

# A Critical Study of Religiosity in the Midst of the Proliferation of Counterfeit Products in Indonesia

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**Abstract.** Technological advancements not only bring positive impacts, but also negative impacts, especially with the rampant circulation of counterfeit products. This is a contradiction in Indonesia, a country with a religiously observant culture, but the circulation of counterfeit products is also increasing. This study aims to analyze the effect of religiosity on purchasing decisions for counterfeit products compared to other factors, such as brand image and attitude. Using quantitative methods with a sample of 90 people in Jambi Province, Indonesia. The questionnaire results were analyzed using SEM PLS software. The research findings revealed that religiosity has no impact on the purchase decision of counterfeit products, while brand image and attitude influence it. The results of this study also found that religiosity does not affect the purchase of counterfeit products, which is different from the purchase of legitimate products. A novel finding is that the dimension of religious understanding in the religiosity variable is very important, as it serves as an amplifying factor between the intensity of religious practice and the decision to purchase counterfeit products that are considered prohibited in religion. One of the limitations of this study is that the sample location was conducted in Jambi Province, considering that this province is mostly inhabited by religiously observant Malay people, it is considered to have represented the population of religious people in Indonesia.

**Keywords:** *Counterfeit Product, Religiosity, Brand Image, Attitude*

## 1 Introduction

The advancement of technology has had a significant impact on human life, both positive and negative. One of the negative consequences is the increased production of counterfeit products [1]–[3]. Machines have become more sophisticated, resulting in counterfeit products that closely resemble the genuine ones [4]–[6].

Indonesia has gained global attention due to the prevalence of counterfeit goods in the market. Even the three largest online marketplaces in Indonesia, namely Shopee, Bukalapak, and Tokopedia, have been detected and warned by The Office of the United States Trade Representative (USTR), a U.S. government trade agency. In their Notorious Markets report, it is explained that Indonesia is a country that does not support the eradication of counterfeit products, causing significant harm [7].

One of the most widely circulated counterfeit products is pirated software. Even in

Indonesia, many companies continue to use pirated or unlicensed software. According to a study by the Business Software Alliance (BSA), as many as 83% of companies in Indonesia still use pirated or unlicensed software[8], [9]. While the exact number of Indonesian companies studied by BSA is not specified for their research, this figure places Indonesia as the top Southeast Asian country with the highest illegal software usage in a corporate context. Below Indonesia, there are Vietnam with 74%, followed by Thailand at 66%, Brunei Darussalam and the Philippines at 64% each, Malaysia at 51%, and Singapore at 27%. With the widespread use of pirated software, BSA suggests that individuals within these companies are more exposed to various risks, such as data breaches and susceptibility to malware. The high figure is attributed to a lack of awareness regarding the dangers of malware, insufficient education for business operators, and a limited understanding of the risks associated with using counterfeit software. Additionally, BSA notes that companies using pirated software are reluctant to invest in legitimate business operations or software. Moreover, BSA adds that there have been no strict measures from the government to regulate the circulation of pirated software, such as taking strong actions against companies using these illegal products, even though there is the Copyright Law No. 28 of 2014 that addresses issues related to the use of counterfeit software.

Counterfeit products are not limited to digital goods; they also extend to the fashion industry[10]. Some sellers of imitation products boldly claim that their offerings are on par with the genuine ones, for example, knockoff bags from well-known brands like Prada's "Super Replica," which closely resemble the original products. Several fashion brands that are frequently imitated include Louis Vuitton, Hermes, Gucci, Bonia, Marc Jacobs, Calvin Klein, Furla, and Fossil. Surprisingly, when comparing the prices of imitation products to locally-branded genuine products like Elisabet, Yongki Komaladi, and Bucceri, the prices are not significantly different.

The prevalence of counterfeit product usage contradicts the character of Indonesian society, known for its religiosity and the majority adhering to the Islamic faith. In fact, the Majelis Ulama Indonesia (MUI), an acknowledged religious institution in Indonesia, has issued a fatwa declaring counterfeit products as forbidden. This prohibition is outlined in Fatwa Number: 1/MUNAS VII/MUI/5/2005 regarding the Protection of Intellectual Property Rights. The fatwa states that any form of infringement of intellectual property rights, including but not limited to the use, disclosure, production, sale, import, export, distribution, delivery, provision, announcement, reproduction, copying, forgery, or piracy of another's intellectual property without authorization constitutes an injustice and is considered forbidden.

Supporting this fact, it is predicted that consumers in Indonesia are generally less concerned about the issue. Religion or religious commitment as the extent to which a person is committed to their faith and recognizes its truth[11], [12]. Like one's commitment to their religion, their behavior reflects their beliefs. Religion is a system of belief and worship or human acknowledgment of something extraordinary and the supremacy of its authority. Religiosity is defined as the quality of living a religious life[13], [14]. [15], [16] stated in their research that religiosity is important because it can influence a person's cognition and behavior. The values of religious people differ from those who are less religious or non-religious. In a broader sense, religiosity, comprehensive sociology is a term used to refer to various aspects of religious activity, dedication, and belief. The level of religiosity in an individual, as part of the cultural factors related to religion within that subculture, can be considered one of the factors influencing consumer purchasing decisions. It can be seen in a person's devotion to their God that if their religious belief is good, it is reflected in their behavior by obeying everything God has commanded and avoiding everything He has

forbidden.

