

# THE ROLE OF BRAND IMAGE, PRODUCT INVOLVEMENT, AND KNOWLEDGE IN EXPLAINING CONSUMER PURCHASE BEHAVIOR OF COUNTERFEIT BRANDED PRODUCTS OF CONVERSE

A BACHELOR DEGREE THESIS

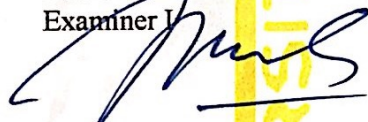
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, 2017 and Declared Acceptable

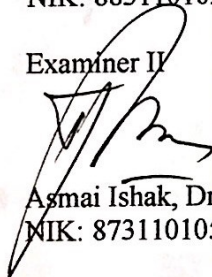
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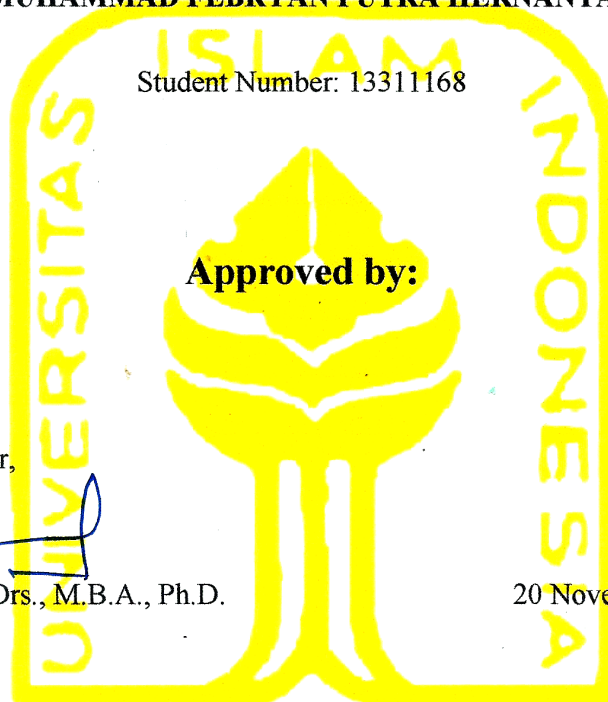
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20 November, 2017

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### DECLARATION OF AUTHENTICITY

Herein I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgement. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, 20 November, 2017



Muhammad Febryan Putra Hernanta

## *ACKNOWLEDGMENTS*

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

*Assalamualaikum Wr. Wb.*

*Alhamdulillah rabbil'alamin*, with the blessing of our one and only Lord, Allah SWT, this thesis entitled “The Role of Brand Image, Product Involvement, and Knowledge in Explaining Consumer Purchase Behavior of Converse Counterfeit Branded Products of Converse” can be done. Thesis writing is one of the requirements that a student should pass to obtain a bachelor degree in the Department of Management, Faculty of Economics, Universitas Islam Indonesia.

This thesis was done with the support and the encouragement from several parties. In this occasion, the researcher would like to give the gratitude to the following parties that had helped the researcher in doing the thesis:

1. Allah SWT, the Almighty God, the Most Merciful, there is no place to seek help other than Yours.
2. Muhammad SAW, the Great Prophet, who have given guidance to humanity onto the righteous way of Islam.
3. Muda Haribowo and Ratnawati Dwi Ananta, as my parents who always pushed me hard to finish my thesis every day.
4. Dana Putra Hernanta and Kintan Ayu Putri Hernanta, as my siblings who had given support and motivated me to finish this research.
5. Mr. Anas Hidayat, Ph.D. as the content advisor of this research, who had given direction and support in finishing this research.
6. Ms. Alfi Zakiya, S.Kom., S.pd. as the language advisor.

7. All the staffs in the International Program of the Faculty of Business and Economic, Universitas Islam Indonesia, who had me the best smile and services while I study in IP UII.
8. Hana Aulia Kusumawati, who always give me love and accompany me in any situations.
9. All the members of Nigga Family playing group: Batman aka Fadhil, Ayix aka Ayik, Pun aka Robby, Serge aka Rizqi, Dwita aka Dhito, DD aka Dyan and BBC aka Hady. Love you all, see you on top!
10. All the members of the International Program of the Faculty of Business and Economics, Universitas Islam Indonesia batch 2013. I thank you for our experiences together. May all of us be success in the future.
11. All members or the International Progran Forum, for all the love and experience that we do it together.
12. All the parties and people who gave me direct or indirect support.

This research is far from perfect, but, hopefully, this research could be useful for the marketing management study in the future.

*Wassalamualaikum Wr. Wb.*

Yogyakarta, 20 November, 2017

Muhammad Febryan Putra Hernanta