 + 0.365 X3$$

$$\text{Sub Struktur II: } Y2 = 0.231 X1 + 0.194 X2 + 0.246 X3 + 0.298 Y1$$

Assesment Model

$$R^2 \text{ model} = 1 - (1 - R^2_1) (1 - R^2_2)$$

$$= 1 - (1 - 0.640) (1 - 0.396)$$

$$= 1 - (0.360) (0.614)$$

$$= 1 - 0,221$$

$$= 0.779 \text{ atau } 77.9\%$$

The calculation of assessment model hypothesis show a result of 77.9%. It means the contribution of the structural model to describe the relation of the five model is 77.9%. While the rest of 22.1% is explained by other variables excluded in this research model. Based on the results of the data that has been obtained through the calculation of the overall path analysis, it can be conclude that the model of path analysis in this research is valid or feasible.

4.3. Discussion of the Research

1. The Influence of Brand Image toward Attitude

On this research, the sample is Undergraduate Students who have different background. Most students have not earned and their allowance. The ranges of their allowance/income from high to low. As we can see from Table 4.6 most of the respondents allowance are Rp. 985,000–1,570,000. This shows that on average of undergraduate student allowance is basically is not high enough to spend their money on just to buy branded sneaker shoes base on their background, difference allowance, different lifestyle, and different consumption. Base on the research, the more famous the product, the higher the consumer's desire to have branded sneakers shoes. These habits and the desire to buy branded sneakers shoes when their income is not high enough leads to the trend of supporting and having more intention to buy counterfeits. In addition, having branded sneakers will increase the prestige and attention of others. The results also show that respondents in this study tend to pay more attention to corporate image than other indicators. Corporate image have more attention from respondents of undergraduate students of University of Brawijaya because of the respondents pay more attention to the popularity of the company and the line of sale or company's network that easily found everywhere.

2. The Influence of Social Factor toward Attitude

In this study, social influence indicator shows that respondents' consumption patterns show that they are not buying counterfeit branded sneakers products because they follow the trend. Respondents prefer to use goods that are different from peoples around them even if it is counterfeit product to look interesting. Respondents also buy counterfeit branded sneaker shoes not from the suggestion of others but from their own desire. The first indicator of social factors that can influence the attitude is Social Influence, which is an attempt to change attitudes, beliefs, perceptions or behaviors or some others. Based on Table 4.17, in this study respondents did not buy counterfeit branded sneaker shoes for following the trend. They also tend to hesitate that they are confident when using counterfeit branded sneaker shoes. Respondents fear if others know they are using counterfeit branded sneaker shoes. Finally, respondents were hesitant

when receiving advice from others to buy counterfeit branded sneaker shoes.

3. The Influence of Personality Factor toward Attitude

The results of this study indicate that consumer attitudes who care about the value of the product, will give a positive impact on counterfeit products. This is because consumers consider cheaper prices on counterfeit goods is a value for them when buying counterfeit branded sneakers shoes rather than buying the original goods. If seen from the context of consumers in University of Brawijaya, this is because the characteristics of consumers in Indonesia are more sensitive to price, especially with the circulation of counterfeit branded sneaker shoes, consumers easily compare the price of counterfeit and original branded sneaker shoes. The more a consumer has a higher value consciousness the more they like a pair counterfeit branded sneaker shoes, especially with today's technological advancements they can get counterfeit branded sneaker shoes at cheap prices and have a very good quality product. On the other hand, if the respondent feels that counterfeit goods has a higher value than the original, the respondent will tend to disregard the social consequences arising from counterfeit product.

4. The Influence of Attitude toward Purchase Intention

Based on Table 4.22, shows the results of the path analysis have positive effect in attitude towards purchase intention indicated by the path coefficient of 0.231 and the result show a significant effect on the purchase intention with a probability of 0.034 ($p < 0.05$). Based on the results, the hypothesis states that attitude has a significant influence and a positive sign on attitude is accepted. The positive sign means that the higher attitude towards counterfeit branded sneaker shoes the higher purchase intention.

Consumer attitudes towards buying behavior is an important factor in the decision-making process by consumers. The role of government is very important in carrying out the function of law. The fact that consumers are not afraid of legal sanctions, because there is no example where a consumer is subject to fines or prison terms due to buying counterfeit products, because the one that usually exposed to punishment is manufacturer. Thus, there needs to be more strict legal sanctions from the

government in order to avoid the development of counterfeit products on the market today.

5. The Influence of Brand Image toward Purchase Intention

Based on Table 4.23, shows the results of the path analysis have positive effect in brand image towards purchase intention indicated by the path coefficient of 0.298 and the result show a significant effect on the purchase intention with a probability of 0.018 ($p < 0.05$). Based on the results, the hypothesis states that brand image has a significant influence and a positive sign on attitude is accepted. The positive sign means that the higher brand image the higher purchase intention.

The last is consumer image, consumers assume by using branded goods it will increase the self-value, prestige and will attract the attention of others. However, for the respondents that the undergraduate who are not all have income and not all the upper middle class, the price of original branded sneakers is not cheap. Because of this case, many counterfeit branded sneaker shoes sellers are targeting student as their consumers because of the financial limitations in buying genuine products.

