

BAB 5

SIMPULAN DAN SARAN

5.1. Simpulan

Dari hasil analisis dan pembahasan yang digunakan sesuai dengan tujuan hipotesis yang dilakukan dengan analisis *Structural Equation Modeling* (SEM) maka dapat ditarik kesimpulan sebagai berikut:

1. Berdasarkan pengujian hipotesis, Iklan berpengaruh terhadap Citra Merek artinya hipotesis diterima.
2. Berdasarkan pengujian hipotesis, Iklan berpengaruh terhadap Sikap artinya hipotesis diterima.
3. Berdasarkan pengujian hipotesis, Citra Merek berpengaruh terhadap Sikap artinya hipotesis diterima.
4. Berdasarkan pengujian hipotesis, Sikap berpengaruh terhadap Niat Beli artinya hipotesis diterima.
5. Berdasarkan pengujian hipotesis, Iklan berpengaruh terhadap Niat Beli melalui Citra Merek dan Sikap artinya hipotesis diterima.

5.2. Saran

Sebagai implikasi dari hasil penelitian ini, dapat dikemukakan beberapa saran sebagai berikut:

5.2.1. Saran Akademis

1. Bagi penelitian selanjutnya diharapkan bisa menambahkan variabel-variabel baru yang bisa mendukung terwujudnya *Niat Beli*, seperti variabel *Trust*. Atau melakukan penelitian di luar variabel yang digunakan dalam penelitian ini, misalnya pengaruh *Iklan* terhadap *Niat Pembelian Ulang* (*repurchase Intention*) melalui *Citra Merek* dan

Sikap ataupun mengkombinasikan salah satu variabel dalam penelitian ini dengan variabel lain di luar dari variabel dalam penelitian ini.

2. Domisili responden penelitian terbatas hanya pada area Surabaya, sehingga belum menggambarkan kondisi pasar secara luas. Maka dari itu peneliti menyarankan agar memperluas domisili responden yang akan diteliti.

5.2.2.Saran Praktis

1. Perusahaan harus selalu menjaga eksistensi merek pada penggunaan materi-materi periklanan, seperti halnya iklan televisi yang digunakan pada penelitian ini. Namun yang harus diperhatikan adalah bagaimana perusahaan dapat menggunakan kekuatan *iklan* untuk meningkatkan *Citra Merek* yang kuat dan positif dipikiran konsumen, agar sikap yang diberikan konsumen kepada perusahaan dapat searah dengan yang mereka peroleh lewat *Iklan* dan *Citra Merek* dalam pemikiran mereka.
2. Perusahaan harus dapat mempertahankan dan mengembangkan strategi pemasaran yang sangat unik yang dimiliki perusahaan seperti *Mizone city project* dan *Iklan* dengan tema *Street Musical* agar dapat memiliki keunikan dari pesaing dan menjadi nilai tambah yang positif bagi perusahaan.
3. Perusahaan sebaiknya meningkatkan kepercayaan merek dengan cara memberikan kualitas yang baik terhadap produk-produk yang dihasilkan oleh perusahaan, sehingga nantinya konsumen percaya bahwa produk yang dihasilkan perusahaan tidak akan mengecewakan dan bermanfaat bagi konsumen.

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LAMPIRAN 1

KUESIONER

Kepada responden yang terhormat,

Saya mahasiswa Unika Widya Mandala Surabaya

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Dalam rangka memenuhi tugas akhir, saya mahasiswa Jurusan Manajemen Fakultas Bisnis Universitas Widya Mandala Surabaya melakukan penelitian dengan judul “Pengaruh Iklan terhadap Niat Beli melalui Citra Merek dan Sikap Produk Mizone di Surabaya”. Data atau informasi yang terkumpul hanya akan saya gunakan untuk keperluan penelitian dan tidak dipublikasi. Saya mengucapkan banyak terima kasih atas bantuan, partisipasi dan kerja sama yang anda berikan.

Surabaya 2012,

Peneliti

I. Identitas Responden

Petunjuk : beri tanda silang (X) pada jawaban yang sesuai dengan kondisi anda :

1. Pernah melihat iklan Mizone :
 - a. Pernah
 - b. Tidak Pernah
2. Pernah membeli produk Mizone :
 - a. Pernah
 - b. Tidak Pernah
3. Pernah mengonsumsi produk Mizone :
 - a. Pernah
 - b. Tidak Pernah
4. Domisili anda saat ini :
 - a. Surabaya
 - b. Luar Surabaya
5. Usia anda saat ini :
 - a. <17 tahun
 - b. \geq 17 tahun

Bagian II

Berilah tanda silang (X) pada jawaban yang anda anggap paling sesuai, dimana jawaban terdapat skor skala nilai yang telah ditetapkan, yaitu :

Keterangan :

STS : Sangat Tidak Setuju

TS : Tidak Setuju

KS : Kurang Setuju

S : Setuju

SS : Sangat Setuju

No	Pertanyaan	STS	TS	KS	S	SS
Iklan (X₁)						
1	Menurut saya, iklan Mizone sangat menarik perhatian					
2	Menurut saya, iklan Mizone tidak monoton					
3	Menurut saya, iklan Mizone menginformasikan keunggulan produk					
4	Menurut saya, pesan yang disampaikan dalam iklan Mizone mudah dipahami					
Citra Merek (Y₁)						
5	Menurut saya, Mizone mencerminkan kualitasnya					
6	Menurut saya, Mizone mencerminkan kredibilitas produk					

7	Menurut saya, Mizone menjadi alternatif pilihan konsumen					
8	Menurut saya, Mizone memiliki keunikan dan keunggulan dari produk lainnya					
Sikap (Y₂)						
9	Saya berpendapat bahwa iklan Mizone menyediakan informasi yang berguna bagi konsumen					
10	Saya merasa, iklan Mizone sangat menghibur					
11	Saya merasa iklan Mizone dapat mempresentasikan pengalaman model iklan					
12	Saya merasa, iklan Mizone dapat membentuk kepercayaan konsumen tentang produk					
13	Mizone mudah diingat konsumen					
14	Mizone disukai konsumen					
15	Mizone menjadi pilihan konsumen					
Niat Beli (Y₃)						
16	Menurut saya melalui iklan pencarian informasi mengenai Mizone semakin tinggi					
17	Saya memiliki keinginan untuk membeli atau mencari Mizone					
18	Saya memiliki preferensi bahwa produk dengan					

	merek Mizone yang paling diinginkan					
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Responden	X1.1	X1.2	X1.3	X1.4	Y1.1	Y1.2	Y1.3	Y1.4	Y2.1	Y2.2	Y2.3
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4	4	4	4	5	4	4
4	4	4	3	4	4	3
5	5	5	4	3	4	4
4	4	4	4	5	4	4
4	3	4	4	3	4	4
4	4	4	4	3	4	4
4	4	4	4	3	4	3
4	4	4	4	4	4	4
4	5	4	3	4	3	4
4	4	4	5	4	3	4
3	4	4	3	4	4	4
4	4	4	4	4	3	4
5	4	4	4	4	4	3
5	4	4	4	4	5	4
4	3	3	3	4	4	3
4	4	4	4	4	4	4
5	4	4	2	2	2	1
5	5	5	5	4	5	5
5	5	5	5	4	5	5
4	4	4	4	4	4	4
5	4	4	2	2	2	1
5	5	5	5	4	5	5

5	5	5	5	4	5	5
4	3	3	4	3	4	4
2	2	2	2	2	2	2
3	3	3	2	3	3	4
4	4	4	4	3	4	4
4	4	4	4	3	4	3
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4	3	4	4	4	4	4
5	4	4	4	5	4	4
5	4	4	3	3	4	3
5	5	5	5	5	5	5
5	5	5	5	5	5	5
3	2	2	3	2	2	2
5	5	5	5	4	5	5
4	4	4	4	4	3	4
3	4	4	4	4	4	3
4	4	3	4	3	3	4
4	4	3	4	4	4	4
4	4	4	4	4	4	4

4	4	3	3	4	4	3
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5	4	5	3	4	4	4
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4	5	4	4	4	4	4
4	4	3	2	2	2	2
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4	5	5	5	4	5	4
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4	4	3	2	2	2	4
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4	4	4	5	5	4	4
4	4	4	4	4	4	4
4	4	4	4	4	4	4
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4	4	5	4	4	4	4
4	5	4	2	2	2	1
5	5	4	5	4	5	5
5	4	4	5	4	5	5
5	4	5	5	4	4	4
5	4	5	4	4	4	4
4	4	4	5	5	5	5
3	3	2	3	3	2	3
4	4	4	4	5	4	4
5	4	5	4	4	4	4
2	2	2	1	5	4	4
4.073333	3.96	3.9	3.82	3.726667	3.8	3.773333
0.803488	0.82641	0.825353	0.941725	0.818385	0.94833	0.949367

Lampiran 3

UJI NORMALITAS

Univariate Summary Statistics for Continuous Variables

Variable Mean St. Dev. T-Value Skewness Kurtosis Minimum Freq.
Maximum Freq.

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum Freq.	Maximum Freq.
X1.1 27	3.807	0.888	52.524	-0.197	-0.017	1.097	1 5.218
X1.2 37	3.853	0.958	49.258	-0.263	-0.335	1.211	2 5.171
X1.3 38	3.880	0.962	49.406	-0.265	-0.301	1.210	2 5.194
X1.4 33	3.880	0.933	50.906	-0.216	-0.007	1.241	2 5.264
Y1.1 30	3.773	0.970	47.626	-0.225	-0.162	1.241	3 5.237
Y1.2 33	3.753	1.061	43.308	-0.234	-0.341	1.435	8 5.286
Y1.3 45	3.887	1.121	42.483	-0.300	-0.488	1.463	9 5.302
Y1.4 28	3.680	1.107	40.709	-0.178	-0.323	1.504	13 5.397
Y2.1 25	3.713	0.907	50.122	-0.094	-0.490	2.154	21 5.184
Y2.2 40	3.853	1.026	46.009	-0.275	-0.387	1.172	3 5.218
Y2.3 37	3.993	0.807	60.618	-0.262	-0.044	1.515	1 5.126
Y2.4 44	4.073	0.803	62.089	-0.252	-0.365	2.346	10 5.118
Y2.5 32	3.960	0.826	58.687	-0.220	0.283	1.592	2 5.218
Y2.6 32	3.900	0.825	57.872	-0.184	-0.299	2.227	12 5.127
Y2.7 33	3.820	0.942	49.680	-0.211	-0.299	0.972	1 5.189

Lampiran 3

Y3.1	3.727	0.818	55.771	-0.134	-0.017	2.196	17	5.232
18								
Y3.2	3.800	0.948	49.076	-0.214	-0.112	1.158	2	5.241
30								
Y3.3	3.773	0.949	48.678	-0.222	0.060	1.471	5	5.301
26								

Test of Univariate Normality for Continuous Variables

	Skewness		Kurtosis		Skewness and Kurtosis	
Variable	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value
X1.1	-1.010	0.313	0.119	0.905	1.034	0.596
X1.2	-1.343	0.179	-0.877	0.380	2.575	0.276
X1.3	-1.351	0.177	-0.753	0.451	2.394	0.302
X1.4	-1.106	0.269	0.147	0.883	1.245	0.537
Y1.1	-1.150	0.250	-0.298	0.766	1.411	0.494
Y1.2	-1.196	0.232	-0.900	0.368	2.242	0.326
Y1.3	-1.523	0.128	-1.490	0.136	4.540	0.103
Y1.4	-0.913	0.361	-0.833	0.405	1.527	0.466
Y2.1	-0.487	0.626	-1.503	0.133	2.495	0.287
Y2.2	-1.402	0.161	-1.072	0.284	3.113	0.211
Y2.3	-1.336	0.182	0.047	0.963	1.786	0.409
Y2.4	-1.286	0.198	-0.988	0.323	2.630	0.268
Y2.5	-1.125	0.260	0.834	0.405	1.961	0.375
Y2.6	-0.943	0.346	-0.749	0.454	1.450	0.484
Y2.7	-1.084	0.279	-0.748	0.455	1.733	0.420
Y3.1	-0.690	0.490	0.120	0.904	0.490	0.783
Y3.2	-1.094	0.274	-0.147	0.883	1.219	0.544
Y3.3	-1.138	0.255	0.320	0.749	1.397	0.497

