

The Shopping Motivation Analysis Of Nike Shoes Counterfeit Among STIE PGRI Dewantara Students

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Submitted: January 2019, Revised: March 2019, Published: April 2019

Abstract

The purpose of this study is to find out and expand the shopping motivations that encourage consumers to use Nike shoes counterfeit products. This study uses descriptive research with quantitative survey research arch analysis techniques with a questionnaire as a data collection tool. The measurement scale used in this study is a Likert scale. Data analysis method used is descriptive analysis with SPSS for Windows. The results Showed that hedonic motivation predominates in encouraging consumers to buy and use the Nike shoe s counterfeit products Compared to the utilitarian motivation.

Keywords: *hedonic motivation, utilitarian motivation, counterfeit products*

A. INTRODUCTION

The development of *fashion* world is increase rapidly and makes consumers want a variety of the latest *fashion* products. One of the cause is internet, which is influencing in all life style (Mutiarni, R, 2016). Unfortunately, at this time *fashion* products, especially products that have well-known brands such as Louis Vuitton , Gucci, Nike, Adidas , and *fashion* products with other well-known brands experience a variety of imitation (*counterfeiting*). *Counterfeiting* is an illegal activity in terms of making a product that resembles the original product, with price and quality in terms of performance, reliability , or durability lower than the original product (Putri, 2017) . Generally speaking, *counterfeiting* can be described as fraudulent practices by attaching a trademark may mislead consumers in finding the original product (*original*) that consumers want to buy.

Counterfeit products are a problem for the industry on a global scale (Kolo, 2018). Based on reports from the *International Trademark Association* (INTA) and *The International Chamber of Commerce* the global economic value of counterfeiting and piracy of a product is expected to reach US \$ 2.3 trillion in 2022 (Salengke, 2018) . Domestically, *counterfeit* product growth tends to increase from year to year, and teenagers are the consumers who buy the most *counterfeit* products (Wijaya, Djalali, & Sofiah, 2015). The students as part of adolescents who always want to look different and be in the spotlight in every appearance are the main factors for producers to be more clever in looking for gaps in terms of production according to market demand, this results in the production of *counterfeit* products that are increasingly mushrooming today (Oktaviari & Hendrastomo, 2016) .

The Students who want to look *up to date* consciously do not want to miss to buy the products of *fashion* newest even with quality imitations (*counterfeit*) (Oktaviari & Hendrastomo, 2016) . The sense of dependence on the *fashion* world that is always changing into the motivation of consumers to always renew their daily *fashion* style (Cholifaturrosida, Mawardi, & Bafadhhal, 2018) . In following *fashion* trends , for example, such as shoe and bag trends , someone always wants to use products that have a well-known brand, but products with well-known brands have high or expensive prices, this is what makes consumers then prefer to buy *counterfeit* products , because the price is more affordable and the similarity of the

product to the original product (Oktaviari & Hendrastomo, 2016). This is quite acceptable to most people, it is proven that the sales of counterfeit products have a high enough position (MIAP, 2014). The ease of circulation of counterfeit products and the weaknesses of law in Indonesia are a problem for both the economy and society (Putri, 2017). The results of a survey conducted by the Indonesian Society Against Counterfeiting (MIAP) of various products that are often falsified throughout 2014 have cost the country up to Rp 65.1 trillion; The figure rose sharply from a survey in 2005 estimated to cost Rp. 4.41 trillion (Sharif, 2018).

