

ABSTRACT

Bag is one of the fashion products that are in great demand both men and women. This can be seen from the high purchase of bag products, especially for consumers in Indonesia. Through data obtained from Statista Indonesia, in 2020 the number of bag purchases amounted to US \$ 1,133,000 and is predicted to increase to US \$ 2,390,000 in 2024. Through these data it appears that purchases of international branded products that are categorized as luxury have increased. This gives rise to new business opportunities for producers and distributors, namely selling counterfeit products to their potential customers, so that it becomes a challenge for companies that hold luxury brand distribution licenses in Indonesia. Licensing companies such as Mitra Adi Perkasa, Trans Lifestyle and Time International successfully collaborated with official companies in their respective countries in producing and distributing original luxury products. The company has also maximized marketing strategies such as increasing brand awareness by placing advertisements on social media, influencer marketing, maximizing content marketing, holding events, etc. But the fact is, the purchase of counterfeit products continues to increase.

This study aims to analyze the social influence, value awareness, materialism and attitude towards the brand towards customer purchasing decisions on famous brand imitation bags. The number of samples used was as many as 200 respondents selected by purposive sampling technique through a questionnaire to the famous brand imitation bag users of students at Diponegoro

University with Structural Equation Modeling (SEM) analysis techniques, using AMOS 22.00 analysis tools and assisted with analysis using SPSS.

The results of this study indicate that social influence, awareness of the value of materialism has a positive and significant influence on attitudes towards brands and attitudes towards brands have a positive and significant influence on purchasing decisions.

Keywords: social influence, value awareness, materialism, attitude towards brands, purchasing decisions