Imitation products often replicate well-known brand products, aligning with what [17] explained: brands have an image (brand image), and to describe that image, consumers make brand associations. Brand associations are related to memories of a brand. According to [18], [19], these associations not only exist but also hold significant strength. A strong brand can attract consumers to use it as a determining factor in their purchasing decisions, with the strong determinant being the brand image. Brand image is the interpretation of accumulated information received by consumers. Imitated products typically mimic branded products, particularly those from well-known brands currently in trend.

From this background, the author aims to conduct further research using a quantitative method to explore how religiosity and other factors influence people in purchasing counterfeit products.

## **2 Literature Review and Hypothesis Development**

### **2.1 Grand Theory**

The theory of utilitarianism, first developed by two British philosophers, Jeremy Bentham and John Stuart Mill, is an ethical approach that bases the evaluation of moral actions on the concept of utility or happiness. Jeremy Bentham, often considered the founder of this theory, formulated the fundamental principles of utilitarianism in his famous work, "An Introduction to the Principles of Morals and Legislation" (1789). Bentham described utility as "the pleasure produced by an action and the avoidance of pain produced by that action," and he argued that the right action is one that generates as much net pleasure, i.e., happiness minus suffering, for as many people involved [20]–[22].

Bentham also developed a method to measure utility, which includes factors such as intensity, duration, certainty, propinquity (closeness in time), fecundity, and the extent of pleasure or suffering produced. Furthermore, he argued that in situations of conflict between social welfare and individual freedom, social welfare should take precedence over individual freedom. John Stuart Mill, a utilitarian philosopher who lived after Bentham, further developed this theory. He emphasized the importance of the quality of pleasure by distinguishing between intellectual and sensual pleasures [23]–[25]. Mill also regarded individual rights and individual freedom as essential elements in a just society. Thus, the theory of utilitarianism remains a foundation in many discussions of ethics and moral philosophy, although it has faced criticism and debate throughout its history.

### **2.2 Measurement Theory**

Theory relevant in the context of purchasing decisions is the concept of "Satisficing" [26]. Herbert Simon, a Nobel Prize-winning social and economic scientist, developed this theory to explain how humans make decisions in complex situations, including the context of purchases. The concept of Satisficing is an alternative to the concept of "Rational Decision-Making," which assumes that individuals always seek the most optimal and efficient solution. However, in real life, decisions are often made in imperfect and time-constrained situations. In this regard, Satisficing emerges as a more realistic approach. In essence, Satisficing depicts that individuals tend to seek solutions that are sufficiently adequate or good enough, rather than

forcing themselves to search for a perfect solution. They pursue decisions that meet the minimum standards they have set, without trying to explore all possible information or alternatives that may be available. In the context of purchasing decisions, this means that consumers may buy products or services that are adequate or meet their needs, even if they do not always seek the best or most perfect product.

The concept of Satisficing also acknowledges the limitations of time, resources, and information that individuals have in decision-making. This is a crucial approach in understanding consumer behavior because it helps explain why consumers often choose not to compare every possible option before making a purchase decision. They settle for options that are adequate as long as they meet their needs. Thus, Herbert Simon's Satisficing theory provides valuable insights into how individuals make purchasing decisions in the real world, where resources, time, and information are limited. Consumers often seek solutions that are good enough rather than the best, which is an essential aspect in understanding consumer behavior [27], [28].

#### *H1: Religiosity influences purchasing decisions*

Brand image is important because it contributes to a consumer's decision when selecting a product, determining whether it suits them or not. [29]–[31] explain Brand image influences consumer behavior in subsequent purchases. According to [32]–[34], a brand image primarily serves the purpose of self-expression benefit. As a brand aims to enhance the wearer's image, it must have the power to ignite consumer desires. Brand image is defined as the perception or impression of a brand reflected by a set of associations that link customers with the brand in their memory [35]–[37]. Meanwhile, [38]–[41], brand image is the perception of a brand considered as a group of associations that connect consumers' thoughts to a brand name.