At present, counterfeit products are also quite easy to find in Jombang, even being traded in strategic locations. In the pre-study of 10 respondents who prefer to buy counterfeit products obtained from that six people say influenced to buy counterfeit products because they are easy to find, while 4 others are not affected at all by the counterfeit products. From these results it can be concluded that the number of counterfeit products on the market can influence consumer purchasing decisions. One of the counterfeit products that are easily found in the Jombang area is shoe products. Based on data reported at <https://www.sneakersholic.com/>, Nike ranks first among various well-known forged shoe brands. With so many counterfeit products circulating so that many people have the desire to buy and use counterfeit products, this is supported by the results of pre-research that have been done previously, which states that the number of counterfeit products on the market can influence consumer purchasing decisions. Purchasing decision is defined as an activity where a person is directly involved in making a decision to purchase a product (Jayanti, 2015). According to Johannes, Ekasari, and Lestari (2018) purchasing decisions are based on consumer behavior, which behavior is driven by motivation. According to Schiffman and Kanuk (2008) motivation is an impulse from within a person to carry out an activity or certain activities, which then make consumers realize an action to achieve the goals and objectives of satisfaction. Every consumer has an overlapping purchase motivation. When consumers are motivated to consume or buy a product, the consumer not only emphasizes the benefits of a product, but also on pleasure or emotions (Cholifaturosida, Mawardi, & Bafadhal, 2018).

Referring to some of the descriptions that have been described above, the writer would like to further study the motivation (hedonic or utilitarian motivation) that encourages consumers to use Nike shoe counterfeit products.

B. LITERATURE REVIEW

1. Counterfeiting

Counterfeiting is an illegal activity in terms of making a product that resembles the original product, with price and quality in terms of performance, reliability, or durability lower than the original product (Putri, 2017). Counterfeit products are reproductions that appear identical to legitimate products in appearance, including packaging trademarks and labeling" (Ha&Lennon, 2006) Based on the tendency of imitators and buyer knowledge, counterfeit products can be divided into two, namely deceptive and nondeceptive; In deceptive counterfeiting consumers are not aware that the product purchased is an imitation and believe that the product purchased is genuine, whereas in no deceptive counterfeiting, consumers are aware that the product purchased is not an original product but still buys it (Grossman & Shapiro, 1998)

2. Hedonic motivation

Hedonic motivation is a shopping motivation that is based on the emotional needs of individuals which are primarily intended for pleasure and comfort (Saeed & Paracha, 2019). Consumers who are motivated based on hedonic needs can engage in shopping activities that involve *multisensory*, fantasy and emotional experiences (Moon, Javaid, Kiran, Cloud, & Farooq, 2018). *Hedonic* motivation can be associated with *fun and playfulness* rather than task completion (Hirschman & Holbrook, 1982). There are five dimensions of hedonic shopping motivation as identified by Ozen and Engizek (2013), including;

1. *Adventure shopping*, namely shopping motives due to stimulation that can arouse passion, feel that shopping is an experience, and by shopping consumers can feel that they have their own world. This means that consumers in this category are very happy and enjoy the atmosphere of shopping adventures, the pleasure of discovering new things (products, scenery, atmosphere, etc.).
2. *Idea shopping*, ie shopping activities are used to add and update consumer knowledge about trends and new emerging mode, as well as to see new innovations and products available in the market.
3. *Value shopping*, which is a shopping activity aimed at achieving better value by finding discounts, and hunting for products that have the lowest prices.
4. *Social shopping*, which is a form of shopping activities to look for fun that is done together with friends or family with the aim of interacting with others in shopping activities, the interaction can be in the form of exchange of information and experience on consumption of a product.
5. *Relaxation shopping*, namely shopping activities aimed at relieving stress and eliminating negative energy. Shopping experience in this category is a way to relax, improve mood, escape from the daily grind, or even just to cheer yourself up.

3. Utilitarian motivation

Motivation utilitarian is the motivation which consumers perform shopping activities because really need or want to get the functional benefits of a product (Soebandhi & Sukoco, 2015). Utilitarian motivation is usually assessed with a more conscious purpose including desires such as finding convenience, finding quality products or services, and reasonable price levels (Moon, Javaid, Kiran, Cloud, & Farooq, 2018). According to Cholifaturrosida, Mawardi, and Bafadhal (2018) utilitarian motivation refers to the benefits obtained depending on efficiency during the acquisition process.

