


**THE EFFECT OF PRICE CONSCIOUSNESS ON PURCHASE  
INTENTION OF COUNTERFEIT WATCHES THROUGH CONSUMER'S  
ATTITUDE AS MEDIATING IN PADANG CITY.  
STUDY OF : MEMBERS OF UDA UNI SUMATERA BARAT**



**BACHELOR DEGREE INTERNATIONAL MANAGEMENT  
FACULTY OF ECONOMICS  
ANDALAS UNIVERSITY  
PADANG  
2017**

	Alumni Number at University	<b>RANTI MAWARDI</b>	Alumni Number at Faculty
	a) Place/ Date of Birth: Padang/ 14 September 1993 b) Parent's Name: Mawardi M. Noer c) Faculty: Economic d) Major: International Management e) ID Number: 1210524006 f) Graduation Date: 19 April 2017 g) Grade: Very Satisfied h) CGPA: 3,10i) Length of Study : 4 Years 8 Months j) Parent's Street: Manado street no. i/1 Ulak Karang. Padang. West Sumatera		

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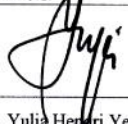
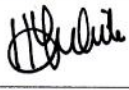

*Bachelor Thesis by : Ranti Mawardi  
Supervisor : Dr. Yulia Hendri Yeni, SE, MT. Ak*

**ABSTRACT**

This study aimed to analyze the effect of price consciousness on purchase intention of counterfeit watches through consumer's attitude as mediating in Padang city. The study of members of Uda Uni Sumatera Barat in Padang. The data obtained through questionnaire. The samples were drawn from 110 Uda Uni Sumatera Barat who ever purchase counterfeit watches. The data analyzed by using SPSS 16.0 and SmartPLS 3.0. in this research, there are 3 variables : those are independent variable which is price consciousness, dependent variable which is purchase intention, and mediating variable which is consumer's attitude. The finding indicated that price consciousness has positively effect toward attitude and purchase intention, the consumer's attitude has positively affect toward purchase intention. And attitude is partial mediating price consciousness toward purchase intention.

**Keywords:** price consciousness, consumer's attitude, purchase intention, counterfeit watches

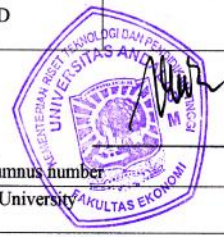
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Signature	1. 	2. 	3. 
Name	Dr. Yulia Hendri Yeni, SE, MT. Ak	Hendra Lukito, SE, MM, PhD	Meuthia, SE, MSc

Acknowledged,

Head of Management Department

Dr. Verinita, SE., MSi  
NIP197208262003122004



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Alumni's number at Faculty	Nama	Tanda Tangan
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