

**CONSUMER PERCEPTIONS AND ATTITUDES TOWARD
REPURCHASING COUNTERFEITS PRODUCT: THE MODERATING
EFFECTS OF PRODUCT INVOLVEMENT**



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INTERNATIONAL PROGRAM OF MANAGEMENT AND BUSINESS

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UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

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UNDERGRADUATE THESIS

The Requirements of Bachelors' Degree in Faculty of Economics and Business.
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Yogyakarta



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PAGE STATEMENT

The result of this study,

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The author stated this thesis with the title:” CONSUMER PERCEPTIONS AND ATTITUDES TOWARD REPURCHASING COUNTERFEITS PRODUCT: THE MODERATING EFFECTS OF PRODUCT INVOLVEMENT” there is no plagiarism from each research for undergraduate study. This study focuses on analyzing consumer perceptions and attitudes on repurchase intention with moderating effect product involvement, and the setting is counterfeit shoe product. Whether there is research with the same title, literature review, method, result, and discussion, the author will cancel this thesis.

Yogyakarta, 29 January 2021

A green and yellow Indonesian Revenue Stamp (Meterai Tempel) with a handwritten signature in black ink over it. The stamp features the Garuda Pancasila emblem, the text 'METERAI TEMPEL', the serial number '927C6ADF154748801', and the value '6000 ENAM RIBU RUPIAH'.

Cindi Melinda

PREFACE

Alhamdulillah, praises Allah the Almighty and the Most Merciful that because of His blessings, the author could finally finish this thesis to attain a bachelor's degree in economics. The author can complete a thesis entitled “Consumer Perceptions and Attitudes on The Repurchase Intention: The Moderating Effects of Product Involvement.” This thesis is structured to fulfill one of the requirements in obtaining a Bachelor's degree at the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta.

Furthermore, the author expected that this thesis could provide benefits, even with all the limitations. Finally, to complete this thesis, the authors get guidance and support both morally and materially from various parties. Therefore the authors say thank you as much as possible to:

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Yogyakarta, 29 January 2021

A handwritten signature in black ink, appearing to be 'Cindi Melinda', written in a cursive style.

Cindi Melinda

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