#### *H2 : Brand Image influences purchasing decisions*

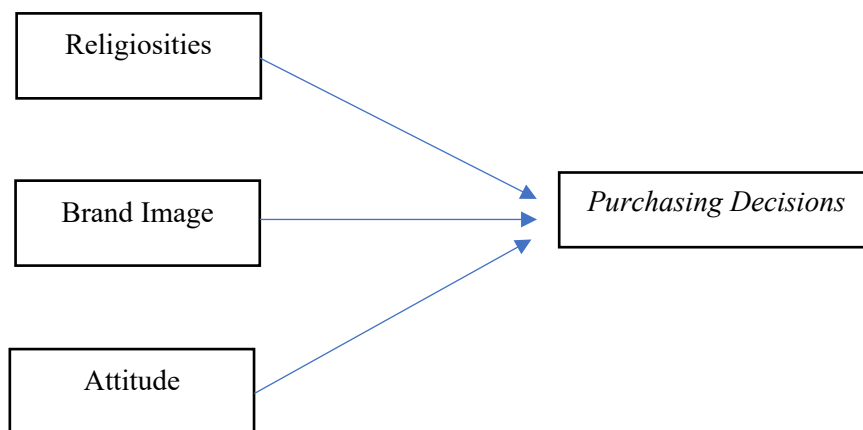
Attitude is an individual's learned predisposition to consistently respond like or dislike an attitude object, where the object can be a person, event, item, company or brand [42]–[44]. The response of liking or disliking is the result of an evaluation process of the individual's beliefs towards the attitude object. Attitude is an expression of a person's feelings that reflects his or her likes or dislikes towards an object. Because a person's attitude is the result of a psychological process, it cannot be observed directly but must be inferred from what he says or does [45]–[47]. Counterfeit products remove the symbolic value of genuine (luxury) goods and disguise brand equity [48]–[50]. Because counterfeit goods are cheap versions of the original goods, it is possible that there will be no perceived difference in quality [51], which will result in an erosion of the equity of the original goods [52].

However, the product quality of counterfeit goods always increases every year due to technological advances, which makes counterfeit goods have a competitive advantage compared to original goods [53]. Some products can even be tried before buying and this increases consumers' courage to buy counterfeit goods [54]. However, unlike genuine goods, counterfeit goods are sold without a guarantee, which is a financial risk when purchasing [55], [56]. It has been found that if the perceived product attributes between genuine goods and counterfeit goods are very similar in terms of quality, then purchase intentions will be higher [57], [58]. Consumers who are faced with an ethical situation will give reason to themselves that when they buy counterfeit goods, they act only slightly unethically and only slightly illegally [53], and that is why consumers do not really feel responsible in their role in

purchasing counterfeit goods. Although there are different measures to measure attitudes and purchases towards pirated goods[59], examining consumer attitudes towards counterfeit luxury fashion goods can be said to be in its infancy[60]. Studies could focus on examining individual attitudes towards counterfeit goods[61].

*H3: Attitude influences purchasing decisions*

### 2.3 Conceptual Framework



**Fig. 1.** Conceptual Framework

### 3 Methodology

The population in this research is the people of Sungai Penuh City who have purchased imitation products, both fashion products and digital products, with an unknown population size. This sampling method was carried out based on [62] the size of the sample was only based on the researcher's consideration if it was not possible to know with certainty the number of the population in question, and the researcher really knew the area and the situation in that area. In this study, the researcher determined the number of samples based on the number of dimensions multiplied by 7. Because in Maholtra's theory, the number of samples is the number of dimensions multiplied by (5 to 10). The sample for this research was 90 consumers who had shopped for imitation products in Sungai Penuh City.

The data collection method was carried out by asking questions to respondents using a questionnaire guide. In this research the questionnaire used open questions. Questionnaires were given directly to respondents. Sampling techniques: Accidental sampling and purposive sampling with a Likert scale measurement scale. Questions in the questionnaire were created using a scale of 1-5 to represent the respondents' opinions. The values for the scale are; (1) Strongly Agree (SS) = 5, (2) Agree (S) = 4, (3) Neutral (N) = 3, (4) Disagree (TS) = 2, (5) Strongly Disagree (STS) = 1.

The Partial Least Square (PLS) analysis technique used in this research does not require a large number of samples, so that the specified number of samples can meet the requirements of the analysis technique used.

## 4 Results and Discussion

### 4.1 Religiosities

The results of research on the religiosity of consumers of imitation products are based on the average score obtained from filling out the questionnaire carried out for each alternative response as shown in the following graph:

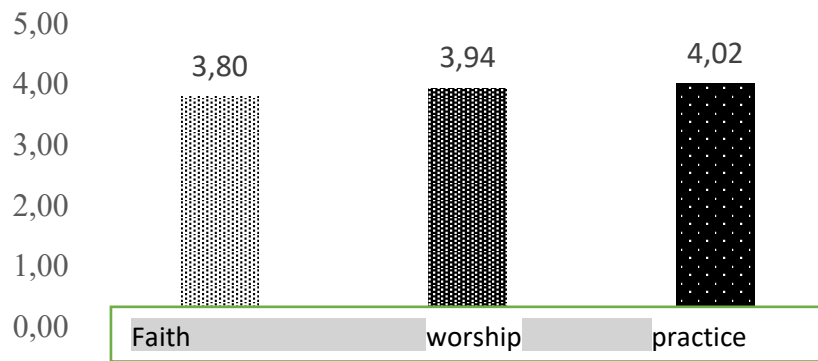
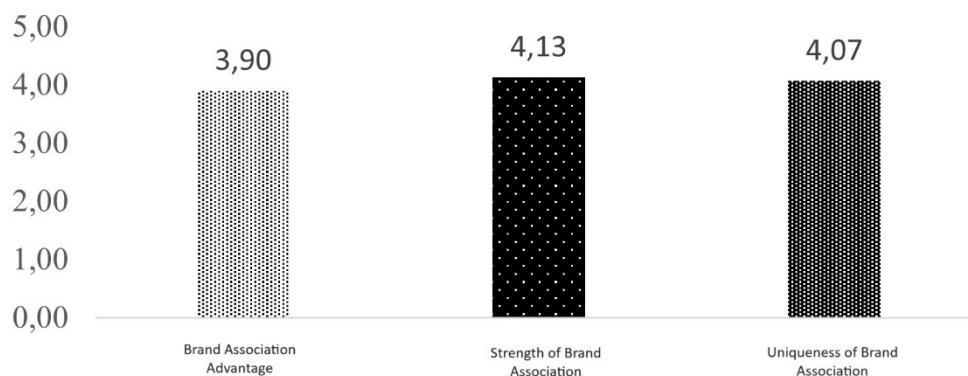


Fig. 2. Results of Respondents' Responses to the Religiosity Variable

Figure 2 shows that all religiosity variables (belief, worship and practice) have high value criteria, namely with a value range of 3.43 – 4.23. Thus, overall it can be said that consumers of imitation products in Sungai Penuh City have a tendency towards high religiosity. Judging from the average score obtained from filling out the questionnaire, it shows that the practice dimension received the highest average score compared to the belief and worship dimensions. This explains that the religiosity of consumers of imitation products in Sungai Penuh City tends to be high.

### 4.2 Brand Image

The brand image variable in this research is reflected by three dimensions according to [63]–[65], namely; superiority of brand associations, strength of brand associations, and uniqueness of brand associations. Each dimension is then measured through indicators consisting of 10 measurement items, with 5 alternative responses. The results of research on the brand image of imitation products are based on the average score obtained from filling out the questionnaire carried out for each alternative response as shown in the following graph.:

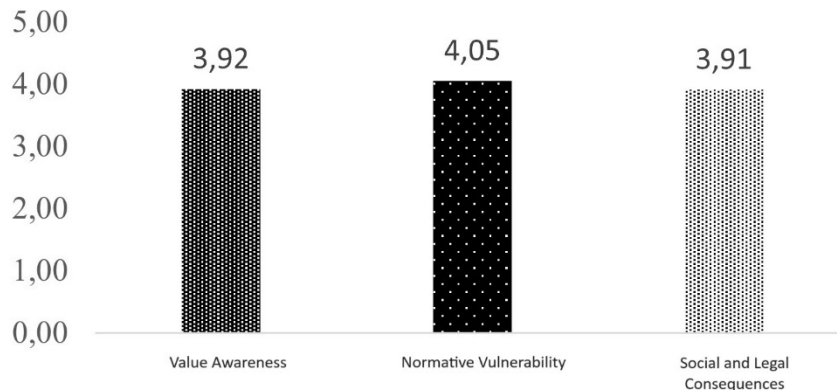


**Fig. 3.** Results of Respondents' Responses for Brand Image Variables

Figure 3 shows that all dimensions of the brand image variable (brand association superiority, brand association strength, and brand association uniqueness) have good value criteria, namely with a value range of 3.43 – 4.23. This shows that imitation products have succeeded in building a good brand image in the eyes of consumers. Meanwhile, the highest brand image variable is the strength of brand association, with a value of 4.13. This shows that the reason consumers buy imitation products is because the product has several advantages that make it a distinct strength in the product. There are several advantages of imitation products, namely; (1) the quality of the product is very good, so it doesn't get damaged quickly, (2) the imitation product brand can increase the user's self-confidence, (3) the bag brand is owned by a well-known company, and (4) the product from that brand Produced from quality materials and not easily damaged.

### 4.3 Attitude

The attitude variable in this research is reflected by three dimensions according to [66], [67], namely; value awareness, normative vulnerability, and social and legal consequences. Each dimension is then measured through indicators consisting of 9 measurement items, with 5 alternative responses. The results of research on the attitudes of consumers of imitation products are based on the average score obtained from filling out the questionnaire carried out for each alternative response as shown in the following graph:



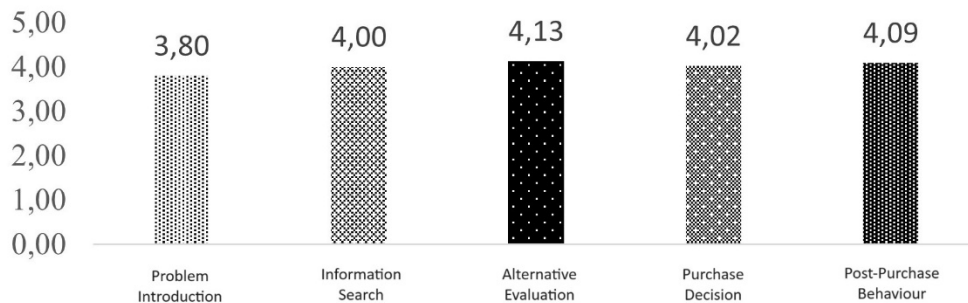
**Fig. 4.** Results of Respondents' Responses to Consumer Attitude Variables

