

**THE RELATIONSHIPS OF NOVELTY SEEKING, SOCIAL INFLUENCE, SOCIAL
STATUS CONSUMPTION, STORE IMAGE AND PERCEIVED VALUE TOWARD
CONSUMPTION OF COUNTERFEIT AUTOMOTIVE SPARE PARTS**

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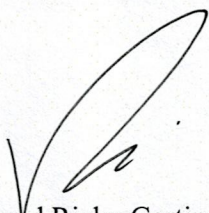


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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT

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The rising consumption of counterfeit automotive spare parts in Indonesia presents significant challenges, particularly in the automation sector where product quality directly affects safety and operational performance. Despite increased enforcement and awareness efforts, many consumers continue to knowingly purchase non-deceptive counterfeit products. This study aims to examine and discuss the influence of Novelty Seeking, Social Influence, Social Status Consumption, and Store Image on the Consumption of Counterfeit Products, with Perceived Value acting as a mediating variable. A total of 396 respondents, all of whom are Indonesian consumers with experience purchasing counterfeit spare parts, participated in this study. A quantitative research approach was used, utilizing a structured questionnaire as the primary instrument. Data were analyzed using Structural Equation Modeling (SEM) with the help of SmartPLS. The results show that all independent variables have a positive influence on counterfeit product consumption. Additionally, Perceived Value plays a significant mediating role in these relationships. This study clarifies the psychological, social, and perceptual mechanisms that sustain counterfeit consumption and provides valuable insights for policymakers and brand managers in addressing this growing issue.

Keywords : Novelty Seeking, Social Influence, Social Status Consumption, Store Image, Perceived Value, Consumption of Counterfeit Products

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DEDICATION

Time is one of the most meaningful gifts a person can offer. Those who willingly give their time, support, and encouragement truly deserve lasting appreciation. I am deeply grateful to everyone who contributed in any way to the completion of this thesis. Your presence, guidance, and patience have been invaluable throughout this journey.

This work is especially dedicated to my beloved parents, whose unwavering love, prayers, and sacrifices have been the foundation of my strength. I also dedicate this thesis to all who supported me, and to my beloved country, Indonesia, in the hope that this research brings positive value to its future.



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