Relative Multivariate Kurtosis = 1.102

Lampiran 3

Test of Multivariate Normality for Continuous Variables

Skewness			Kurtosis			Skewness and Kurtosis	
Value	Z-Score	P-Value	Value	Z-Score	P-Value	Chi-Square	P-Value
73.457	12.352	0.000	396.671	6.533	0.000	195.243	0.000

OUTPUT TEKS

PENGARUH IKLAN TERHADAP NIAT BELI MELALUI CITRA
MEREK DAN SIKAP
OBSERVED VARIABLE X1.1 X1.2 X1.3 X1.4 Y1.1 Y1.2 Y1.3 Y1.4
Y2.1 Y2.2 Y2.3 Y2.4 Y2.5 Y2.6 Y2.7 Y3.1 Y3.2 Y3.3
COVARIANCE MATRIX FROM FILE D:\LENSA.COV
SAMPLE SIZE 150
LATENT VARIABLES X1 Y1 Y2 Y3
RELATIONSHIPS:
 $X1.1 = 1 * X1$
 $X1.2 - X1.4 = X1$
 $Y1.1 = 1 * Y1$
 $Y1.2 - Y1.4 = Y1$
 $Y2.1 = 1 * Y2$
 $Y2.2 - Y2.7 = Y2$
 $Y3.1 = 1 * Y3$
 $Y3.2 - Y3.3 = Y3$
 $Y1 = X1$
 $Y2 = X1 Y1$
 $Y3 = Y2$
OPTIONS: SS SC EF RS
PATH DIAGRAM
END OF PROGRAM

Lampiran 3

MODEL HUBUNGAN

PENGARUH IKLAN TERHADAP NIAT BELI MELALUI CITRA MEREK DAN SIKAP

Covariance Matrix

	Y1.1	Y1.2	Y1.3	Y1.4	Y2.1	Y2.2
Y1.1	0.94					
Y1.2	0.63	1.13				
Y1.3	0.56	0.89	1.26			
Y1.4	0.58	0.84	0.98	1.23		
Y2.1	0.49	0.53	0.57	0.65	0.82	
Y2.2	0.48	0.58	0.67	0.68	0.57	1.05
Y2.3	0.28	0.36	0.44	0.49	0.43	0.55
Y2.4	0.39	0.35	0.42	0.41	0.42	0.44
Y2.5	0.29	0.47	0.46	0.45	0.38	0.34
Y2.6	0.37	0.43	0.52	0.53	0.47	0.46
Y2.7	0.51	0.65	0.65	0.73	0.55	0.61
Y3.1	0.39	0.44	0.46	0.52	0.39	0.40
Y3.2	0.47	0.72	0.65	0.71	0.53	0.51
Y3.3	0.42	0.71	0.68	0.70	0.47	0.50
X1.1	0.44	0.41	0.47	0.48	0.45	0.45
X1.2	0.43	0.62	0.60	0.61	0.50	0.55
X1.3	0.42	0.54	0.56	0.54	0.48	0.57
X1.4	0.49	0.56	0.52	0.53	0.52	0.53

Covariance Matrix

	Y2.3	Y2.4	Y2.5	Y2.6	Y2.7	Y3.1
Y2.3	0.65					
Y2.4	0.41	0.65				
Y2.5	0.38	0.41	0.68			
Y2.6	0.35	0.44	0.41	0.68		

Lampiran 3

Y2.7	0.37	0.38	0.38	0.47	0.89	
Y3.1	0.22	0.19	0.20	0.27	0.46	0.67
Y3.2	0.34	0.32	0.41	0.42	0.58	0.46
Y3.3	0.32	0.29	0.38	0.38	0.58	0.48
X1.1	0.32	0.36	0.43	0.38	0.39	0.26
X1.2	0.48	0.43	0.49	0.42	0.50	0.31
X1.3	0.45	0.48	0.48	0.45	0.50	0.32
X1.4	0.46	0.40	0.43	0.36	0.49	0.30

Covariance Matrix

	Y3.2	Y3.3	X1.1	X1.2	X1.3	X1.4
Y3.2	0.90					
Y3.3	0.68	0.90				
X1.1	0.35	0.30	0.79			
X1.2	0.49	0.45	0.50	0.92		
X1.3	0.47	0.41	0.49	0.68	0.93	
X1.4	0.48	0.44	0.37	0.51	0.47	0.87

PENGARUH IKLAN TERHADAP NIAT BELI MELALUI CITRA MEREK DAN SIKAP

Number of Iterations = 14

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$Y1.1 = 1.00 * Y1, \text{ Errorvar.} = 0.53, R^2 = 0.43$$

(0.066)
8.09

Lampiran 3

$$Y1.2 = 1.39*Y1, \text{ Errorvar.} = 0.33, R^2 = 0.70$$

(0.16)	(0.048)
8.86	6.91

$$Y1.3 = 1.52*Y1, \text{ Errorvar.} = 0.31, R^2 = 0.76$$

(0.17)	(0.048)
9.10	6.38

$$Y1.4 = 1.53*Y1, \text{ Errorvar.} = 0.27, R^2 = 0.78$$

(0.17)	(0.045)
9.19	6.11

$$Y2.1 = 1.00*Y2, \text{ Errorvar.} = 0.30, R^2 = 0.63$$

(0.039)	
7.74	

$$Y2.2 = 1.07*Y2, \text{ Errorvar.} = 0.45, R^2 = 0.57$$

(0.11)	(0.057)
10.20	7.95

$$Y2.3 = 0.81*Y2, \text{ Errorvar.} = 0.31, R^2 = 0.53$$

(0.084)	(0.038)
9.71	8.06

$$Y2.4 = 0.80*Y2, \text{ Errorvar.} = 0.31, R^2 = 0.52$$

(0.083)	(0.039)
9.59	8.08

$$Y2.5 = 0.81*Y2, \text{ Errorvar.} = 0.34, R^2 = 0.51$$

(0.086)	(0.042)
9.46	8.11

$$Y2.6 = 0.86*Y2, \text{ Errorvar.} = 0.29, R^2 = 0.57$$

(0.085)	(0.037)
10.18	7.96

Lampiran 3

$$Y2.7 = 1.03 * Y2, \text{ Errorvar.} = 0.33, R^2 = 0.62$$

(0.095)	(0.043)
10.83	7.78

$$Y3.1 = 1.00 * Y3, \text{ Errorvar.} = 0.34, R^2 = 0.49$$

(0.044)
7.67

$$Y3.2 = 1.45 * Y3, \text{ Errorvar.} = 0.20, R^2 = 0.77$$

(0.15)	(0.040)
9.68	5.09

$$Y3.3 = 1.41 * Y3, \text{ Errorvar.} = 0.25, R^2 = 0.73$$

(0.15)	(0.042)
9.47	5.80

$$X1.1 = 1.00 * X1, \text{ Errorvar.} = 0.41, R^2 = 0.48$$

(0.052)
7.84

$$X1.2 = 1.30 * X1, \text{ Errorvar.} = 0.28, R^2 = 0.70$$

(0.14)	(0.042)
9.30	6.59

$$X1.3 = 1.27 * X1, \text{ Errorvar.} = 0.31, R^2 = 0.66$$

(0.14)	(0.045)
9.11	6.89

$$X1.4 = 1.09 * X1, \text{ Errorvar.} = 0.42, R^2 = 0.51$$

(0.13)	(0.055)
8.09	7.73

Lampiran 3

Structural Equations

$$Y1 = 0.82 * X1, \text{ Errorvar.} = 0.15, R^2 = 0.63$$

(0.13) (0.039)
6.58 3.83

$$Y2 = 0.45 * Y1 + 0.73 * X1, \text{ Errorvar.} = 0.036, R^2 = 0.93$$

(0.11) (0.13) (0.015)
4.16 5.77 2.32

$$Y3 = 0.66 * Y2, \text{ Errorvar.} = 0.10, R^2 = 0.69$$

(0.083) (0.025)
7.95 3.98

Reduced Form Equations

$$Y1 = 0.82 * X1, \text{ Errorvar.} = 0.15, R^2 = 0.63$$

(0.13)
6.58

$$Y2 = 1.10 * X1, \text{ Errorvar.} = 0.066, R^2 = 0.87$$

(0.13)
8.49

$$Y3 = 0.73 * X1, \text{ Errorvar.} = 0.13, R^2 = 0.61$$

(0.11)
6.85

Lampiran 3

Variances of Independent Variables

X1

0.38
(0.08)
4.68

Covariance Matrix of Latent Variables

	Y1	Y2	Y3	X1
	-----	-----	-----	-----
Y1	0.41			
Y2	0.41	0.52		
Y3	0.27	0.34	0.33	
X1	0.31	0.42	0.27	0.38

Goodness of Fit Statistics

Degrees of Freedom = 131

Minimum Fit Function Chi-Square = 326.54 (P = 0.0)

Normal Theory Weighted Least Squares Chi-Square = 332.98 (P = 0.0)

Estimated Non-centrality Parameter (NCP) = 201.98

90 Percent Confidence Interval for NCP = (151.97 ; 259.67)

Minimum Fit Function Value = 2.19

Population Discrepancy Function Value (F0) = 1.36

90 Percent Confidence Interval for F0 = (1.02 ; 1.74)

Root Mean Square Error of Approximation (RMSEA) = 0.10

90 Percent Confidence Interval for RMSEA = (0.088 ; 0.12)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 2.77

90 Percent Confidence Interval for ECVI = (2.44 ; 3.16)

ECVI for Saturated Model = 2.30

ECVI for Independence Model = 45.73

Chi-Square for Independence Model with 153 Degrees of Freedom = 6778.42

Independence AIC = 6814.42

Model AIC = 412.98

Saturated AIC = 342.00

Independence CAIC = 6886.61

Model CAIC = 573.40

Saturated CAIC = 1027.82

Normed Fit Index (NFI) = 0.95

Non-Normed Fit Index (NNFI) = 0.97

Parsimony Normed Fit Index (PNFI) = 0.81

Comparative Fit Index (CFI) = 0.97

Incremental Fit Index (IFI) = 0.97

Relative Fit Index (RFI) = 0.94

Critical N (CN) = 79.29

Root Mean Square Residual (RMR) = 0.055

Standardized RMR = 0.064

Goodness of Fit Index (GFI) = 0.80

Adjusted Goodness of Fit Index (AGFI) = 0.74

Parsimony Goodness of Fit Index (PGFI) = 0.61

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
Y1.2	Y3	10.1	0.55
Y2.3	Y3	10.1	-0.60
Y2.4	Y1	13.3	-0.79
Y2.4	Y3	16.9	-0.79
Y2.7	Y1	8.8	0.69
Y2.7	Y3	12.3	0.71
Y1	Y3	27.8	0.90
Y3	Y1	31.0	0.85
Y3	X1	9.4	-0.77

Lampiran 3

The Modification Indices Suggest to Add an Error Covariance
Between and Decrease in Chi-Square New Estimate

Y3	Y1	27.8	0.09
Y2.3	Y2.2	10.9	0.11
Y2.4	Y2.3	8.6	0.08
Y2.5	Y2.2	14.0	-0.13
Y2.5	Y2.4	8.6	0.08
Y2.6	Y2.4	13.7	0.10
Y3.1	Y2.5	8.0	-0.09
X1.3	X1.2	11.1	0.12

PENGARUH IKLAN TERHADAP NIAT BELI MELALUI CITRA MEREK DAN SIKAP

Standardized Solution

LAMBDA-Y

	Y1	Y2	Y3
	-----	-----	-----
Y1.1	0.64	--	--
Y1.2	0.89	--	--
Y1.3	0.97	--	--
Y1.4	0.98	--	--
Y2.1	--	0.72	--
Y2.2	--	0.77	--
Y2.3	--	0.59	--
Y2.4	--	0.58	--
Y2.5	--	0.59	--
Y2.6	--	0.62	--
Y2.7	--	0.74	--
Y3.1	--	--	0.57
Y3.2	--	--	0.83
Y3.3	--	--	0.81

Lampiran 3

LAMBDA-X

	X1
X1.1	0.62
X1.2	0.80
X1.3	0.78
X1.4	0.67

BETA

	Y1	Y2	Y3
Y1	--	--	--
Y2	0.39	--	--
Y3	--	0.83	--

GAMMA

	X1
Y1	0.79
Y2	0.62
Y3	--

Correlation Matrix of ETA and KSI

	Y1	Y2	Y3	X1
Y1	1.00			
Y2	0.89	1.00		
Y3	0.74	0.83	1.00	
X1	0.79	0.93	0.78	1.00

Lampiran 3

PSI

Note: This matrix is diagonal.