Figure 4 shows that all dimensions of the consumer attitude variable (value awareness, normative vulnerability, and social and legal consequences) have good value criteria, namely with a value range of 3.43 – 4.23. Meanwhile, the highest consumer attitude variable is normative vulnerability, with a value of 4.05. This explains that consumers' tendency to decide to buy imitation products is based on the desire to appear luxurious and expensive in the eyes of other people, which is a reflection of consumers' normative tendencies, thereby forming a positive attitude towards these imitation products.

#### **4.4 Purchasing Decision**

The purchasing decision variables in this research are reflected by five dimensions according[68], namely; problem recognition, information search, alternative evaluation, purchasing decisions, and post-purchase behavior. Each dimension is then measured through indicators consisting of 14 measurement items, with 5 alternative responses. The results of research on purchasing decisions for imitation products are based on the average score obtained from filling out the questionnaire carried out for each alternative response as shown in the following graph:





**Fig. 5.** Results of Respondents' Responses to Purchasing Decision Variables

Figure 5 shows that all dimensions of the purchasing decision variable (problem recognition, information search, alternative evaluation, purchasing decision, and post-purchase behavior) have high value criteria, namely with a value range of 3.43 – 4.23. Meanwhile, the highest purchasing decision variable is alternative evaluation, with a value of 4.13. This explains that the decision making process for purchasing imitation products is more dominated at the alternative evaluation stage, where at this stage most respondents tend to pay attention to the quality of materials, price, color and model, all of which are attributes of the imitation product.

#### 4.5 Result Estimating Outer Model

Outer model or measurement model estimation results are measured using three assessment criteria, namely; convergent validity, discriminant validity, and internal consistency reliability. Convergent validity relates to the principle that indicators (manifest variables) of the same construct should be highly correlated. The prerequisites used to declare that a construct indicator is valid (highly correlated) are if the loading factor value of the indicator is greater than or equal to 0.6. Meanwhile, discriminant validity is related to the principle that indicators (manifest variables) from different constructs should not be highly correlated. A construct variable is said to have discriminant validity if the average variance extracted (AVE) value is greater than 0.5. Internal consistency reliability is related to the accuracy, consistency and precision of the instruments used in measuring each construct variable in this research. The prerequisites used to state that an instrument is declared accurate and consistent (reliable) are if the composite reliability and Cronbach's alpha values are greater than 0.7.

Based on the results of the convergent validity test that was carried out, it was found that there were 6 indicators that had a factor loading value of less than 0.60, namely indicators CM2, CM3, CM4, KP1, KP2 and KP4. To follow up on these four indicators, they were then removed or eliminated from the measurement model. , then the outer model test is carried out again to assess the suitability of the model as a whole so that it can provide accurate measurement results and is able to reflect latent variables. To see the results of convergent validity factor loading, see Table 1 as follows:

**Table 1.** Convergent Validity Measurement Results

Indicator	Brand Image	Religiosities	Attitude	Purchasing Decision
CM1	0,639			
CM2	0,352			
CM3	0,265			
CM4	0,411			
CM5	0,789			
CM6	0,811			
CM7	0,881			
CM8	0,890			
CM9	0,864			
CM10	0,841			
GH1		0,784		
GH2		0,822		
GH3		0,763		
GH4		0,809		
GH5		0,885		
GH6		0,911		
GH7		0,885		
SK1			0,679	
SK2			0,714	
SK3			0,850	
SK4			0,832	
SK5			0,863	
SK6			0,819	
SK7			0,818	
SK8			0,785	
SK9			0,681	
KP1				0,549
KP2				0,583
KP3				0,647
KP4				0,290
KP5				0,807
KP6				0,773
KP7				0,733
KP8				0,799
KP9				0,716
KP10				0,890
KP11				0,824
KP12				0,669
KP13				0,819
KP14				0,777

Source: SmartPLS 3.0 data processing results

After measuring convergent validity, discriminant validity is then measured. To assess discriminant validity is to look at the square root of average variance extracted (AVE) value for each construct. If the AVE value for each construct is greater than 0.50, then it is said that the construct variable has a good discriminant validity value. The AVE values for each construct can be seen in Table 2 below:

**Table 2.** AVE Value for Each Construct (Research Variable)

No.	Construct	AVE
1	Religiosities	0,681
2	Brand image	0,703
3	Attitude	0,617
4	Purchase decision	0,604

