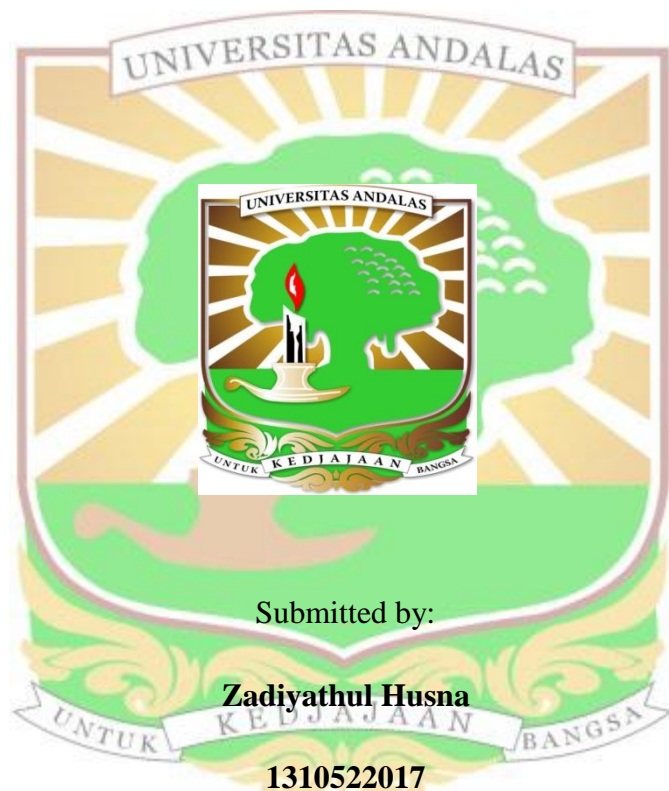


**THE EFFECT OF PRICE-QUALITY INFERENCE TOWARD PURCHASE
INTENTION OF COUNTERFEIT SHOES WITH CONSUMER'S
ATTITUDE AS MEDIATING VARIABLE
(STUDY OF: ANDALAS UNIVERSITY STUDENTS PERCEPTION)**


THESIS

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



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BACHELOR DEGREE INTERNATIONAL MANAGEMENT
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ABSTRACT

The research has the purpose to find the effect of price-quality inference toward purchase intention of counterfeit shoes with consumer attitude as mediating variable and case of Andalas University student's perception. The data obtained through questionnaire, and sample were drawn from 100 of Andalas University students. The data analyzed by using SPSS 16 and PLS 3.0. In this research there are three variables, those are independent variable which is price-quality inference, the dependent variable which is purchase intention and mediating variable is consumer's attitude. The finding indicated that price-quality inference has negative effect toward purchase intention and consumer attitude, consumer attitude has positive effect toward purchase intention but, attitude is not mediating price-quality inference toward purchase intention.

Keywords: price-quality inference, consumer attitude, purchase intention, counterfeit shoes.

This thesis already examined and passed on January 11, 2017. This abstract already approved by supervisor and examiners:

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