According to Hartuti (2018), there are two dimensions of utilitarian shopping motivation, namely:

1. Efficiency (*efficiency*), i.e. consumers in purchasing a product have been determined as needed to save time and sources of funds during the shopping process.
2. Achievement (*achievement*), namely the achievement of shopping goals in the form of the discovery of products that are more specific than previously planned.

C. RESEARCH METHOD

1. Research Design

The kind of this research is quantitative descriptive by using survey approach. The data used is primary source which is taken from questionnaire collected to some samples of a population (Hasibuan, 2007). The measurement scale used in this study is a *Likert* scale. The research was conducted on students of STIE PGRI

Dewantara in 2016 until 2018 , because the younger students are many who use Nike products and always look *up to date* at every appearance. However, in this case the researcher did not know whether the Nike products used were genuine Nike products or *counterfeit* products . Therefore, the researchers limited the respondents in this study to a criteria that had bought and used Nike shoe *counterfeit* products .

2. Population and Sample

The population in the study is student STIE PGRI Dewantara group 2016 to 2018 amounted to 1,455 students . Total sample as many as 94 respondents were obtained from the Slovin formula. The method of taking sample was using non probably sampling by using purposive sampling.

3. Measurement of Research Variables

Research is using variables two variables independent , ie motivation hedonic and motivation utilitarian. Measurement of motivation hedonic refers to the concept that was developed by Krithika and Rajini (2017) which consists of each 2 item statement for adventure shopping, shopping ideas, value shopping, social shopping, and relaxation shopping . Motivation utilitarian based on the concept that proposed by Soebandhi and Sukoco (2015), covering each 2 item statement for efficiency (efficiency) and achievement (achievement). All items are given values use a scale of Likert 5 points , from 1- very not agree to 5-very agree .

D. ANALYSIS AND DISCUSSION

1. Characteristics of Respondents

The number of respondents in the study This is as much as 94 students STIE PGRI Dewantara year 2016 to 2018. The data of respondents who obtained classified based on the type of sex , age , years of force, Prodi and pocket money. Grouping who performed in the research is aimed to find out is clearly the picture of the respondents as research subject. The description of respondents based on table 1 is as follows : 94 respondents consisted of 49 (52.1%) students were male and the rest , i.e. 45 (47.9%) were female students . Most large respondents (54.3%) aged less than 20 years and the rest (45.7%) aged more than 20 years . Based in year , 31 (33%) of students is the Force in 2016, 28 (29.8%) are students Forces in 2017, and 35 (37.2%) are students of force by 2018. Respondents based Program Study , the most substantial (52 or 55.3%) are Management Study Program students , and 42 (44.7%) are Accounting Study Program students . Characteristics of respondents by group money pocket per day obtained 48 (51.1%) of students are having money pocket is less than Rp . 50.000, -, while 46 (48.9%) are students with an allowance of more than Rp . 50,000

Table 1. Characteristics of Respondents

No	Description	amount	Percentage
1	type sex		
	Male	49	52.1%
	Girl	45	47.9%
	Total	94	100%
2	Age		
	<20 years old	51	54.3%
	> 20 years old	43	45.7%
	Total	94	100%

3	Year		
	2016	31	33%
	2017	28	29.8%
	2018	35	37.2%
	Total	94	100%
4	Study program		
	Management	52	55.3%
	Accounting	42	44.7%
	Total	94	100%
5	Money Saku Per Day		
	< Rp . 50.000	48	51.1%
	> Rp . 50.000	46	48.9%
	Total	94	100%

Source : Primary data processed (2019)

2. Test Validity and Reliability

Validity test is used as a medium to measure the level of validity of an instrument (Ghozali, 2016) . Test the validity of the research is to use the technique of correlation product moment of Pearson . Instruments are valid must have a factor or an item with a value of r count is large than the value of the coefficient (0.30) . As a test try validities with a sample of 30 respondents. Reliabilities can be measured with a shared way , one of them using Cronbach Alpha (Son, 2018) . A questionnaire is said to be reliable if a person's answer to a statement is consistent from time to time . Questionnaire items are said to be reliable (feasible) if Cronbach's alpha > 0.6. Test results validity and test reliability as shown in Table 2:

Table 2: Test results for validity and reliability

No	Variable	Dimension	Item	R count	Cronbach's alpha
1	Hedonic motivation	Adventure shopping	x.1.1.1	0.680	.903
			x.1.1.2.	0.723	
		Shopping Idea	X1.2.1	0.816	
			X1.2.2	0.841	
		Value shopping	X1.3.1	.673	
			X1.3.2	0.742	
		Social shopping	X1.4.1	0.668	
			X1.4.2	0.790	
		Relaxation shopping	X1.5.1	0.780	
			X1.5.2	.652	
2	Utilitarian Motivation	Efficiency (Efficiency)	X2.1.1	0.817	0.714
			X2.1.2	0.747	
		Achievement (Achievement)	X2.2.1	0.734	
			X2.2.2	.659	

Source : Primary data processed (2019)

From table 2 above can be seen that the results of tests conducted on each statement on a variable hedonic motivation and motivation utilitarian value r calculated more substantial than the value of the coefficient of 0.3 , so that it can be said if all statement items variable is valid. U ji reliability were performed on both the variable has a value of Cronbach's alpha above 0.6 so declared all variables are reliable .

3. The Description of Hedonic Motivation Variable

The result of the distribution of the frequency response of respondents to each item can be seen in Table 3.

Table 3 Frequency Distribution of Hedonic Motivation

Item	STS		TS		N		S.		SS		The mean
	F	%	F	%	F	%	F	%	F	%	
X1.1.1	0	0	1	1,1	37	39.4	44	46.8	12	12.8	3.71
X1.1.2	0	0	1	1,1	12	12.8	33	35.1	48	51.1	4.36
X1.2.1	0	0	4	4,3	25	26.6	53	56.4	12	12.8	3.78
X1.2.2	0	0	3	3,2	9	9.6	42	44.7	40	42.6	4.27
X1.3.1	0	0	3	3,2	28	29.8	47	50	16	17	3.81
X1.3.2	1	1,1	7	7,4	32	34	48	51.1	6	6,4	3.54
X1.4.1	0	0	10	10.6	24	25.5	43	45.7	17	18.1	3.71
X1.4.2	0	0	7	7,4	34	36.2	40	42.6	13	13.8	3.63
X1.5.1	1	1,1	7	7,4	30	31.9	48	51.1	8	8.5	3.59
X1.5.2	1	1,1	4	4,3	18	19.1	48	51.1	23	24.5	3.94
Average											3.83

Source : Primary data processed (2019)

From table 3 it can be seen that the average score of the hedonic motivation variable is 3.83 which is included in the motivated criteria. This shows that the motivation of hedonic able to encourage students to purchase and use products counterfeit Nike shoes.

4. The Description of Motivation Utilitarian Variable

The frequency distribution response of respondents to each item can be seen in table 4:

Table 4 Frequency Distribution of Utilitarian Motivation

Item	STS		TS		N		S.		SS		The mean
	F	%	F	%	F	%	F	%	F	%	
X 2. 1. 1	0	0	0	0	37	39.4	43	45.7	14	14.9	3.76
X 2. 1. 2	0	0	3	3,2	40	42.6	25	26.6	26	27.7	3.79
X 2. 2.1	0	0	5	5,3	34	36.2	37	39.4	18	19.1	3.72
X 2. 2.2	2	2,1	3	3,2	29	30.9	48	51.1	12	12.8	3.69
Average											3.74

Source : Primary data processed (2019)

The distribution of frequency in table 4 can be stated that the utilitarian motivation variable has an average score of 3.74 which is included in the motivated criteria . This criterion can be interpreted that utilitarian motivation can encourage respondents to buy and use Nike shoes counterfeit products .