Source: SmartPLS 3.0 data processing results

Based on the AVE value for each construct in the table above, it shows that the value is greater than 0.5, which means that each construct has a good discriminant validity value. Apart from that, to see discriminant validity, it can also be seen in the cross loading between the indicators and their constructs as in Table 3 below.:

**Table 3.** Results of Discriminant Validity Measurement Based on Cross Loading Between Indicators and Constructs

Indicator	Brand image	Religiosities	Attitude	Purchase decision
1	2	3	4	5
CM1	0,613	0,494	0,568	0,425
CM5	0,788	0,594	0,661	0,637
CM6	0,814	0,652	0,744	0,757
CM7	0,884	0,670	0,827	0,813
CM8	0,900	0,636	0,752	0,701
CM9	0,884	0,539	0,721	0,686
CM10	0,855	0,637	0,726	0,743
GH1	0,493	0,780	0,540	0,412
GH2	0,609	0,818	0,655	0,496
GH3	0,581	0,764	0,632	0,556
GH4	0,580	0,810	0,584	0,513
GH5	0,706	0,887	0,654	0,633
GH6	0,655	0,913	0,617	0,562
GH7	0,650	0,885	0,565	0,527
SK1	0,499	0,377	0,678	0,568
SK2	0,485	0,396	0,713	0,542
SK3	0,805	0,583	0,848	0,777
SK4	0,745	0,707	0,832	0,753
SK5	0,749	0,537	0,862	0,738
SK6	0,780	0,576	0,820	0,752
SK7	0,730	0,579	0,818	0,695
1	2	3	4	5
SK8	0,699	0,681	0,787	0,659
KP3	0,550	0,495	0,605	0,631
KP5	0,634	0,442	0,698	0,818
KP6	0,603	0,516	0,589	0,780
KP7	0,576	0,394	0,650	0,754
KP8	0,641	0,543	0,632	0,808
KP9	0,661	0,500	0,617	0,731
KP10	0,752	0,550	0,806	0,893
KP11	0,794	0,559	0,758	0,821
KP12	0,638	0,454	0,644	0,662

KP13	0,654	0,465	0,709	0,827
KP14	0,625	0,527	0,631	0,787

Source: SmartPLS 3.0 data processing results

Based on the data in Table 3, it is explained that the correlation between the religiosity construct and its indicators is greater than the correlation between the religiosity construct and other constructs (cross loading value). Likewise, the correlation between the constructs of brand image, attitude and purchasing decisions with each indicator (loading value) is also greater than the correlation with other constructs (cross loading value).

After measuring convergent validity and measuring discriminant validity, finally an internal consistency reliability test was carried out which was measured by two criteria, namely composite reliability and Cronbach alpha of the indicator block that measures the variables. A construct is declared reliable if the composite reliability and Cronbach alpha values are above 0.60 and/or 0.70 [69].

**Table 4.** Measurement Composite Reliability

No.		Composite Reliability
1	Brand image	0,936
2	Religiosities	0,943
3	Attitude	0,935
4	Purchase decision	0,943

Source: SmartPLS 3.0 data processing results

The results of internal consistency reliability testing in Table 4 show that the composite reliability value for the four construct variables examined in this research has a value above 0.7. Thus, it can be stated that each measurement item for each construct variable can provide accurate and consistent measurement results. However, to strengthen the accuracy of the measurement items for each construct variable, it is also necessary to carry out a Cronbach Alpha test, with the test results in Table 5 below:

**Table 5.** Cronbach Alpha Measurement Results

No.		Cronbach Alpha
1	Brand image	0,920
2	Religiosities	0,929
3	Attitude	0,921
4	Purchase decision	0,933

Source: SmartPLS 3.0 data processing results

The Cronbach alpha output results based on Table 5.6 show that the variables religiosity, brand image, attitude and purchasing decisions have measurement values above 0.70. Thus, it can be stated that the variables of religiosity, brand image, attitudes and purchasing decisions have good reliability.

#### 4.5.1 Inner Model Estimation Results

Inner model or structural testing was carried out to see the relationship between latent variables (religiosity, brand image, and attitude towards purchasing decisions), significant values and R-square from the research model. Changes in the R-square value are used to assess the ability of a particular independent latent variable to explain the dependent latent variable, so that we can know the size of the contribution of the independent variable's influence on the dependent variable.

Based on the results of calculating the R-square value, it was found that the model of influence between religiosity, brand image and attitude on purchasing decisions gave an R-square value of 0.401 which can be interpreted as the purchasing decision variable being reflected by the dimensions; (1) problem recognition, (2) information search, (3) evaluation of alternatives, (4) decision making, and (5) post-purchase behavior can be explained by the variables religiosity, brand image and attitude is 40.1% while 59.9% is explained by other unobserved variables in this study.

#### 4.5.2 Hypothesis test

This hypothesis testing aims to see the partial significance of the influence between religiosity, brand image and attitude towards purchasing decisions at a significance level of  $\alpha = 0.5\%$  (0.05). From the results of path analysis calculations (Figure 6), it was found that the influence value between attitude (X3) on purchasing decisions (Y) was greater than the influence value of religiosity (X1) and brand image (X2) on purchasing decisions (Y). So from the explanation of the results of this analysis it can be concluded that attitudes have a more dominant influence on purchasing decisions.

