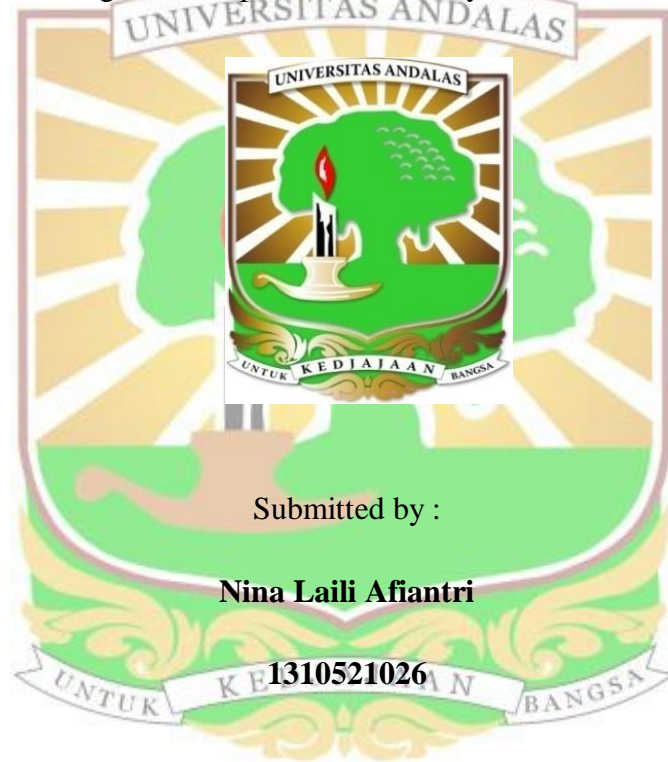


**THE AFFECT OF PERCEIVED BEHAVIORAL CONTROL
TOWARD COUNTERFEIT BAG
PURCHASE INTENTION MEDIATED BY CUSTOMER ATTITUDE
(A STUDY OF : HOUSEWIFE PERCEPTION IN PADANG CITY)**

THESIS

Thesis is Submitted as Partial of the Requirement for a Bachelor Degree in
Management Department – Faculty of Economics



**BACHELOR DEGREE INTERNATIONAL MANAGEMENT DEPARTMENT
ECONOMICS FACULTY
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**The Affect of Perceived Behavioral Control Toward Counterfeit Bag
 Purchase Intention Mediated by Customer Attitude
 (A Study of : Housewife Perception in Padang city)**

*Bachelor Thesis by : Nina Laili Afiantri
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ABSTRACT

The research has the purpose to find out the affect between Perceived Behavioral Control toward Counterfeit Product Purchase Purchase Intention Mediated by Customer Attitude (A Study of : Housewife Perception in Padang city). The data obtained through questionnaire. The Sample were drwan from 110 housewife i Padang City. The data analyzed by using SPSS 21 and SmartPLS 3.0. in this research there are 3 variable; those are independent variable which is Perceived Behavioral Control. The dependent variable which is Purchase Intention. And the mediating variable is customer Attitude. The finding the affect between variable has a positively affect.

Keyword: *Perceived Behavioral Control, Purchase Intention, Customer Attitude*

This thesis has already examined and passes on January 11, 2017. This abstack has already approved by supervisor and examiner:

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