5. Discussion

This study aims to identify and explain the motivation shopping encourage consumer purchasing decisions on product counterfeit Nike shoes. According to Hirschman and Holbrook (1982) purchase motivation is classified into two types namely hedonic and utilitarian motivation .

Hedonic motivation is shopping motivation based on the emotional needs of individuals who are primarily intended to seek pleasure or happiness , fantasy , awakening and enjoyment (Krithika & Rajini, 2017) . From the description of the results of research on hedonic motivation variables, it can be seen that the assessment obtained is illustrated in graph 1.

From the graph 1 is known that the dimensions of that which has the highest average value that is on the adventure of shopping. Adventure shopping is defined as shopping activities carried out as an adventure or exploration to find something that is considered fun, new , and interesting. In adventure shopping , the item that received the most positive responses from respondents was "buying a Nike shoe counterfeit product just to try the latest shoe model". This is interpreted in deciding to purchase Nike counterfeit shoes, students only want to explore to try whether the latest Nike counterfeit shoes models are suitable for him or not.

The second dimension that affects hedonic motivation is idea shopping . Shopping ideas are defined as shopping activities undertaken by consumers to follow the latest trends and fashions and to see product innovations on the market. The idea of shopping items that received positive responses from respondents was "buying a counterfeit product from Nike shoes to make it look fashionable ". Can be interpreted as the idea of shopping carried out by students who buy and use Nike shoes counterfeit products only to support their appearance to make them look fashionable, so they do not look out of date and seem able to keep up with existing trends .

Then, the third dimension that affects hedonic motivation is relaxation shopping . Relaxation shopping is more on shopping activities aimed at relieving stress for a means of improving mood (mood). In relaxation shopping items that received positive responses from respondents namely "buying Nike shoes counterfeit products as a substitute for genuine Nike shoes products". Can be interpreted relaxation shopping conducted by students who buy and use Nike shoes counterfeit products more for a means to improve mood (mood) because consumers can not buy genuine Nike shoe products.

The dimension that has the first lowest value is found in social shopping . Social shopping is more about shopping activities carried out together with friends or family with the aim of interacting, exchanging information or experiences on the consumption of a product when shopping. On social shopping items that received positive responses from respondents was "buying a counterfeit of Nike shoes when shopping with friends". This means students decide in purchasing Nike shoes counterfeit products when shopping with friends, where opinions or suggestions from friends when shopping is done can also encourage students to make decisions about purchasing Nike shoes counterfeit products .

Furthermore, the dimension that has the second lowest value is value shopping . Value shopping is more a shopping pleasure when consumers find a discount or find a more affordable price on a product . The value shopping item that received positive responses from respondents was "buy a Nike shoe counterfeit product when there is a discount". Can be interpreted by students in deciding the purchase of Nike shoes

counterfeit products is when there is a discount, which with the discount students will feel a special pleasure, so that it encourages students to decide on purchasing Nike shoes counterfeit products .

The average value of variable dimensions in the category of hedonic motivation motivated. This research shows that the decision to purchase Nike shoes counterfeit products arises when students shop for exploration or just try the latest shoe models (adventure shopping) and when students shop to follow trends to look fashionable (idea shopping). These conditions indicate that consumers' shopping motivation is based on emotional needs intended to seek pleasure or happiness (hedonic motivation) able to encourage consumers to buy and use Nike shoes counterfeit products .

The results of this study support previous research by Varadaraj and Charumathi (2019) who in their research stated that hedonic motivation influences consumer purchasing decisions. This is in line with the results of Johannes, Ekasari, and Lestari (2018) who stated that hedonic activation has an important role in purchasing decisions.

Whereas utilitarian motivation is shopping motivation based on values that are more aware of the benefits and functions of the product (Soebandhi & Sukoco, 2015) . From the description of the results of research on the utilitarian motivation variable.