Y1	Y2	Y3
0.37	0.07	0.31

Regression Matrix ETA on KSI (Standardized)

X1	
Y1	0.79
Y2	0.93
Y3	0.78

PENGARUH IKLAN TERHADAP NIAT BELI MELALUI CITRA MEREK DAN SIKAP

Completely Standardized Solution

LAMBDA-Y

	Y1	Y2	Y3
Y1.1	0.66	--	--
Y1.2	0.84	--	--
Y1.3	0.87	--	--
Y1.4	0.88	--	--
Y2.1	--	0.80	--
Y2.2	--	0.75	--
Y2.3	--	0.73	--
Y2.4	--	0.72	--
Y2.5	--	0.71	--
Y2.6	--	0.75	--
Y2.7	--	0.79	--
Y3.1	--	--	0.70

Lampiran 3

Y3.2	--	--	0.88
Y3.3	--	--	0.85

LAMBDA-X

	X1
X1.1	0.69
X1.2	0.83
X1.3	0.81
X1.4	0.72

BETA

	Y1	Y2	Y3
Y1	--	--	--
Y2	0.39	--	--
Y3	--	0.83	--

GAMMA

	X1
Y1	0.79
Y2	0.62
Y3	--

Correlation Matrix of ETA and KSI

	Y1	Y2	Y3	X1
Y1	1.00			
Y2	0.89	1.00		
Y3	0.74	0.83	1.00	
X1	0.79	0.93	0.78	1.00

Lampiran 3

PSI

Note: This matrix is diagonal.

Y1	Y2	Y3
0.37	0.07	0.31

THETA-EPS

Y1.1	Y1.2	Y1.3	Y1.4	Y2.1	Y2.2
0.57	0.30	0.24	0.22	0.37	0.43

THETA-EPS

Y2.3	Y2.4	Y2.5	Y2.6	Y2.7	Y3.1
0.47	0.48	0.49	0.43	0.38	0.51

THETA-EPS

Y3.2	Y3.3
0.23	0.27

THETA-DELTA

X1.1	X1.2	X1.3	X1.4
0.52	0.30	0.34	0.49

Regression Matrix ETA on KSI (Standardized)

X1
Y1 0.79

Lampiran 3

Y2 0.93

Y3 0.78

PENGARUH IKLAN TERHADAP NIAT BELI MELALUI CITRA MEREK DAN SIKAP

Total and Indirect Effects

Total Effects of KSI on ETA

X1

Y1 0.82
(0.13)
6.58

Y2 1.10
(0.13)
8.49

Y3 0.73
(0.11)
6.85

Indirect Effects of KSI on ETA

X1

Y1 --

Y2 0.37
(0.09)
4.24

Lampiran 3

Y3 0.73
(0.11)
6.85

Total Effects of ETA on ETA

	Y1	Y2	Y3
	-----	-----	-----
Y1	--	--	--
Y2	0.45 (0.11) 4.16	--	--
Y3	0.29 (0.08) 3.91	0.66 (0.08) 7.95	--

Largest Eigenvalue of $B*B'$ (Stability Index) is 0.437

Indirect Effects of ETA on ETA

	Y1	Y2	Y3
	-----	-----	-----
Y1	--	--	--
Y2	--	--	--
Y3	0.29 (0.08) 3.91	--	--

Lampiran 3

Total Effects of ETA on Y

	Y1	Y2	Y3
	-----	-----	-----
Y1.1	1.00	--	--
Y1.2	1.39 (0.16) 8.86	--	--
Y1.3	1.52 (0.17) 9.10	--	--
Y1.4	1.53 (0.17) 9.19	--	--
Y2.1	0.45 (0.11) 4.16	1.00	--
Y2.2	0.48 (0.12) 4.11	1.07 (0.11) 10.20	--
Y2.3	0.36 (0.09) 4.08	0.81 (0.08) 9.71	--
Y2.4	0.36 (0.09) 4.07	0.80 (0.08) 9.59	--
Y2.5	0.36 (0.09)	0.81 (0.09)	--

Lampiran 3

	4.06	9.46	
Y2.6	0.38 (0.09)	0.86 (0.08)	--
	4.11	10.18	
Y2.7	0.46 (0.11)	1.03 (0.10)	--
	4.15	10.83	
Y3.1	0.29 (0.08)	0.66 (0.08)	1.00
	3.91	7.95	
Y3.2	0.43 (0.10)	0.96 (0.10)	1.45 (0.15)
	4.09	9.90	9.68
Y3.3	0.42 (0.10)	0.93 (0.10)	1.41 (0.15)
	4.07	9.58	9.47

Indirect Effects of ETA on Y

	Y1	Y2	Y3
	-----	-----	-----
Y1.1	--	--	--
Y1.2	--	--	--
Y1.3	--	--	--
Y1.4	--	--	--
Y2.1	0.45	--	--

Lampiran 3

	(0.11)		
	4.16		
Y2.2	0.48	--	--
	(0.12)		
	4.11		
Y2.3	0.36	--	--
	(0.09)		
	4.08		
Y2.4	0.36	--	--
	(0.09)		
	4.07		
Y2.5	0.36	--	--
	(0.09)		
	4.06		
Y2.6	0.38	--	--
	(0.09)		
	4.11		
Y2.7	0.46	--	--
	(0.11)		
	4.15		
Y3.1	0.29	0.66	--
	(0.08)	(0.08)	
	3.91	7.95	
Y3.2	0.43	0.96	--
	(0.10)	(0.10)	
	4.09	9.90	

Lampiran 3

Y3.3	0.42	0.93	--
	(0.10)	(0.10)	
	4.07	9.58	

Total Effects of KSI on Y

	X1		

Y1.1	0.82		
	(0.13)		
	6.58		
Y1.2	1.15		
	(0.15)		
	7.75		
Y1.3	1.26		
	(0.16)		
	7.91		
Y1.4	1.26		
	(0.16)		
	7.98		
Y2.1	1.10		
	(0.13)		
	8.49		
Y2.2	1.18		
	(0.14)		
	8.13		
Y2.3	0.89		
	(0.11)		
	7.88		

Lampiran 3

Y2.4 0.88
(0.11)
7.82

Y2.5 0.89
(0.12)
7.74

Y2.6 0.94
(0.12)
8.12

Y2.7 1.13
(0.13)
8.44

Y3.1 0.73
(0.11)
6.85

Y3.2 1.05
(0.13)
7.98

Y3.3 1.02
(0.13)
7.81

Lampiran 3

PENGARUH IKLAN TERHADAP NIAT BELI MELALUI CITRA MEREK DAN SIKAP

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	X1
Y1	0.79
Y2	0.93
Y3	0.78

Standardized Indirect Effects of KSI on ETA

	X1
Y1	--
Y2	0.31
Y3	0.78

Standardized Total Effects of ETA on ETA

	Y1	Y2	Y3
Y1	--	--	--
Y2	0.39	--	--
Y3	0.33	0.83	--

Standardized Indirect Effects of ETA on ETA

	Y1	Y2	Y3
Y1	--	--	--
Y2	--	--	--
Y3	0.33	--	--

Lampiran 3

Standardized Total Effects of ETA on Y

	Y1	Y2	Y3
	-----	-----	-----
Y1.1	0.64	--	--
Y1.2	0.89	--	--
Y1.3	0.97	--	--
Y1.4	0.98	--	--
Y2.1	0.29	0.72	--
Y2.2	0.31	0.77	--
Y2.3	0.23	0.59	--
Y2.4	0.23	0.58	--
Y2.5	0.23	0.59	--
Y2.6	0.25	0.62	--
Y2.7	0.29	0.74	--
Y3.1	0.19	0.48	0.57
Y3.2	0.27	0.69	0.83
Y3.3	0.27	0.67	0.81

Completely Standardized Total Effects of ETA on Y

	Y1	Y2	Y3
	-----	-----	-----
Y1.1	0.66	--	--
Y1.2	0.84	--	--
Y1.3	0.87	--	--
Y1.4	0.88	--	--
Y2.1	0.31	0.80	--
Y2.2	0.30	0.75	--
Y2.3	0.29	0.73	--
Y2.4	0.28	0.72	--
Y2.5	0.28	0.71	--
Y2.6	0.30	0.75	--
Y2.7	0.31	0.79	--
Y3.1	0.23	0.58	0.70
Y3.2	0.29	0.73	0.88

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Y3.3 0.28 0.71 0.85

Standardized Indirect Effects of ETA on Y

	Y1	Y2	Y3
	-----	-----	-----
Y1.1	--	--	--
Y1.2	--	--	--
Y1.3	--	--	--
Y1.4	--	--	--
Y2.1	0.29	--	--
Y2.2	0.31	--	--
Y2.3	0.23	--	--
Y2.4	0.23	--	--
Y2.5	0.23	--	--
Y2.6	0.25	--	--
Y2.7	0.29	--	--
Y3.1	0.19	0.48	--
Y3.2	0.27	0.69	--
Y3.3	0.27	0.67	--

Completely Standardized Indirect Effects of ETA on Y

	Y1	Y2	Y3
	-----	-----	-----
Y1.1	--	--	--
Y1.2	--	--	--
Y1.3	--	--	--
Y1.4	--	--	--
Y2.1	0.31	--	--
Y2.2	0.30	--	--
Y2.3	0.29	--	--
Y2.4	0.28	--	--
Y2.5	0.28	--	--
Y2.6	0.30	--	--
Y2.7	0.31	--	--

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Y3.1	0.23	0.58	--
Y3.2	0.29	0.73	--
Y3.3	0.28	0.71	--

Standardized Total Effects of KSI on Y

	X1
Y1.1	0.51
Y1.2	0.71
Y1.3	0.77
Y1.4	0.77
Y2.1	0.67
Y2.2	0.72
Y2.3	0.55
Y2.4	0.54
Y2.5	0.55
Y2.6	0.58
Y2.7	0.70
Y3.1	0.45
Y3.2	0.65
Y3.3	0.63