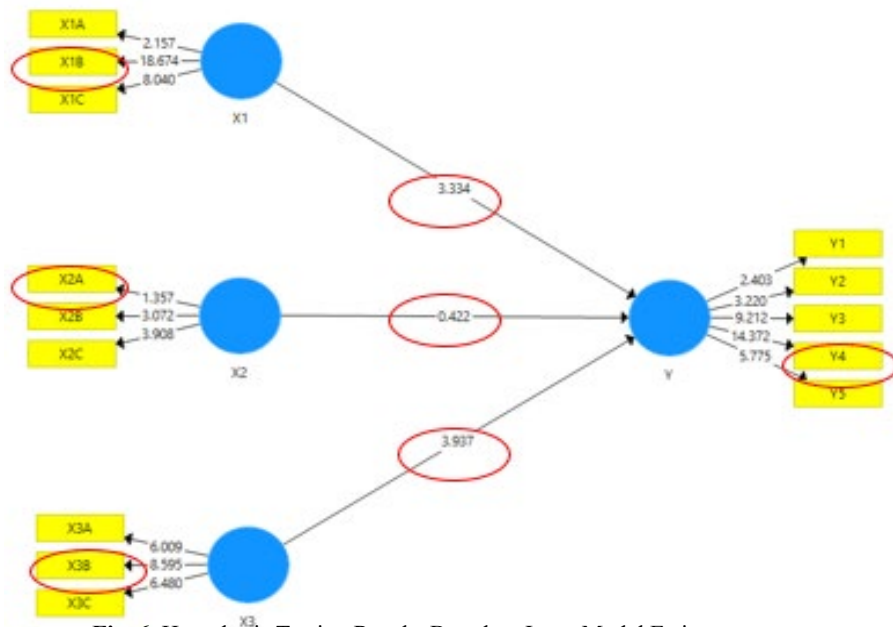


Fig. 6. Hypothesis Testing Results Based on Inner Model Estimates

The results of partial and simultaneous influence testing obtained from the path coefficients table are as follows:

**Table 6.** Partial Effect Test Results

	<i>Original Sample</i>	<i>Sample Mean</i>	<i>Standard Error</i>	<i>T Statistic</i>	<i>P Value</i>
Brand image → Purchase decision	0,360	0,362	0,108	3,334	0,001
Religiosities → Purchase decision	0,038	0,077	0,091	0,422	0,673
Attitude → Purchase decision	0,383	0,386	0,097	3,937	0,000

Source: SmartPLS 3.0 data processing results

Based on the data in Table 5.7, testing the influence of religiosity on purchasing decisions produces a parameter coefficient of 0.038 and a t statistical value of 0.422, where this value is smaller than the t table value (1.990) with a significance level (p-value) = 0.673 (greater than 0.05). These results show that partially, the influence of religiosity on purchasing decisions is not significant, so hypothesis 1 is rejected, which means that religiosity partially has no effect on purchasing decisions.

Testing the influence of brand image on purchasing decisions produces a parameter coefficient of 0.360 and a t statistical value of 3.334, where this value is greater than the t table value (1.990), with a significance level (p-value) = 0.001 (smaller than 0.05). These results show that partially, the influence of brand image on purchasing decisions is positive and significant, so hypothesis 2 is accepted, which means that brand image partially influences purchasing decisions.

Testing the influence of attitude on purchasing decisions produces a parameter coefficient of 0.383 and a t statistical value of 3.937, where this value is greater than the t table value (1.990), with a significance level (p-value) = 0.000 (smaller than 0.05). These results show that partially, the influence of attitude on purchasing decisions is positive and significant, so hypothesis 3 is accepted, which means that attitude partially influences purchasing decisions.

**Table 7.** Simultaneous Effect Test Results

	<i>Original Sample</i>	<i>Sample Mean</i>	<i>Standard Error</i>	<i>T Statistic</i>	<i>P Value</i>
Religiosities, brand image, and attitude → Purchase decision	0,401	0,450	0,068	5,918	0,000

Source: SmartPLS 3.0 data processing results

Based on the data in Table 7, testing the influence of religiosity, brand image and attitude simultaneously on purchasing decisions produces a parameter coefficient of 0.401 and a t statistical value of 5.918, where this value is greater than the t table value (1.990), with a significance level (p-value) = 0.000 (smaller than 0.05). These results show that the influence of religiosity, brand image and attitude simultaneously on purchasing decisions is positive and significant, so hypothesis 4 is accepted, which means that religiosity, brand image and attitude simultaneously influence purchasing decisions.