6. The Influence of Social Factor toward Purchase Intention

Based on Table 3, shows the results of the path analysis have positive effect in social factor towards purchase intention indicated by the path coefficient of 0.194 and the result show a significant effect on the purchase intention with a probability of 0.019 ($p < 0.05$). Based on the results, the hypothesis states that social factor has a significant influence and a positive sign on attitude is accepted. The positive sign means that the higher social factor the higher purchase intention.

This shows that the greater the social factor then it can determine the interest of purchasing counterfeit branded sneaker shoes. According to Table 4.15, the results showed that the strongest indicator that supports social factors to the purchase intention of counterfeit branded sneaker shoes is informative susceptibility. Associated with social and personality factors, information susceptibility plays a critical role for individuals before making purchases of counterfeit goods, especially for those with little knowledge of a product or brand. Individuals who have high susceptibility information will seek opinions from others regarding their

purchasing intentions. Informative susceptibility is related to the decision in the purchase decision based on the information received. What will be the buying decision depends on the views and opinions of others. Based on the average perception, shows that the importance of seeking information in advance about counterfeit branded sneaker shoes that the respondents want before interested to buy. The information obtained from friends, family, or salespeople is what can encourage purchase intention because respondents consider the information obtained to encourage purchase intention because respondents perceive the information obtained to clarify the price and quality of counterfeit branded sneaker shoes to make the respondent understand the needs and desires so that purchase intention may occur.

7. The Influence of Personality Factor toward Purchase Intention

Based on Table 3, shows the results of the path analysis have positive effect in personality factor towards purchase intention indicated by the path coefficient of 0.246 and the result show a significant effect on the purchase intention with a probability of 0.014 ($p < 0.05$). Based on the results, the hypothesis states that personality factor has a significant influence and a positive sign on attitude is accepted. The positive sign means that the higher personality factor the higher purchase intention.

The value consciousness is the consumer's willingness to pay lower price reflects the consumer's attention to the price paid against the quality received in the purchase. People will tend to want to buy counterfeit goods, if they feel that there is more value in it. Based on the results shown from this study, respondents are more interested in counterfeit branded sneaker shoes because it has a cheap price, they get the same benefits with the original product. In addition, brand names counterfeit branded sneakers shoes are also one of the causes of consumer purchase intention in counterfeit branded sneakers shoes.

5. CONCLUSION AND SUGGESTION

5.1. Conclusion

1. The result show that brand image (X1) has positive and significant effect on attitude (Y1). This is proven by beta coefficient of 0.486 and the probability of (0.000<0.05), which means there is a significant effect.

2. The result show that social factors (X2) has negative and significant effect on attitude (Y1). This is proven by beta coefficient of -0.128 and probability of (0,039<0,05), which means there is significant effect.
3. The result show that personality factors (X3) has positive and significant effect on attitude (Y1). This is proven by beta coefficient of 0.365 and probability of (0.0000<0.05), which means there is significant effect.
4. The result show that attitude (Y1) has positive and significant effect on purchase intention (Y2). This is proven by beta coefficient of 0.298 and the probability of (0.018<0.05), which means there is a significant effect.
5. The result show that brand image (X1) has positive and significant effect on purchase intention (Y1). This is proven by beta coefficient of 0.231 and the probability of (0.034<0.05), which means there is a significant effect.
6. The result show that social factor (X2) has positive and significant effect on purchase intention (Y2). This is proven by beta coefficient of 0.194 and the probability of (0.019<0.05), which means there is a significant effect.
7. The result show that brand image (X3) has positive and significant effect on attitude (Y2). This is proven by beta coefficient of 0.246 and the probability of (0.014<0.05), which means there is a significant effect.

5.2. Suggestion

1. Counterfeit branded sneakers shoes in the market today have the qualities and attributes are getting better and similar to the original product. Therefore, manufacturers should always try to innovate (like a special design for their product brand) and create an interesting marketing strategy to minimize the development of counterfeit products so that consumers feel that they pay expensive for innovative and quality products.
2. For original product producers/manufacture, it is necessary to consider the existence of product counterfeiting which continues to expand in various countries. Considering the great loss to the company, the trademark owner must publish and recommend its authorized resellers or outlets so that consumers will be informed of the remittance outlets of the brand owners.

3. The company is also expected to perform appropriate segmenting, targeting, and positioning strategies to reduce fraud. In addition, improving the quality of a product is also important. A fake logo and design can convey the brand, but if the original product is far superior in the quality, it will be difficult for counterfeit products to follow.
4. For the policy makers should be able to make strict sanctions against producers of counterfeit products resulting in a deterrent effect. It also establishes strict rules and educates that importing counterfeit goods is not allowed, besides that the government is obliged to remind and educate the consumers through all communications and education. Such as business ethics education at universities in Indonesia, which must contain the phenomenon of counterfeiting as one of the wrong way of making money or doing business that is against ethics and law.
5. For the future research, research can be done on other fashion products such as shoes, clothing, accessories etc. Therefore, the results can be generalized, and done with the latest research period. In addition to fashion, in subsequent research is also highly discussed can examine about software piracy is very detrimental to the state or piracy of films that occur rampant in Indonesia.

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