

ABSTRACT

***The Influence of Product Counterfeit and Electronic Word of Mouth (e-WOM)
on Purchasing Decisions with Brand Image as a Variable
Mediation and Value Awareness as Moderating Variables
(Case Study of Generation Z consumers on Sport Shoes in Tasikmalaya)***

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The purpose of this research was to find out and analyze the influence of counterfeit products and electronic word of mouth (e-WOM) on purchase decisions, with brand image as a mediating variable and value consciousness as a moderating variable, in Generation Z sport shoes consumers in Tasikmalaya. The research method used in the study was a survey method by distributing questionnaires to 245 respondents who were Generation Z sport shoes consumers in Tasikmalaya. The type of data used in this research was primary data. The object of the research was Generation Z sport shoes consumers in Tasikmalaya, with the sample drawing technique employing the purposive sampling method. The data analysis technique used was Structural Equation Modeling (SEM) version 22 analysis. The results of this test proved that counterfeit products had an effect on brand image. Electronic word of mouth (e-WOM) affected brand image, brand image affected purchase decisions, value consciousness was able to moderate the influence of counterfeit products on brand image, value consciousness was able to moderate the influence of electronic word of mouth (e-WOM) on brand image, and brand image was able to mediate the influence of counterfeit products and electronic word of mouth (e-WOM) on purchase decisions among Generation Z sport shoes consumers in Tasikmalaya..

***Keyword: Counterfeit Product, Electronic Word Of Mouth (e-WOM), Value
Consciousness, Brand Image, Purchase Decision***

ABSTRAK

Pengaruh *Counterfeit Product* dan *Electronic Word Of Mouth (e-WOM)* terhadap *Purchase Decision* dengan *Brand Image* sebagai Variabel Mediasi dan *Value Consciousness* sebagai Variabel Moderasi (Studi Kasus konsumen Generasi Z pada *Sport Shoes* di Tasikmalaya)

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Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *counterfeit product* dan *electronic word of mouth (e-WOM)* terhadap *purchase decision* dengan *brand image* sebagai variabel mediasi dan *value consciousness* sebagai variabel moderasi pada konsumen Generasi Z *Sport Shoes* di Tasikmalaya. Metode penelitian yang digunakan dalam penelitian ini adalah *survey method* dengan menyebarkan kuesioner kepada 245 responden yang merupakan konsumen Generasi Z *Sport Shoes* di Tasikmalaya, sedangkan jenis data yang digunakan dalam penelitian ini adalah data primer. Objek penelitian ini adalah konsumen Generasi Z *Sport Shoes* di Tasikmalaya, dengan teknik penarikan sampel menggunakan metode sampel *purposive sampling*. Teknik analisis data yang digunakan adalah analisis *Structural Equation Modeling (SEM)* versi 22. Hasil pengujian ini membuktikan bahwa *counterfeit product* berpengaruh terhadap *brand image*, *electronic word of mouth (e-WOM)* berpengaruh terhadap *brand image*, *brand image* berpengaruh terhadap *purchase decision*, *value consciousness* mampu memoderasi pengaruh *counterfeit product* terhadap *brand image*, *value consciousness* mampu memoderasi pengaruh *electronic word of mouth (e-WOM)* terhadap *brand image*, *brand image* mampu memediasi pengaruh *counterfeit product* dan *electronic word of mouth (e-WOM)* terhadap *purchase decision* pada konsumen Generasi Z *Sport Shoes* di Tasikmalaya.

Kata Kunci: *Counterfeit Product, Electronic Word Of Mouth (e-WOM), Value Consciousness, Brand Image, Purchase Decision*