## 5 Conclusion

Based on the research findings, the following conclusions can be drawn: Religiosity, as reflected by the dimensions of belief, religious practices, and devotion, partially does not influence the purchase decisions of imitation products. Brand image, as reflected by the dimensions of brand association excellence, brand association strength, and brand association uniqueness, partially influences the purchase decisions of imitation products. Attitude, as reflected by the dimensions of value awareness, normative vulnerability, and social and legal consequences, partially influences the purchase decisions of imitation products. And Religiosity, brand image, and attitude simultaneously influence the purchase decisions of imitation products.

This study has uncovered that religiosity does not influence the purchase of counterfeit products, which differs from official product purchases. The first limitation pertains to the dimensions used to measure religiosity. The conclusion that religiosity, as assessed through belief, religious practices, and devotion, partially does not influence the purchase decisions of imitation products might be constrained by the narrow scope of these dimensions. Religiosity is a multifaceted concept encompassing a wide range of beliefs, values, and behaviors. The research focused on only a subset of these aspects, potentially missing the broader impact of religiosity on consumer behavior. Other dimensions like religious identity, moral values, or spirituality were not explored but could be significant factors influencing purchase decisions.

Another limitation concerns the measurement of brand image. The conclusion that brand image, as gauged by brand association excellence, strength, and uniqueness, partially influences the purchase decisions of imitation products may be restricted by the chosen dimensions. Brand image is a complex construct influenced by various elements, including customer perceptions, emotions, and loyalty. The selected dimensions, while important, may not fully capture the entire spectrum of factors shaping consumer choices. Other factors like emotional attachment to a brand, trust, or past experiences were not considered in the analysis, potentially leaving out critical aspects of brand image influence.

The third limitation relates to the simplicity of the measures used to assess attitude. The conclusion that attitude, as evaluated through value awareness, normative vulnerability, and social and legal consequences, partially influences the purchase decisions of imitation products might not capture the full complexity of consumer attitudes. Attitude is a psychological construct shaped by a multitude of factors, including personal beliefs, cultural influences, social norms, and peer pressure. The chosen dimensions offer a valuable perspective but may not encompass all the nuances of consumer attitudes. Factors like cultural influences or peer pressure were not examined, potentially overlooking vital determinants of consumer attitudes and behavior.

The fourth limitation is related to the inference of causality. While the research findings reveal associations between religiosity, brand image, attitude, and purchase decisions, they do not establish causality. The study provides correlations but does not explain the direction of influence or the magnitude of impact. Further research would be needed to investigate the causal relationships among these variables. For instance, it is unclear whether a strong brand image leads to a more positive attitude, or if a positive attitude toward imitation products influences religiosity.

Lastly, it's essential to acknowledge that these conclusions are specific to the context of the research and the chosen dimensions. Consumer behavior is influenced by a multitude of individual and situational factors. Consequently, these findings may not be universally applicable to all consumer contexts and populations. The research offers insights within the

scope and limitations of the study, and further investigations could help explore these relationships more comprehensively and across diverse settings.

To advance our understanding of the connection between religiosity and counterfeit product purchases, it is imperative to broaden the dimensions used to measure religiosity. The research findings may have been constrained by the narrow scope of belief, religious practices, and devotion as the sole indicators of religiosity. Future research should consider a more comprehensive set of dimensions within religiosity, including religious identity, moral values, and spirituality. By delving into these additional aspects, researchers can unveil more nuanced relationships and gain a deeper insight into how religiosity influences purchase decisions related to counterfeit products.

To gain a more comprehensive understanding of the impact of brand image on counterfeit product purchases, researchers should broaden the dimensions used to gauge brand image. The study focused on brand association excellence, strength, and uniqueness, which, while essential, may not cover the full spectrum of factors shaping consumer choices. To obtain a more holistic view, researchers should incorporate additional elements such as emotional attachment to a brand, trust in the brand, and consumers' past experiences with the brand. This expanded measurement of brand image can provide valuable insights into which specific brand-related factors influence counterfeit product purchases and to what extent.

Future research should adopt a more comprehensive approach to assessing consumer attitudes, moving beyond the chosen dimensions of value awareness, normative vulnerability, and social and legal consequences. Researchers should include measures related to personal beliefs, cultural influences, and peer pressure. These factors play a crucial role in shaping consumer attitudes and behaviors. A more comprehensive perspective on attitudes can offer a richer understanding of the complexities involved in counterfeit product purchases.

To elucidate the direction of influence among religiosity, brand image, attitude, and counterfeit product purchases, future research should concentrate on establishing causal relationships. Longitudinal studies and experimental designs can help determine whether a strong brand image leads to more positive attitudes or if positive attitudes toward imitation products influence religiosity. Understanding the causality of these relationships is paramount for the development of effective strategies aimed at influencing consumer choices.

It is essential to acknowledge that the conclusions of this study are specific to the chosen context and dimensions. To obtain a more comprehensive understanding of the interplay between religiosity, brand image, attitude, and counterfeit product purchases, researchers should conduct studies across diverse consumer contexts and populations. Different cultures, demographics, and market segments may yield distinct insights, and it is imperative to apply these findings judiciously.

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