Completely Standardized Total Effects of KSI on Y

	X1
Y1.1	0.52
Y1.2	0.67
Y1.3	0.69
Y1.4	0.70
Y2.1	0.74
Y2.2	0.71
Y2.3	0.68
Y2.4	0.67
Y2.5	0.66

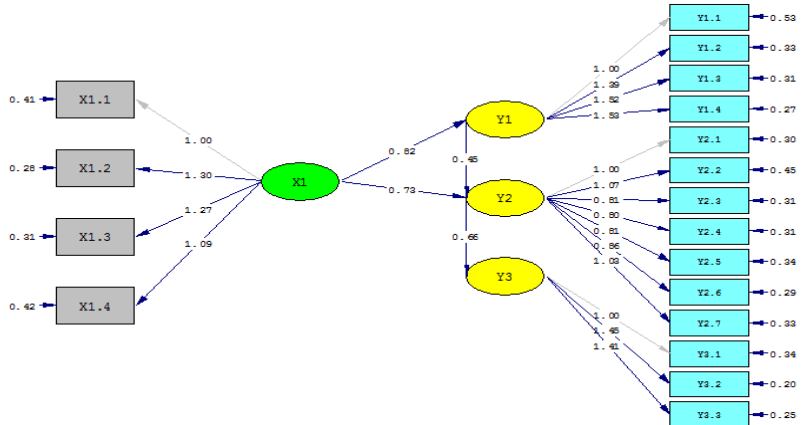
Lampiran 3

Y2.6	0.70
Y2.7	0.74
Y3.1	0.55
Y3.2	0.68
Y3.3	0.66

Lampiran 4

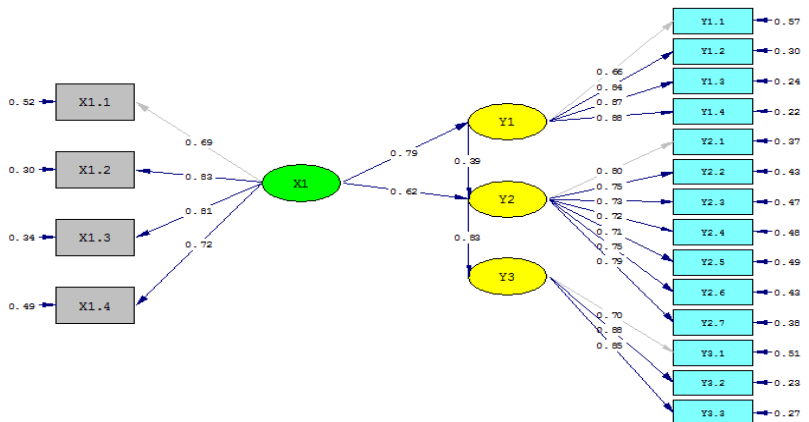
ESTIMATES

BASIC MODEL



STANDARDIZED SOLUTION

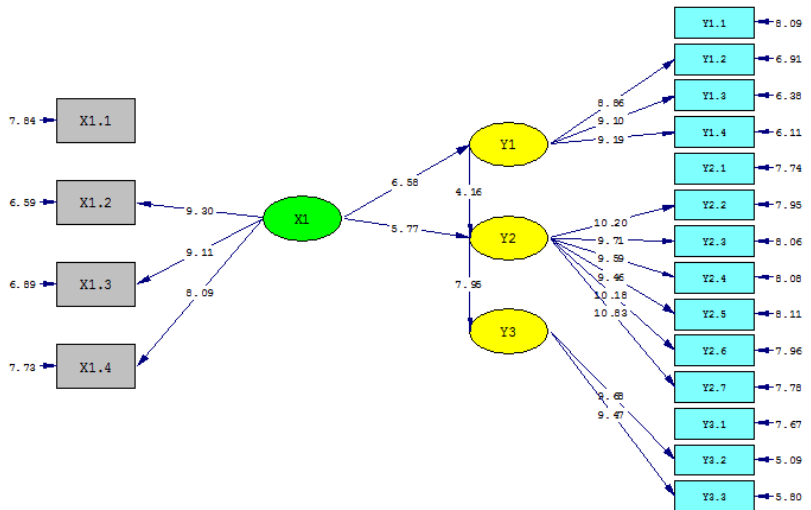
BASIC MODEL



Lampiran 4

T-VALUE

BASIC MODEL



Celebrity Endorser Influence on Attitude Toward Advertisements and Brands

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Abstract

Purpose- This study aims to analyze the celebrity endorser influence on attitude toward advertisements and brands.

Design/methodology/approach – A theoretical model is developed and tested with a sample of 193 students in University of Isfahan in 2009. Structural equation modeling was used with LISREL 8.50 and the maximum likelihood (ML) method.

Findings – The findings show that attitude toward celebrity endorser can influence on attitude toward brand directly or indirectly. In indirectly approach, attitude toward advertisement is as a mediator between attitude toward celebrity endorser and attitude toward brand. On the other hand, attitude toward celebrity endorser has not significant effect on purchase intention.

Originality/value – This paper provides a model connecting attitude toward celebrity endorser, attitude toward advertisement and attitude toward brand that has been examined and validated using a sample of students in University of Isfahan.

Paper type- Research paper

Keywords: Endorsement, Celebrities, Brand, Attitude, Advertisement

Introduction

Today one of the most prevalent forms of retail advertising is through using of celebrity endorsement (White et al, 2007). In fact celebrity endorsers are being used in about 25 percent of all television advertisements in order to promote brands (Erdogan et al, 2001). These endorsers are being paid by about 10 percent of advertiser's budgets (Agrawal and Kamakura, 1995). Marketers invest huge amounts of money in contracts with celebrity endorsers each year, since they believe that celebrities affect the process of selling of their brands or products (Katyal, 2007). A celebrity endorser is a well-known person (e.g., actors, sports figures and artists) because of his successes in a special field other than the endorsed product class (James, 2004). Celebrity endorsers are used by firms who want to

support a product or service (Amos et al, 2008). Since presence of celebrity endorsers affects purchase decisions of consumers positively, producers and retailers have always preferred to use celebrity endorsements in order to sell their products (Stafford et al, 2003; Erdogan, 1999; Kamins, 1990). Kaikati (1987) believes that using of celebrities in advertisements could have many benefits and advantages including: 1) facilitating of brand identification 2) changing or impressing the negative attitude towards a brand 3) repositioning an existing brand 4) global marketing or positioning of a brand or product 5) affecting purchase intentions of consumers. Although using of celebrity endorsers as brand messengers is impressive, but it could have some risks. For instance, celebrities who are known to be guilty because of negative events (e.g., accident) may have harmful effects on the products that they endorse (Louie and Obermiller, 2002). Studies reveal that using of attractive celebrity causes to increase attitude towards advertisements. Such attitude towards advertisements is defined as "mental states which are used by individuals to organize the way they perceive their environment and control the way they respond to it" (Haghirian, 2004). There is a considerable correlation between desirable attitudes with regard to advertising and rating of certain advertisements by respondents as being likeable, irritating, delightful, etc (Bauer and Greyser, 1968). Celebrity endorsers enhance awareness of a company's advertising, create positive feelings towards brands and are perceived by consumers as more amusing (Solomon, 2002).

Thus using of a celebrity in advertising causes to influence brand attitude and purchase intentions of consumers in a positive way. Celebrity endorsement has a strong effect on consumers' memory and learning approach too. Most consumers are not in a purchasing situation when they are encounter with message of the brand. Marketers use celebrity endorsement in order to help better storage of information in consumers' minds which they can easily remember in purchasing situations (Schultz and Brens, 1995). However, there are many studies about celebrity endorser, but it seems that there are limited researches about the relationship between celebrity endorser and attitudes. The purpose of this study is to specify the impact of using celebrity endorsers in Iranian advertisements on attitudes of students in University of Isfahan toward those ads and brands.

Literature Review

Some properties such as likeability, expertise, trustworthiness and similarity cause a celebrity endorser to become a source of persuasive information and this creates a sense of certainty which has been revealed in many studies (Suranaa, 2008). Also physical attractiveness of the endorser is considerable in effectiveness of a message (Khatri, 2006). Acceptance of a message by a receiver could be influenced by celebrity endorsers as believable sources of information about a product or a firm (Amos et al, 2008). Using of celebrity endorsers to support products is explained by balance theory principles too. According to this theory, successful companies establish an emotional relation between the observer and endorser and a relation between endorser and brand too (Mowen, 2000). Before proceeding conceptual model, we describe the main constructs of this study.

Celebrity Endorser

McCracken (1998) has defined celebrity endorser as "any individual who enjoys public cognition and who uses this cognition on behalf of a consumer by appearing wit in an advertisement". Moreover, celebrity is used as testimonial, endorsement, actor or spokesperson by the firm. Research has demonstrated that celebrity endorsement affects consumers' feelings in general and it could affect the attitude of consumers towards the advertisement and brands too. This could result in enhancing of purchase intentions and as a result enhancing of sales.

Some properties like credibility, physical attractiveness and likeability of celebrity endorser influence the ability of one person to impact other person (Amos et al, 2008). Source credibility is referred to identifying of communicator's positive properties which influences acceptance of a message by the receiver (Ohanian, 1990). This consists of two main dimensions of expertise and

trustworthiness. Source expertise refers to the degree which a communicator is perceived to be a source of valid assertion (Roozen, 2008). Source trustworthiness refers to faithfulness and reliability of the spokesperson (Khatri, 2006). Source attractiveness is the personality, likeability and similarity of endorsers to the receiver, thus to the perceived social values of the source (Solomon, 2002). Physical attractiveness of the source include being attractive, beautiful, elegant and charming. According to the studies in this ground, expertise dimension is more significant than physical attractiveness for matching of a brand with a suitable endorser (Brian and Michael, 1998).

Likeability is referred to the positive or negative feelings that consumers have towards a source of information. We can define likeability as affection for the source because of its physical appearance and behavior (Erdogan, 1999). Though some research results reveal effectiveness of celebrities as endorsers (Freiden, 1984), but other researches suggest that celebrity endorsement may have different degrees of effectiveness depending on other factors like the "fit" between the celebrity and the advertised product (Till and Shimp, 1998).

Celebrity Endorsers' Effect on Aad and Ao

Marketers are especially interested in consumers' attitudes towards advertisements and brands. Essentially, attitudes are our predispositions with regard to things. An attitude shows whether we like something or not. Attitudes have three basic components: affective, cognitive and behavioral. Affective is related to our liking or feelings about an object. Cognitive is referred to beliefs about an object and behavioral component regards actions we take about that object (Severin and Tankard, 2001). Attitude towards advertisement is defined as "a learned tendency to respond in a consistently desirable or undesirable approach toward advertising in general" (Haghirian, 2004). On the other side, attitude towards the advertisement (Aad) is whether the consumer likes an advertisement (Ad) or hates it. Determinants of Aad consist of attitude towards the advertiser, assessment of the Ad execution itself, the mood evoked by Ad, and the extent to which the Ad affect viewer's encouragement. Assessment of brands could be influenced by attitudes towards Ads. Of course what causes an advertisement to be impressive will change noticeably cross-culturally (Arnold et al, 2004). In performed studies, Aad is focused on as a mediator of advertiser's effects on brand attitudes and purchase intentions (Suhre and Ispir, 2009). In recent studies, this issue has been proved that using of celebrity endorsement has a positive impact on attitudes of the consumer towards products and brands with which they are associated brand (Seno and Lukas, 2005). Agarwal and Malhotra (2005) have defined brand attitude as consumers' general evaluative judgment of a brand based on brand beliefs. Such beliefs concern product-related attributes, like practical and experimental benefits. A successful endorser is able to enhance intentions and preferences towards brands directly or indirectly. An endorser who has major source factors of credibility (like expertise, trustworthiness and effectiveness) is able to impress purchase intentions of the consumer considerably (Liu et al, 2007). Information from a credible source can impress ideas, attitudes and behavior through a process called internalization (Belch and Belch, 1993). Internalization occurs when the receiver is motivated to have an issue. The receiver learns and accepts the idea of the credible spokesperson, since he supposes that information of this person represents an accurate position on the issue. Therefore, if such spokesperson who is known to be an expert endorses a product, consumers will more probably have a desirable idea about that advertisement and brand and they will consider it in their shopping list the next time they go shopping.

