

ABSTRACT

Counterfeit luxury fashion has grown into a lucrative and expanding business in recent years, and with technological advancements, it has readily expanded throughout Indonesian markets such as Semarang. The Theory of Planned Behavior was used in this study to investigate how social aspects and personal values impact Semarang, Indonesian Gen Y customer attitudes about counterfeit luxury items, as well as how consumer views mediating the two groups of variables on consumers' intention to buy. The data obtained from 156 respondents in Semarang City was analyzed using Structural Equation Modeling (SEM) and the Analysis of a Moment of Structures (AMOS) tool.

From the report's findings, price quality inference, integrity, and status consumption all have a favorable and substantial influence on attitudes toward counterfeit. Additionally, social influence and vanity have a favorable and significant effect on counterfeit products purchasing intention. Furthermore, one's attitude toward counterfeit fashion items has a considerable and beneficial influence on one's buy intention for counterfeit fashion products. As a result, in this investigation, all hypotheses were accepted. It is intended that the management implications of this research would provide a proposal for limiting the idea of price quality inference in counterfeit items by implementing patent or royalty rules, hence reducing the attitude towards counterfeit that influences purchase intention towards counterfeit products.

Keywords: *Counterfeit Luxury Fashion, Theory of Planned Behavior (TPB), Attitude Towards Counterfeit, Vanity, Social Influence, Purchase Intention, Generation Y*