

TABLE OF CONTENTS

	Pages
APPROVAL	i
LEGALIZATION.....	ii
DECLARATION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT.....	v
LIST OF TABLES	vii
LIST OF FIGURES.....	viii
TABLE OF APPENDICES	ix
ABSTRACT (IN ENGLISH).....	x
ABSTRACT (IN BAHASA INDONESIA).....	xi
CHAPTER 1. INTRODUCTION	1
1.1 Background of The Study.....	1
1.2 Problem Identification.....	3
1.3 Problem Formulation	5
1.4 Research Objectives	5
1.5 Research Contribution.....	6
CHAPTER 2. LITERATURE REVIEW	7
2.1 The Theory of Reasoned Action.....	7
2.2 Behavioral Intention.....	7
2.3 Brand Image.....	8
2.4 value Consciousness.....	9
2.5 Social Influence	9
2.6 personal Gratification.....	10
2.7 Attitude Towards Non-Deceptive Counterfeit Sneaker Product ...	11
2.8 Proposed Conceptual Framework.....	11
CHAPTER 3. RESEARCH METHOD	13
3.1 Type of Study	13
3.2 Research Subject.....	14
3.3 Sampling Method.....	14
3.3.1 Population.....	14
3.3.2 Sampling Design	15
3.3.3 Research Instruments and Data Collection.....	15
3.4 Research Variables and Operational	18
3.4.1 Independent Variable	18
3.4.1.1 Value Consciousness	18
3.4.1.2 Social Influence	19
3.4.1.3 Personal Gratification	19
3.4.1.4 Brand Image	20
3.4.2 Dependent Variable.....	21
3.4.2.1 Behavioral Intention	21
3.4.3 Mediating Variable	22
3.4.3.1 Attitude	22
3.5 Validity and Reliability Test.....	23

3.6	Statistical Tools for Data Analysis.....	24
3.6.1	Quantitative Analysis	24
3.6.2	Structural Equation Modeling (SEM)	24
3.6.2.1	Model Development Based on Theory	24
3.6.2.2	Path Diagram and Structural Equation	25
3.6.2.3	Choosing Input Matrix and Estimation Model.....	25
3.6.2.4	Structural Model Identification	25
3.6.2.5	Goodness of Fit Criteria	26
3.6.2.6	Model Interpretation	30
CHAPTER 4. DATA ANALYSIS AND DISCUSSIONS.....		31
4.1	Respondent Characteristic.....	31
4.2	Descriptive Analysis.....	34
4.2.1	Variable of Brand Image (X_1).....	35
4.2.2	Variable of Value (X_2).....	35
4.2.3	Variable of Social (X_3).....	36
4.2.4	Variable of Personal Gratification (X_4).....	37
4.2.5	Variable of Attitude (Z).....	37
4.2.6	Variable of Behavioral Intention (Y).....	38
4.3	Analysis Statistic.....	39
4.3.1	Validity and Reliability Test Result.....	39
4.3.2	Goodness of Fit.....	41
4.3.3	Hypothesis Test and Result.....	43
	Discussion.....	49
CHAPTER 5. CONCLUSION.....		52
	Conclusion.....	52
REFERENCES.....		54
APPENDICES		57

LIST OF TABLES

	Pages
TABLE 4.1.....	31
TABLE 4.2.....	31
TABLE 4.3.....	32
TABLE 4.4.....	33
TABLE 4.5.....	33
TABLE 4.6.....	35
TABLE 4.7.....	35
TABLE 4.8.....	36
TABLE 4.9.....	37
TABLE 4.10.....	37
TABLE 4.11.....	38
TABLE 4.12.....	40
TABLE 4.13.....	42
TABLE 4.14.....	44



LIST OF FIGURES

	Pages
FIGURE 1	12
FIGURE 2	17
FIGURE 3	44



TABLE OF APPENDICES

	Pages
QUESTIONNAIRE.....	57
AMOS RESULT	60
PER INDICATOR RESULT	88