Researchers have used the identification process of social influence in order to explain the effectiveness of celebrity endorsers (Basil, 1996). This theory suggests that if an individual identifies with another individual, then he is more likely to accept an attitude or behavior of that individual or a group. The internalization process of social influence is occurred "when an individual accepts influence because the induced behavior is congruent with his value system". An individual accepts the influence, since it provides a solution to a problem (Daneshvary and Schwer, 2000).

In the elaboration likelihood model (ELM), individual's level of motivation to process central message arguments is represented which is one of its key factors that affects the relative impact of

central and peripheral processing (Petty and Cacioppo, 1986). When applied to an advertising context, ELM suggests that consumers' motivation to centrally process brand-relevant aspects of an advertisement is enhanced, the impact of central processing on brand attitudes should be enhanced, the effect of peripheral processing on brand attitudes should be reduced and the effect of brand attitudes on purchase intentions should be enhanced (Lafferty and Goldsmith, 1999). In this theoretical model, the endorser serves as cue just during peripheral processing. Therefore, the effect of the endorser should be reduced while central processing is enhanced. Mackenzie and Lutz (1989) have stated that advertiser credibility is a central processing cue more than any other thing. Credibility of the source is considered important in influence acceptance. A consumer will accept the accurate influence (information) and apply it if there the source is perceived to be credible. It is accepted because it is "demand" by ones own values. Therefore, a product's endorsement by a credible source may impress purchase behavior (Danwshvary and Schwer, 2000). As a result, celebrity endorsement can increase the process of recalling and consume assessment of products (Khatri, 2006). On the other hand, celebrity endorsement has a severe effect on learning approach and memory. Researchers in the field of marketing and social psychology have studied the manner of impressing of purchase decision by celebrity endorsements. Various hypotheses have been proposed including having recall of the product by celebrity endorsement, celebrities have credibility on expertise that makes the product more desirable or increases perceptions of quality; the celebrity endorsers' image is transferred to the product so that those who use the product are associated with the image.

Experiments suggest that celebrity endorsement can increase recall and consume assessment of the products in certain situations (Clark and Horstman, 2003). Most of the times, making connection with the brand message is occurred when consumers are not in a purchasing situation. Marketers use celebrity endorsement so that information will be kept in consumers' minds better and in the case of purchasing situation, they can easily retrieve it (Surana, 2008).

A successful endorser strategy can enhance the level of consumers' recalling towards product information, reinforces consumers' recognition to endorsed brands, positively influences consumers' attitude to low-involved products and even enhance consumers' purchase intention and preference towards brands (Liu et al, 2007)

Therefore, hypothesizes of the study are as follows.

H1: Attitude toward ad is positively affected by attitude toward celebrity endorser.

H2: Attitude toward brand is positively affected by attitude toward celebrity endorser

H3: Attitude toward brand is positively affected by attitude toward advertisement.

H4: Intention to buy is positively affected by attitude toward celebrity endorser

Method

Data Collection

Information was obtained from randomly selected students from University of Isfahan through survey questionnaires during September- November 2009. University of Isfahan is one of the major universities in the fields of science, human science and engineering. A total sample of 193 participants was obtained. The sample was composed of 137 women (71 percent) and 56 men (21 percent). A cluster sampling procedure with age and degree as main control variables was applied. The age of the respondents ranged from 19 to 30 years, with a mean of 24. All questionnaires were self-administered by the participants without interference from researchers.

Measures

The study uses multi-item scales to measure the constructs in our model. All items in the questionnaire were measured on a five-point Likert-type scale anchored from "strongly disagree" (1) to "strongly agree" (5). Some of the measures were available in the literature, though most were adapted to suit this

particular context. To measure attitude toward celebrity endorser we used ten items. Attitude toward advertisement and attitude toward brand were measured with six items and five items, respectively.

In order to measure reliability of questions in the questionnaire, 30 questionnaires have been pre-tested through pilot studies. Then, amount of confidence coefficient has been calculated by method of Cronbach's alpha for which 0.83 % is obtained. This number shows that the applied questionnaire enjoys confidentiality or in other words the necessary reliability.

Results

Measurement Model

Measurement model Structural equation modeling with LISREL 8.54 and the maximum likelihood (ML) method was used to analyse the data.. LISREL is a structural equations modeling technique that traces structural relations in a set of data (Eriksson et al, 2004). Structural equation modelling was used because it allows to estimate multiple and interrelated dependence relationships and unobserved factors can be represented in these relationships. Additionally, measurement error in the estimation process is accounted for (Hair et al., 1998).

The model is assessed with the comparative fit index (CFI), standardised root meanresidual (SRMR), root mean square error of approximation (RMSEA), and Akaike's (1987) information criterion (AIC). The measurement model provided a good fit to the data: (CFI = 0:98, SRMR=0.058, RMSEA = 0.015 and AIC =396.22). All values of CFI, SRMR, and RMSEA meet the standards suggested by Hu and Bentler (1999): 0.95 for CFI, 0.08 for SRMR, and 0.06 for RMSEA. There are no Guidelines for the AIC but lower values indicate better fit. The fit of the structural model is good and is reported in Table I.

In the following we will test our hypotheses and consequently report the standardised path coefficients. As shown in Table I, three of hypotheses are empirically supported and one of them is not confirmed. The effect of attitude toward celebrity endorser on attitude toward advertisement is significant (standardised path coefficient = 0:49). This shows that the higher the attitude toward endorser, the more the attitude toward advertisement. Attitude toward celebrity endorser also have significant effect on attitude toward brand (standardised path coefficient= 0.24), but this effect is comparatively weaker than its effect on attitude toward advertisement. On the other hand, the effect of attitude toward advertisement on attitude toward brand is significant (standardised path coefficient = 0:56). This clearly shows that attitude toward advertisement has the highest standardized path coefficient and therefore has the strongest influence on attitude toward brand. The results show that the effects of attitude celebrity endorser on Purchase intention is not significant (standardised path coefficient = 0.11). This means that attitud toward celebrities, does not necessarily always translates into purchase intentions.

Discussion

The purpose of this study is to examine the relationship among attitude toward celebrity endorser and attitude toward advertisement and brand. Effects of a celebrity endorser on respondents' assessments about advertisements and products endorsed by celebrities have been studied previously. There are some interesting findings for using of celebrity endorsers in Iranian advertisements. Attitude towards a celebrity endorser has a direct positive effect on attitude towards advertisement. Attitude towards advertisement has important effects on attitude towards brands, too and its effect is comparatively stronger than the effect of celebrity endorser. But the effect of attitude toward celebrity endorser on purchase intention is not considerable.

Results of this study demonstrate that attitude towards celebrity endorser has an indirect effect on attitude towards brand. This result confirms outcomes of the previous research by Agarwal and Kamakura (1995), Till and Busler (1998), and White et al (2008). When there is a "fit" between the

endorser and the endorsed product, endorser's image helps construct the image of the brand in consumers' minds. In fact, using of an attractive endorser has a positive impact on consumer attitudes towards a brand, because attractive endorsers have a tendency to get more attention than less attractive ones. On the other hand, experience of celebrity's negative information can have an undesirable effect on the endorsed product. Transfer of negative information between the celebrity endorser and the endorsed product could be facilitated through cognitive relational pathway. We have considered social position of artists because people have more positive attitude towards artists. So, they distribute attitude towards artists to attitude towards endorsed brand.

The association between attitude towards celebrity endorser and attitude towards advertisement has been shown in numerous studies, as the relationship between sports celebrity endorsements and retail products' advertising are reported (White et al, 2008) and sports celebrity endorsements are being used in advertisements to impress brand selection.

It is recognized in one study that attitude towards advertisement is considered as an interagent that influences attitude towards brand (Suhre and Ispir, 2009). Results of our study reveal that attitude towards advertisement is as an interagent between attitude towards celebrity and attitude towards brand. In our opinion, Iranians are interested in artists and know them as credible sources. So, ads makers use artists as celebrity to impress viewers' attitudes towards advertisement and thereupon attitude towards brand.

According to previous studies about the effect of the celebrity endorser on purchase intentions, such as Kamins (1990), Ohanian (1991), Liu et al (2007), we expected that positive attitude towards celebrities impressed purchase intentions. But results of this study confirm research outcomes of O'Mahony and Meenaghan (1997). According to this study, attitude towards celebrities does not necessarily always interpret in to purchase intentions. It seems that Iranian's consumer tendency for buying is influenced by other various items such as age, gender, income and education too.

Limitation

This study has some limitations. The primary limitation of the present research relates to generalizability. The sample was restricted to students in University of Isfahan and this limits our results to be generalized, too. Another relevant consideration is that numerous girl students in university of Isfahan are more than its boy students. Also, this study relied exclusively on questionnaires to assess influence attitude toward celebrity endorser on attitude toward advertisements and brands, whereas this relationships need to be more investigated. On the other hand, this paper could not estimate effect of attitude toward celebrity endorser on purchase intention. In addition, our results are relational and not causal; therefore, it can not be concluded from this study whether attitude toward advertisement and brand is only cause or result of attitude toward celebrity endorser.

Conclusion

In this study the goal was to indicate the influence of using celebrity endorsers in Iranian advertisements on attitudes of students in University of Isfahan toward those advertisements and brands. The result of this study showed that the positive and significant relationship between attitude toward celebrity endorser and attitude toward advertisements and brands. By analyzing the output resulting from testing hypotheses, it can be concluded that attitude toward celebrity endorser has directly or indirectly influence on attitude toward brand. Consequences suggested that attitude toward advertisement was as a mediator between attitude toward celebrity endorser and attitude toward brand.

On the other hand, attitude toward celebrity endorser hadn't significant influence on purchase intention. So, future researches should put more effort into making strong believable explanations for how celebrity endorsers are able to have significant influence on consumer intention for purchase.

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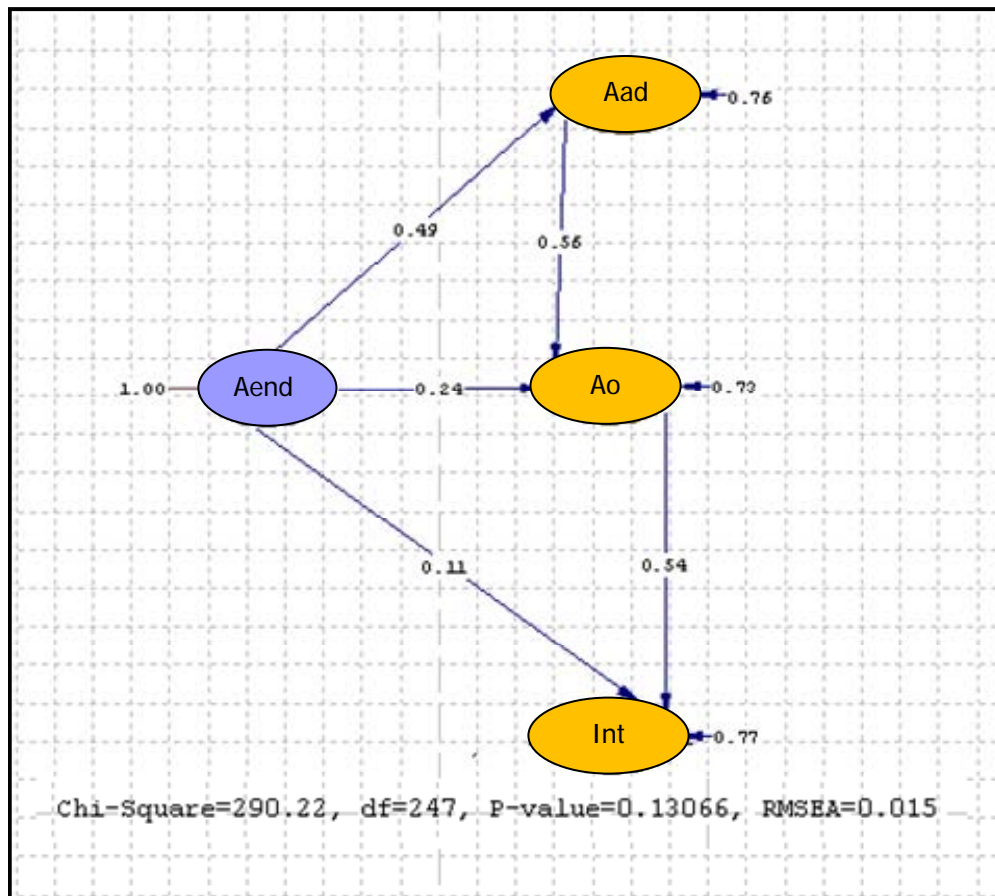
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Table 1: Standardised solutions for hypothesized relationships in the conceptual model

