

**COUNTERFEIT FASHION PRODUCTS PURCHASE
INTENTION: THE PERSONAL VALUE AND SOCIAL
ASPECTS OF CONSUMERS AS DETERMINANTS IN
SEMARANG**



BACHELOR THESIS

Proposed as one of the requirements
to complete the International Undergraduate Program of
the Faculty of Economics and Business,
Diponegoro University

Compiled By:

Reyhan Almer Abdillah Ramadhan

NIM. 12010118190364

**DEPARTMENT OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS DIPONEGORO**

2023