Through graph 2, it is known that the dimension which has the highest average value is efficiency. Efficiency is defined as shopping activities that have been determined as needed to save time and sources of funds during the shopping process. On the dimension of efficiency the items that received a positive response from respondents were "buying a *counterfeit of Nike shoes to be more efficient*". This can be interpreted that students in deciding to buy Nike shoe *counterfeit* products are determined according to their needs to save funding.

The next dimension that can influence utilitarian motivation is achievement. Achievement is a success in finding the desired product that turns out to be more than what was previously thought . The item achievement that received positive responses from respondents was that " Nike shoe counterfeit products are felt to have the same benefits as the original Nike shoe products". D nature of this case could mean that the benefits of the product counterfeit shoes Nike which is considered the same as the original Nike footwear product is an achievement which is owned products counterfeit shoes Nike . So that this motivates students to decide to buy Nike shoe counterfeit products .

And, it is known that the results of the overall average value of the dimensions of the utilitarian motivation variable entered into motivated criteria. In this study, the decision of STIE PGRI Dewantara students to buy Nike shoe counterfeit products has been determined from the beginning according to the need to save sources of funds (efficiency). These conditions indicate that consumers in buying and using Nike shoes *counterfeit* products also consider the utilitarian aspect, which in shopping will see the benefits and functions of the product.

The results support the previous research by Nadir (2018) which states that utilitarian motivation has a positive influence on purchasing decisions. Kurniawati (2019) in her research also mentioned that utilitarian motivation has an influence on consumer purchasing decisions.

From the analysis it is known that , good motivation and motivation hedonic utilitarian, able to drive consumer purchasing decisions on products counterfeit Nike shoes. The results of this study are in line with research conducted by Nadir (2018) who

explains that hedonic motivation and utilitarian motivation have a significant effect on consumer purchasing decisions.

This study also shows the difference that the motivation hedonic dominate in encouraging consumers to buy and use the product counterfeit Nike shoes compared with motivation utilitarian. This can be seen from the motivation of STIE PGRI Dewantara students in deciding the purchase of Nike shoes counterfeit products which are more based on exploration or just to try the latest shoe models (adventure shopping) and to follow trends to look fashionable (idea shopping) . The results of this study corroborate research conducted by Johannes, Ekasari, and Lestari (2018) which states the hedonic motivation dimension has an important role in purchasing decisions. And men carrying Varadaraj research and Charumathi (2019) who in his research mentioned that hedonic motivations have an influence on consumer purchasing decisions.

E. CONCLUSION

Based on the results of the analyst a and the discussion that has been done can be concluded that motivation and motivation hedonic utilitarian able to drive consumer purchasing decisions on products counterfeit Nike shoes. The results of this study also show that hedonic motivation dominates in encouraging consumers to buy and use Nike shoe counterfeit products compared to utilitarian motivation .

From the things mentioned in the above , the researchers put forward several suggestions that are expected to be beneficial for the company , the study further , as well as for the parties which others are related . The suggestions given include:

1. With the rise of Nike shoe counterfeit products on the market, the Nike company is expected to be more creative and able to provide different characteristics for each product produced .
2. Nike d nature of designing products shoe is expected to design that is simple and simple , so as not to be imitated , respect is based on the results of interviews with respondents , that consumers do not want to buy the product counterfeit shoes Nike are clearly visible clone and the designs are simple and simple is very look imitations
3. The Nike company can provide discounts or attractive offers while maintaining the quality of the product.
4. The Nike Company is expected to aggressively campaign or use advertisements containing buying or using counterfeit products is something that is wrong and unethical, so it is expected to make consumers feel guilty and ashamed when buying counterfeit products .
5. To the next study should be done by using the number of respondents more with more varied characteristics in order to improve the level of generality and diversity in research. In addition it also can be done in a place that is different in some cities, so as to provide a more thorough discussion of the results and increase the validity and generalizability.

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