Construct	Path	Construct	Standardized coefficient	t-value	significant
Attitude toward celebrity endorser	→	Attitude toward advertisement	0.49	9.43	YES
Attitude toward celebrity endorser	→	Attitude toward brand	0.24	3	YES
Attitude toward advertisement	→	Attitude toward brand	0.56	4.35	YES
Attitude toward celebrity endorser	→	Purchase intention	0.11	1.85	NO

Notes: NS – Not significant. Goodness-of-fit statistics for the pooled data: $\chi^2(247) = 290.22$, RMSEA = 0.015; GFI = 0.97; CFI = 0.98



Aend: Attitude toward endorser
Ao: Attitude toward brand

Aad: Attitude toward advertisement
Int: Purchase intention



Analysis of Consumer Attitudes to Purchase Intentions of Counterfeiting Bag Product in Indonesia

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Fashion handbags are products that occupy the third position of the 11 types of products most often hijacked. According to the United States Customs and Border Protection and European Commission, Indonesia is a country that ranked the 8th largest country after Hong Kong with the highest levels of product piracy in Asia in 2006. This study investigate the effect of product cues factors, including extrinsic cues and intrinsic cues, Attitudes towards counterfeits, religiosity, lawfulness attitudes, status of consumption on purchase intentions. This study aims to explain the process of forming an intention to buy pirated bag products that rest on the primary relationship of independent variables like attitudes towards counterfeit, lawfulness attitudes and consumption status of the intention to buy pirated products as well as test patterns bag relationship between variables. The data was collected by using a questionnaire enclosed with the statement that based on the Likert scale. The respondents were all employed women who are in the area of Yogyakarta with 200 respondents. These results show that intrinsic factors had positive influence on consumer attitudes towards pirated handbags addition, a more positive attitude of consumers towards pirated bags will further strengthen the purchasing intentions and conversely the higher the status of a consumer's consumption will only further weaken the intention of purchasing the product bag pirated.

Keywords: Extrinsic Cues, Intrinsic Cues, Attitudes Towards Counterfeits, Religiosity, Lawfulness Attitudes, Status of Consumption, Purchase Intention

Generally, counterfeiting can be described as cheating practice by attaching trademark. Lai and Zaichkowsky in Keith Wilcox (2008) defined counterfeiting as illegal products that were similar with genuine products, but typically lower in performance, reliability, and quality. Meanwhile, Chaudhry and Walsh (1996); Bian and Veloutsou (2007) defined counterfeiting products as trade products that were identical with genuine products or products that were difficult to be differentiated from the registered trademark, so violating the rights of the trademark' s owners.

Some terms used often to represent product counterfeiting are piracy, imitation brand and a large " grey" area (Lai and Zaichkowsky, 1999), custom made copies (Phau, Prendesgast, and Chuen, 2001), softlifting (Khoen and Im, 1997;

Shore et al. 2001), commercial piracy, corporate piracy (Koen and Im, 1997) and garage piracy (Wijk, 2002).

Globally the selling of counterfeiting products reached 299 billion dollar (Chakraborty et al., 1997). The effects of product counterfeiting from the side of the businessmen were the loss of goodwill and the consumer' s trust on the company (Bamosy, 1985; Delener, 2000), the research' s cost and development made did not have the additional value, and the cost for formal legal matter became bigger (Nash, 1989), decreasing the profit of the legal brand holder company (Block et al., 1993). Product counterfeiting from consumer' s point of view stops the consumers to buy such products (Bamosy, 1985). The advancements in technology made of counterfeiting more ambiguous for consumers in differentiating genuine products and fake products (Bush et al.

1989; Olsen and Granzin, 1992; Michael and Papavassiliou, 1997; Nash, 1989; Wilkie and Zaichkowsky, 1999).

The causes of product counterfeiting are; the limitation of the availability of the genuine products in fulfilling the market's demand; the producers and the retailers did not pay taxes for the counterfeiting products (Stewart, 2005); the cost could be cheaper rather than the genuine, so counterfeiters make big advantage (Zaichkowsky and Simpson, 1996; Dodd and Zaichkowsky, 1999; Bush et al., 1989; Delener, 2000; Nill and Shultz, 1996; Lynch, 2002; Wijk, 2002); the fastness of the technology development made all information could be accessed by all society rank. This had given inspiration to the counterfeiters to do mass production of the counterfeiting products that could be identical with the genuine products. On the other words, there were the product examples (Nill & Shultz II, 1996; Bush, Bloch & Dawson, 1989; Bamossy & Scammon, 1985; Stewart, 2005); the very low of the business risk, even without risk, because the production cost and the overhead were very cheap, much more cheaper rather than the proportion of the production cost of the genuine products, because the material used was often not standardized; the smallness of the investment cost and the research and development's cost were unnecessary (Nill & Shultz II, 1996; Delener, 2000; Stewart, 2005); had the very big potential market because the big of the consumers' proportion with the middle to low incomes who could not buy the genuine products. Moreover, the law infrastructure was still weak, marked by the ignorance of the government towards product counterfeiting (Bush, Bloch, & Dawson, 1989; Delener, 2000; Wilkie & Zaichkowsky, 1999; Lynch, 2002); it was difficult to compete with the products that had been so strong and popular for the consumers. So doing the counterfeiting would ease the marketing because able to join the popularity of the genuine products (Nill & Shultz II, 1996).

Those things supported the displacement of the consumers' demand from the genuine products' buying to counterfeit products' buying and strengthened the research result about the past product counterfeiting that identified that the development of counterfeit product industry is very fast nowadays, even the industry that is the has the fastest growth in the world (Eisend and Giller, 2006; Sridhar, 2007;

Cheek and Easterling, 2008; Yoo and Hee-Lee, 2009; Gistri, Romani and Gabrielli, 2009) and could be seen from the jumping up of the demand number towards the counterfeit products from year to year that became the main cause of the fast growth of counterfeit product business (Chan, Wong, Leung, 1998).

In the research of Maldonado and C. Hume (2005) titled "Attitudes towards Counterfeit Product: An Ethical Perspective" mentioned that the consumers with the higher ethics had the lower evaluation level towards the counterfeit products. Also with the consumers who had the higher evaluation towards counterfeit products, the intention to buy the counterfeit products would be high. In accordance with those result, de Matos, et al., in their research about Consumer Attitudes Towards Counterfeit: A review and Extension proved that Price quality, subjective norm, perceived risk, integrity, and personal gratification significantly influenced the consumers' attitude towards counterfeit products.

Yoo and Hee Lee (2009) proved that the past buying of the counterfeit products would have the positive influence towards the buying of the counterfeit products. Meanwhile, Nordin (2009) concluded that the person's consumption status influenced the intention to buy. In relationship with the person's lawfulness attitude, Hidayat (2008) concluded that the costumers' willingness related negatively with the lawfulness attitude.

Based on the past research, the further researchers wanted to investigate deeper about the variables that influenced the consumers' attitude that aimed at the intention to buy the counterfeit bag products that involved the product attribute cues (extrinsic cues and intrinsic cues) that formed the consumers' attitude towards the intention to buy counterfeit products. Besides, this research also investigated the variable of religiosity, in which in Theory of Planned Behavior (TPB) stated that religion was one of the social background factors that influenced the subjective norm that was reflected in the person's lawfulness attitude that was the hope from the past researchers to be examined in the later research. It was necessary to persuade the individuals to reflect the values that they held in influencing the consumers' intention to buy the counterfeit products (de Matos et al. 2007). The variable of the status consumption

reflected the perceived behavioral control in Theory of Planned Behavior (TPB) that influenced the consumers' intention to buy counterfeit bag products.

Object in this research was the fashion product handbags that occupied the third position of 11 kinds of products that were counterfeited with percentage 26% in 2006. Meanwhile the kinds of the counterfeited products were stated to improve to 200 million items. Those were clothes, accessories, (handbags), and shoes, on the highest position with percentage 57%, based on the data from European Union (European Commission, 2008).

This research was interesting to be done because Indonesia occupied the eighth position of nations that had the highest product counterfeiting level in Asia in 2006 (United States Customs and Border Protection, 2007 and European Commission, 2008). Besides, the reality that in Indonesia had never been done the research that had the relationship with the purchase intention towards counterfeit bag products, so this research was regarded as important to be done. So it could be the comparative study among the other nations for the similar research. This research aimed to explain the process of the intention formulation to buy the counterfeit bag products that was on the main relationship of the independent variables. Those were attitudes towards counterfeit, lawfulness attitudes, and status consumption towards the purchase intention of the counterfeit bag products, and examined the relationship pattern between those variables.

Based on the background explanation above, the problem formulation in this research was as follow:

1. To what extent the extrinsic cues influenced the consumers' attitude towards the counterfeit bag products?
2. To what extent the consumers' attitude towards counterfeiting influenced the purchase intention of the counterfeit bag products?
3. To what extent religiosity influenced the consumers' lawfulness attitude towards counterfeit bag products?
4. To what extent the lawfulness attitude influenced the purchase intention of the counterfeit bag products?

5. To what extent the status consumption influenced the purchase intention of the counterfeit bag products?

Literature Review

In Theory of Reasoned Action (TRA), Ajzen (1980) stated that the intention to do or not to do such certain behavior was influenced by two basic determiner construct, those were the attitude towards behavior and the social influence, this was subjective norm. Ajzen completed that theory with beliefs. Attitude came from the beliefs towards behavior (behavioral beliefs) and the subjective norm came from the normative beliefs.

Ajzen (1988) added the behavior control construct that was perceived (perceived behavioral control) as the development of TRA that was known as Theory of Planned Behavior (TPB). The addition of this perceived behavioral control was as the effort to understand the limitation of individuals to do certain behavior. In other words, to do or not to do the certain behavior was not only determined by mere attitude and subjective norm, but also supported by perceived behavioral control from control beliefs.

Ajzen (2005) added the individual background factor into TPB that involved the personal factor (the personality, life value, emotion, and brain), the social factor (the age, gender, ethnic, education, income, and religion), and the information factor (the experience, knowledge, and exposition to the media). The behavior was not only influenced by the attitude, subjective norm, and behavioral control, but also influenced by the actual behavioral control that referred to the extent of skills, competences, and other requirements that were needed to perform the determined behavior (Ajzen, 2006).

The product attribute cues are the main marketing variables that influence the decision of the potential customers' purchase. Some researches (Chang and Wildt 1989; Davis 1985; Dodds et al. 1991; Forsythe and Cavender 1993; Rao and Monroe 1989) had investigated the potential of the effects of the products' attributes on the consumers' evaluation towards the product quality and purchase intention. Cooper (1969) noted that the attribute effects on the product evaluation and purchase intention varied, not only in the product category and purchase situation, but also in the consumers'

market. Consumers used the information of the products' attributes to form the intermediate perception between quality and value that finally formed the purchase decision. In accordance with that opinion, Zeithaml (1988) then defined the quality perception as the consumers' judgment towards the whole products about the superiority or products' evaluation that were formed from the intrinsic attributes (products' physical characteristics) and the extrinsic attributes (the brands, price) that were not attached on products.

The previous research had shown that the price differences were the important variable, when someone chose the counterfeit products (Cespedes et al. 1988; Cordell et al. 1996). That thing described that quality was formed from the price level and was the important factor in the consumers' behavior (Chapman and Wahlers, 1999). In this view, consumers tended to believe that "the higher the price, the higher the quality" and on the other side, "the lower the price, the lower the price". Besides, consumers regarded that the brand images, product reputation, company reputation, and brand equity directly had the relationship with the products' brand performance, mainly the products with the famous brands, because the kinds of products had close relationship with the consumers' social status (Eastman et al. 1999).

In relationship with the products' attributes above (the prices, brands, reputation), if someone's attitude towards the counterfeit products is advantageous, it is very likely that he/she will consider to buy the counterfeit products, but if someone's attitude towards the counterfeit products is worse, it is very likely that he/she will not consider to buy the counterfeit products. Therefore, for the present research hypothesis is formulated as follows:

H₁: Consumers having strong view towards the products' extrinsic, would have negative attitude towards the counterfeit products.

Consumers, in evaluating the products' quality from the intrinsic attributes side, often experienced the lack of information and time needed (Monroe, 1971). Nevertheless, there was the difference of the intrinsic products for all kinds of products that was used by consumers to conclude the products' quality.

In this case, Zeithaml (1988) confirmed that consumers depended more on the intrinsic attributes when they were on the consumption point where some part of the intrinsic attributes could be evaluated and could be accessed as the quality indicator. In the pre-purchase situation, the intrinsic attributes were the searching attributes (not experience) that could be the important quality indicator. The intrinsic attributes were the parts of the physical products. The intrinsic attributes would be more successful in predicting the experience attributes (Marreiros and Ness, 2009).

Some research had investigated how the intrinsic attributes (how to do and what the materials were) influenced the uses of the extrinsic attributes in evaluating products and purchase decisions. Chang and Wildt (1994) found that the price influence on the quality perception became less because of the increase of the number of the intrinsic attributes. Therefore, for the present research hypothesis is formulated as follows:

H₂: Consumers with strong view towards the products' intrinsic would have positive-tended attitude towards the counterfeit products.

Attitude-Intention to buy had been discussed many times in the marketing literature. According to Theory of Reasoned Action, attitude correlates positively with behavioral intention that is finally the antecedent from the actual behavior (Ajzen and Fishbein, 1980). The more positive of individual belief caused by an object attitude, the more positive of individual attitude towards the object, and vice versa (Fishbein & Ajzen, 1975). An evaluation will impact on judging attitude given by an individual to every impact or to every result obtained by an individual. When either performing or not performing a certain behavior, this evaluation or this judging can be either beneficial or harmful. The higher of attitude score towards counterfeit products, the higher of purchase intention of counterfeit products. Hidayat & Pau (2003a;2003b) found that the consumers who have attitude to like counterfeit products more will intend more to buy counterfeit products. Therefore, for the present research hypothesis is formulated as follows:

H₃: Consumers with attitude to like counterfeit products more could intend more to buy counterfeit products.

Beit-Hallahmi and Argyle (1997) wrote extensively about the effects of the religiosity individual, those involved: developed mercy, honesty, altruism, happiness, life quality, physical health, and mental health. Religiosity influenced consumers' attitude in various situation that was reflected in the view of the individual ethics, beliefs, and consumers' behavior, all those almost the same with the intuition (Light et al.1989). Religion was known as the key element from the culture that had the good influence on behavior or decision that related with purchase included consumers' choices in purchase behavior (Essoo & Dibb, 2004). By measuring altruism (attitude that emphasized social importance) and empathy, some researchers (Batson et al. 1993; Watson, Hood, Morris, & Hall, 1984) found the relationship between religiosity and behavior that concluded the existence of the influence from the religious values towards the attitude of someone, one of them was the lawfulness attitude. The finding result stated that 46% of adults " had the strong religious characteristic" that was interpreted that they also had the high commitment (Beit-Hallahmi & Argyle, 1997). So the basic values in religion will encourage and base a consumer in deciding the attitude towards the law. That thing is a reaction because of the convinced opinion towards the valid law and describes the measurement of the valid law (firm or not the law is) in counterfeit world. Therefore, for the present research hypothesis is formulated as follows:

H₄: Consumers who have the high religiosity level will have the high lawfulness attitude.

The basic value of the lawfulness attitude will influence someone to avoid the unethical action (Steenhaut and van Kenhove, 2006). The lawfulness attitude describes someone' s ethic standard in his/her lawfulness. If a consumer sees law as a treat, there will be the decreasing tend in his/her willingness to buy the counterfeit products, and vice versa (Ang et al. 2001; Wang et al. 2005). The lawfulness attitude represents the consumers' ethic level and lawfulness (Ang et al. 2001). The most important thing is if the lawfulness attitude is negative, consumers will choose the counterfeit products more. In this view, a number of consumers who have the lower ethical standard, will be less guilty in buying the counterfeit products (Ang et al. 2001). On the

contrary, they who rationalize their behavior, reduce the cognitive disagreement towards the unethical behavior. Therefore, for the present research hypothesis is formulated as follows:

H₅: Consumers with the high lawfulness attitude would have the negative tendency on the intention to buy the counterfeit bag products.

The consumption status refers to the consumers who look for self-satisfaction and perform prestige and status to others through the actual evidences (Eastman et al. 1997) or the motivation process where an individual tries to improve his/her social status through the products consumption with the clear image (Eastman et al.1999). The goods' status is valued not too much to describe the functional quality, but more on the ability to describe their status. It often happens that the products' status plays the more important role rather than the functional attributes of products in the purchase decision process (Barnett, 2005). Individual who wants to be regarded to have the higher social class but does not have the income to support will buy the counterfeit products' alternative and apart from the ethical element consideration (Wee et al. 1995). The consumption status will perform achievement (Phau and Teah, 2009). That thing enables consumers in willing to buy, even pay with the higher value for products with status. Therefore, for the present research hypothesis is formulated as follows:

H₆: Consumers with the low consumption status would tend to buy the counterfeit products.

Methodology

Sample

Population in this research was the counterfeit products consumers. The products were the woman bags in the Provincial of Special District of Yogyakarta (DIY) without the characteristics in the certain areas. The reasons that were the background of choices of using DIY society as the research objects, were because the heterogeneous, dynamic and openness of DIY society. It implicated on the fastness of their access ability towards information—the new information both from inside and outside of this country, included the information of the counterfeit woman bag mode trend. Furthermore,

from that population, the research sample measure was 200 respondents.

Data Collection

Data collection technique used in this research was sample survey technique with questionnaire and closed statement that used likert scale and given to the respondents. This research used quantitative method and respondents were determined by using one of techniques of nonprobability sampling, that was Purposive Sampling. This purposive sampling technique was the technique that was based on the certain consideration where respondents were regarded to fulfill the criteria and had the needed information in a research (Sekaran, 2003).

The respondents' criteria in this research were females who worked with the assumption that they had the income that supported their ability to buy and included the decision makers towards the bag products. The bag products were needed to support the performance, added the confidence, and showed their status in working (Geiger-Oneto, 2007), and lived in Special District of Yogyakarta-Indonesia.

Variable Operational Definition

Products Extrinsic was defined as the products attributes that were attached on a bag product in relationship with the price, origin country, and brand genuineness. In this research, the products extrinsic was measured using 5 indicators (Lichtenstein et al. 1993; Field, J.R.B., 2003; Huang et al., 2004), those were: 1) Price as the quality indicator, 2) The willingness to pay more for good quality, 3) The willingness to buy the branded products, 4) Intended to buy the products from the company with goodwill, 5) Waiting for the products with the exclusive advertisements.

Products Intrinsic was the products attributes that were included in the bag products' physical characteristics that related with the quality, basic materials, and model. Products intrinsic was measured using 5 indicators (Field, J.R.B., 2003), those were: 1) Qualified counterfeit products' performance, 2) Counterfeit products seemed durable, 3) Counterfeit products followed the trend mode, 4) Counterfeit products were in accordance with hope, 5) Counterfeit products had high quality.

The attitude towards the counterfeit products was the respondents' attitude to consider or not to consider buying the counterfeit products. This

variable was measured by using 5 indicators (Huang et al., 2004), those were: 1) Price consideration, 2) Liking the counterfeit products, 3) The uses of the counterfeit bag products, 4) The truth to buy the counterfeit products, 5) Effectiveness consideration.

Religiosity was a number of religion beliefs of respondents that influenced respondents' attitude towards law and counterfeit products. This variable was measured by using 3 indicators (Vitell, 2005; Huffman, 1988; Keller, 1989), those were: 1) The religion role towards the counterfeiting behavior, 2) The religion comprehension role towards value system, 3) The religion comprehension as the control function.

The lawfulness attitude was defined as the attitude that was shown by respondents about law in its relationship with the counterfeit bag products. This variable was measured by using 5 indicators (Ang et al., 2001; Hidayat, 2008), those were: 1) Paying attention to the law, 2) Liking people with self-control, 3) Liking the responsible people, 4) The importance of politeness, 5) The importance of honesty

The consumption status was the motivation process in which respondents tried to improve their prestige and social status through the bag products with the clear image. This variable was measured by using 5 indicators (Phau and Teah, 2009; Eastman et al., 1997), those were: 1) Going to buy the products with status, 2) Interested with the products with status, 3) Willing to pay for the products with status, 4) Relevance of the products with status, 5) The products' status as the additional value of performance.

The intention to buy the counterfeit products was the desire of the respondents to buy counterfeit bag products. This variable was measured by using 5 indicators (Phau and Teah, 2009; De Matos et al., 2007; Ang et al., 2001), those were: 1) Choosing the counterfeit products, 2) The desire to buy the counterfeit products, 3) recommending to the friends and relatives, 4) Telling the favorite thing about the counterfeit products, 5) thinking of the counterfeit products. The Instrument Testing

The instrument testing involved the validity and reliability testing. The construct validity testing in this research used the technique of Confirmatory Factor Analysis (CFA). By using cut off of loading factor ≥ 0.4 that was appropriate with Hair et al.'s suggestion (1998) that stated

that the loading factor ± 0.3 was the minimal level and ± 0.5 was practically significant, it could be concluded that all statement items in the instrument that referred to the observed variable in this research were valid as the counting tool.

By using the reliability limit 0.7 (Maholtra, 2004), furthermore it was concluded that all variables in this research counting tool were reliable. Meanwhile, the reliability testing counting used was Cronbach's Alpha coefficient, with the reliability limit if the value of Cronbach's Alpha that was gotten more than 0.7 (Maholtra, 2004).

Finding

The respondents in this research were the working woman in the Special District of Yogyakarta, most of them were the professionals included the doctors, notary publics, accountant publics (55%), working in the banking and financial sectors (21%), entrepreneurs (12%), private employees (9%), civil servant (3%). Most respondents were 31–40 years old (61%) with income < Rp 5 million (49%) and almost all respondents were scholars (72%) and postgraduate work (28%). This research result also showed that the respondents liked several brands of bags as follows (from the most liked until the least liked): Louis Vuitton, Gucci, Hermes, Chanel, Prada, Christian Dior, Chloe, and Burberry.

The Structural Equation Modeling (SEM) data analysis technique was used in this research. The data analysis result showed that the data spread normality assumption, multivariate normality, data isolation, sample sufficiency, and data independency were fulfilled in this research. That conclusion was made from the data spread normality test result and multivariate normality that showed the value of kurtosis critical ratio was in the interval ± 2.58 (Hair, 1998). Furthermore, Goodness of Fit result is explained in table 3 as follows:

Based on the premise that there was no single statistical testing in the model properness testing and goodness of fit model analysis result that showed all fit measure fulfilled the good criteria, so next, it could be concluded that the model in this research was fit and could be used to test the model parameter.

Furthermore, Goodness of Fit result is explained in table 3 as follows:

Based on the premise that there was no single statistical testing in the model properness

testing and goodness of fit model analysis result that showed all fit measure fulfilled the good criteria, so next, it could be concluded that the model in this research was fit and could be used to test the model parameter. Furthermore, this research path diagram is shown in figure 1.

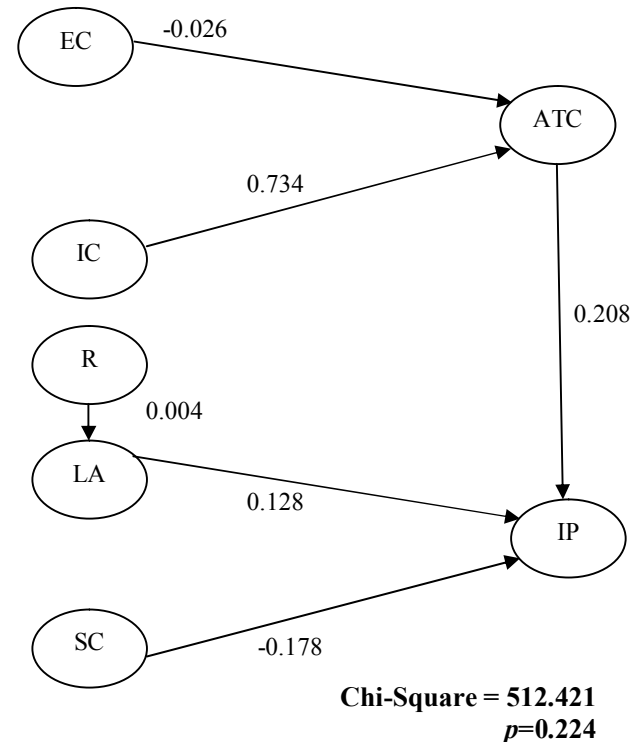


Figure 1. Path Diagram

Hypothesis Testing

The hypothesis testing furthermore is based on the regression weight result that is resumed in table 1. Extrinsic Cues (EC) influence analysis result towards Attitudes Towards Counterfeits (ATC) shows CR (Critical Ratio) values as much as -2.045 and $p < 0.04$. On the significance level 5%, Extrinsic Cues (EC) shows the significant influence towards Attitudes Towards Counterfeits (ATC) that indicates the stronger the respondents' tendency towards the extrinsic value of the counterfeit bag products, the weaker the respondents' attitude tendency towards the counterfeit bag products.

The Intrinsic Cues (IC) influence analysis results towards Attitudes Towards Counterfeits (ATC) shows CR value as much as 2.279 and $p < 0.02$. Based on those results, it can be concluded that on the significance level 5%, the

counterfeit bag products' intrinsic influences positively and significantly towards the tendency of the respondents' attitudes towards the counterfeit bag products. The implication, the better the intrinsic cues of the counterfeit bag products, the higher the respondents' purchase intention towards the counterfeit bag products.

The value bigness of Std. Estimate Intrinsic Cues towards Attitudes Towards Counterfeits (0.194) compared with Std. Estimate Extrinsic Cues towards Attitudes Towards Counterfeits (0.149) shows that the Intrinsic Cues is stronger in influencing Attitudes Towards Counterfeits compared with the Extrinsic Cues. Besides, from the value of the Standardized Estimate, it is also known that with the consumers' attitude mediation towards the counterfeit woman bag products, the Extrinsic Cues influences the purchase intention towards the counterfeit bags as much as 4.32%. Meanwhile, the Intrinsic Cues influences the purchase intention towards the counterfeit bags as much as 5.63%. This result also indicates that with the consumers' attitude mediation towards the counterfeit woman bag products, the Intrinsic Cues influences the intention stronger compared with the Extrinsic Cues.

The influence analysis result of Attitude Towards Counterfeits (ATC) towards Purchase Intention (PI) shows the value of CR as much as 4.217 and $p=n.s.$, so by using the significance level 5%, it can be concluded that the Attitudes Towards Counterfeits (ATC) influences positively and significantly towards Purchase Intention (PI). The stronger the respondents' attitudes towards the counterfeit bag products, the stronger the respondents' intention to buy the counterfeit bag products.

The influence analysis result of Religiosity (R) towards Lawfulness Attitudes (LA) shows the value of CR as much as 7.542 and $P=0.000$. The result indicates that on the faulty tolerance 5%, Religiosity (R) influences positively and significantly towards Lawfulness Attitudes (LA), that shows the stronger the religious value that the respondents have, the more increase their lawfulness attitude significantly. Besides, with the mediation of Lawfulness Attitudes, Religiosity influences the counterfeit bag products purchase intention as much as 25.88%.

In accordance with that result, this research analysis result also shows the influence of the Lawfulness Attitudes (LA) towards Purchase

Intention (PI) has the CR value as much as 4.652 and $p=n.s.$, so on the significant level 5%, a respondent lawfulness attitude gives the positive influence significantly towards his/her intention to buy the counterfeit bag products in which a respondent's lawfulness attitude causes the stronger of a respondents' intention to buy the counterfeit bags.

The influence analysis result of the Status Consumption (SC) towards the Purchase Intention (PI) shows the CR value as much as -2.607 and $p<0.009$. Because the CR value ≥ 1.96 and the $p \leq 0.05$, it can be concluded that the respondents' consumption status that influences negatively towards the intention to buy the counterfeit products significantly, so the lower the respondents' consumption status, the higher the consumers' intention to buy the counterfeit bag products.

Path	Std. Est	Estimate	SE	CR	P
ATC <--- EC	-0.025	-0.026	0.077	-0.34	0.734
LA <--- R	0.006	0.004	0.051	0.075	0.94
ATC <--- IC	0.206	0.743	0.31	2.392	0.017
IP <--- ATC	0.315	0.208	0.048	4.366	0.000
IP <--- SC	-0.193	-0.178	0.067	-2.654	0.008
IP <--- LA	0.132	0.128	0.07	1.834	0.067

Source: Primary data, 2011

Table 1. Regression Weight

The results above show that the biggest direct effect from the latent variable towards Attitudes Towards Counterfeits is as much as 0.194 that comes from the Intrinsic Cues. The religiosity variable also has the direct effect towards Lawfulness Attitudes as much as 0.709. This also shows the biggest direct effect between the other latent variables and Lawfulness Attitudes variable that has the direct effect as much as 0.365 towards the Purchase Intention. Meanwhile, the biggest indirect effect is the religiosity variable as much as 0.258 towards the Purchase Intention. Based on the Determination Coefficient (R²) shows that the bigness of the influence contribution from the variables of the Intrinsic Cues and Extrinsic Cues towards Attitudes Towards Counterfeits is as much as

6%. The variable of Religiosity gives the influence contribution towards Lawfulness Attitudes as much as 50.2%, meanwhile the variables of the Attitude Towards Counterfeits, Lawfulness Attitudes, and Status Consumption contribute influence as much as 25% towards the Purchase Intention.

Discussion

Counterfeiting is a serious problem that developed in the whole world, both in the developing countries and developed countries (De Matos, Ituassu & Rossi, 2007). In the 21st century, the products counterfeiting has increased fast, from the scope, scale, or complexity side, and influencing the manufacturer and retail sector dealing in various elite luxury brands products (Geiger, 2007; De-En and Herzogenaurach, 2010). Counterfeiting has also been described as “criminal action” which influenced almost each famous product and brand in the world (Cooper and Eckstein, 2008; Lambkin and Tyndall, 2009). Despite warm-discussed topic the counterfeiting still appearing in the various views. Its knowledge philosophy is the field of study and research in the marketing sector.

This research proves that the intrinsic factors of the counterfeit bag products, as the good quality performance, long-endured, good-crafted, and fashionable model give the positive strong encouragement for the consumers to buy the counterfeit bag products. However, in plain view, the counterfeit bag products that are circulated in Indonesia almost cannot be differentiated from the original products. The counterfeit bag products are also produced with the good quality, such as the materials with the original smooth leather and attaching brand (fake) that gives prestige to the users. Nevertheless, this research also proves that the products extrinsic factors that are indicated from the price, brand, goodwill, and exclusive advertisement also become the factors that are also regarded important by the consumers, although they are not as big as the intrinsic factors' influence.

Besides, this research also proves that the tendency of the positive respondents' attitude towards the counterfeit bags, gives the stronger encouragement towards the intention to buy the counterfeit bags. This kind of consumers are the consumers that consider the product' s outside

performance as most important, but it does not mean they ignore the extrinsic values of the bag products such as the expensive price, company goodwill, and trademark originality. For them, the expensive price, company goodwill, and trademark originality, in nature, become something important to give the additional value to their performance. But the main factors to be considered or the unavailability of extrinsic factors is not only based on the intention tendency, but the purchase ability encouragement that is possible for the consumers is also needed. The reality that the Special District of Yogyakarta is a province with the lowest UMR limitation in Indonesia, shows the distance of the consumers' purchase ability in the Special District of Yogyakarta. However, that reality makes the intrinsic factors become the stronger factors that influence the respondents' attitude towards the counterfeit bag products compared with their extrinsic values.

Furthermore, this research also proves that religiosity gives significant contribution towards a respondent' s lawfulness attitude. For consumers, religion and norm included in religion teaching relate significantly with their view towards law, relate with the counterfeit bags. However, the consumers in Indonesia view the bag counterfeiting is not “a sin” as the consumers judge the “stealing” behavior. Nevertheless, the respondents, in nature, admit that the bag counterfeiting is not something right, but the assumption built by the respondents that “the sin” formed because of stealing has different value from “the counterfeit bags' purchase” .

This reason also causes the lawfulness attitudes which give the positive influence towards the intention to buy the counterfeit bag products and becomes the interesting finding in this research. The consumers admit that buying the counterfeit bags is not something right and is the implementation of dishonesty. But respondents also do not regard that buying the counterfeit products is crime. The consumers also percept that there is the actual difference between buying the counterfeit products and the criminal action that violates the law. The consumers regard the counterfeit bag purchase as small fault that can be understood and does not violate the law.

This research also proves that the consumption status of a consumer gives the negative influence

significantly towards his/her intention to buy the counterfeit bag products. It means that the higher the consumption status that the consumer has, the lower the consumer's intention to buy the counterfeit bag products. This reality is actually because the consumers in this research have the high consumption status that is indicated by the attitude tendency that regards that the products' originality is important to give the additional value to the performance. This result supports the assumption of the consumers' inconsistency in this research between their consumption status and opinion about the extrinsic values in the counterfeit bag products and indicates the assumption that there is the intervention from the other variable towards their purchase decision, that is the purchase ability, in which the lower the purchase ability, the higher the consumers' intention to buy the counterfeit bag products.

Conclusions

This research result shows that there is the finding gap between someone's lawfulness attitude influence and the intention to buy the counterfeit bag products. The gap can be identified by the increase in consumer's lawfulness attitude that should give the negative influence towards the intention to buy the counterfeit bag products, and followed by the increase of the desire to buy the counterfeit bag products. The researcher presumes, this is caused by the consumers' ability to buy. The Indonesian consumers, at the core, realize that the purchase of the counterfeit bag products is the law violation but because of the purchase ability factor, the consumers buy the counterfeit bag products.

Remembering that this research result indicates the purchase ability contribution towards the intention to buy the counterfeit products the suggestion for the next research is to consider the addition of the purchase ability variable as one of the factors that influences the consumers' purchase intention towards the counterfeit bag products. However, Indonesia is a developing country, from the point of view of their incomes per capita, shows that the Indonesian society purchase ability gives the contribution to the purchase intention towards a product.

Besides, overcoming the high counterfeiting in Indonesia, the protection towards the bag trademark legalization in Indonesia is needed.

The role of government and other stakeholders is of much importance in mitigation of counterfeiting behavior in Indonesia. In other words, situation calls for serious government attitude and action to address the problem of bag products counterfeiting. Government besides other measures may stop the import of the counterfeit bag products which bear patented trademarks.

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