



The Relationship of Religiosity in The Use of Imitation Products Among Muslim Society in Indonesia

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Abstract. This article discusses the freedom to buy and sell counterfeit goods in Indonesia, which has attracted global attention. Three major online stores in Indonesia, namely Produk Digital Bajakan, Buka Lapak, and Tokopedia have been identified by the Notorious Markets of The Office of the United States Trade Representative (USTR) as places where counterfeit goods circulated in 2020. This has created tensions in business relationships with large companies, even though the majority of Indonesia's population is Muslim. This study uses a quantitative method, taking samples from the Kerinci region, Jambi Province, Indonesia. The analytical tool used is SEM PLS. The research reveals that technological advancements have driven the production of counterfeit goods that closely resemble genuine products. The use of pirated software is also prevalent in Indonesian companies. On the other hand, there is still a need to understand the risks of using pirated software and a lack of robust measures from the government to regulate the illegal distribution of software, despite Copyright Law addressing this issue. A similar phenomenon occurs in the fashion industry, with imitation products imitating well-known brands. This study highlights the factors influencing the purchasing decisions of Muslim consumers in Sungai Penuh City when buying imitation products. One of the factors investigated is religiosity, which surprisingly has a significant impact on the decision to purchase imitation products. This religiosity leads to a more rational and responsible consumer attitude in selecting products. The results of this study conclude that attitudes, brand image, and religiosity influence the decision to purchase imitation products. Suggestions are given to companies to innovate in confronting counterfeit products and enhancing the utility of genuine products. Additionally, future researchers are encouraged to conduct more in-depth analyses of consumer behaviour towards imitation products, considering more detailed factors.

Keywords: Alphabetically sorted; Capitalized first word; From a to z;

1. Introduction

Indonesia has garnered worldwide attention due to the prevalence of counterfeit goods trading. Even the three largest online marketplaces in Indonesia, namely Produk Digital Bajakan, BukaLapak, and Tokopedia, have been identified by the Notorious Markets list published by The Office of the United States Trade Representative (USTR). It is an agency under the United States government responsible for assessing the business practices of countries cooperating with the US as of the year 2020. Indonesia has become a hostile environment for reputable companies, causing substantial damage to them. Notably, Indonesia, with a majority Muslim population, should not engage in predatory business practices. The financial losses resulting from counterfeit goods trade are significant, reaching trillions of Indonesian rupiahs annually.



Advancements in technology have led to the production of increasingly sophisticated counterfeit products. These counterfeit items closely resemble their genuine counterparts, thanks to the use of advanced machinery. Unlicensed software, in particular, remains widely used among companies operating in Indonesia. According to a study by the Business Software Alliance (BSA), approximately 83% of companies in Indonesia still utilize pirated or unlicensed software. The exact number of Indonesian companies surveyed by BSA is not provided for research purposes. However, this figure positions Indonesia as the top Southeast Asian country in terms of illegal software usage among corporations. Following Indonesia is Vietnam at 74% unlicensed software usage, Thailand at 66%, Brunei Darussalam and the Philippines at 64%. Malaysia follows at 51%, and Singapore at 27%.

With the high prevalence of unlicensed software usage, BSA highlights the potential risks to the data held by these companies. These risks include data breaches, vulnerability to malware, and other related issues. The lack of awareness regarding the dangers of malware, insufficient education for business actors, and limited understanding of the risks associated with unlicensed software usage contribute to the high percentage. Additionally, BSA notes that companies using pirated software tend to be reluctant to invest in operational tools or software. Furthermore, BSA adds that there have yet to be any significant steps taken by the government to regulate the circulation of pirated software or to take strict actions against companies utilizing illegal products. Interestingly, Indonesia has the Copyright Law No. 28 of 2014 that governs issues related to software piracy.

Counterfeiting is an illegal activity. However, the public remains enthusiastic about counterfeit products. It might be because Indonesian consumers often do not concern themselves with such matters. As Tatik Suryani (2012) suggests, attitude is a learned predisposition to respond to an object with likes or dislikes. Attitude reflects an individual's feelings, whether they are pleased or displeased, like or dislike, and agree or disagree with an object.

Religiosity is a significant motivating factor influencing consumer behavior (Delener, 1990; Sahara, 2021). It is based on the consumer's decision to purchase products according to their level of faith. Religiosity inversely affects the Muslim community's inclination to buy counterfeit products, leading to more rational and responsible consumption patterns. It impacts the consumption of counterfeit products, as religious consumers consider the negative consequences of their purchases.

Religious commitment is defined by the extent to which an individual adheres to their religion's teachings and accepts its truth (Johnson et al., 2001). Religion encompasses belief and worship, acknowledging the transcendent power it holds. Religious behavior can influence cognitive and individual behavior (Alam et al., 2012). Religious values differ between religious and non-religious individuals. This cultural factor linked to religion can significantly influence consumer purchasing decisions. Counterfeit products often imitate renowned brands. Bilson Simamora (2003) states that brands possess brand image, which consumers associate with brand descriptions. Strong brands attract consumers, and brand image plays a crucial role in purchase decisions. Consumers often associate imitation products with well-known brands currently in vogue.

Given the predominantly Muslim population, it is intriguing to explore why the citizens of Sungai Penuh still purchase counterfeit products. This research aims to identify the

factors that influence Muslim consumers in Sungai Penuh to buy counterfeit goods and whether religiosity plays a role in this consumption process.

2. Methods

The population in this research consists of the residents of Sungai Penuh City who have purchased counterfeit products, including both fashion and digital products, with an unknown population size. The sampling method is based on Maholtra's theory (2003), where the sample size is determined by the researcher's judgment when the exact population size is unknown and the researcher is familiar with the area and its situation. In this study, the researcher determines the sample size based on the number of dimensions multiplied by 7. According to Maholtra's theory, the sample size is the number of dimensions multiplied by 5 to 10. The sample size for this study is 90 individuals who have shopped for counterfeit products in Sungai Penuh City. This study's Partial Least Square (PLS) analysis technique does not require a large sample size. Thus, the determined sample size is sufficient for the analysis technique used.

Types of Data and Data Sources

The obtained data can be classified as follows: Primary data are directly obtained from the subjects themselves, as per J. Supranto's opinion (2003). In this research, primary data are gathered through questionnaires regarding consumers' responses to religiosity, brand image, and attitudes towards the purchase decision of counterfeit products in Sungai Penuh City.

Secondary Data Secondary data are pre-existing and published data, according to Supranto (2003). Secondary data for this research are collected from various literature sources, including books, journals, and other documents related to the research subject.

Data Collection Method

The data collection methods employed in this research are as follows:

1. Questionnaires Data collection is conducted by providing respondents with questions using a questionnaire format. Open-ended questions are used in this study's questionnaire. The questionnaires are directly given to the respondents. Sampling techniques like Accidental and purposive sampling use a Likert scale for measurement. The questionnaire questions are designed using a 1-5 scale to represent respondents' opinions, with the values: (1) Strongly Agree (SA) = 5, (2) Agree (A) = 4, (3) Neutral (N) = 3, (4) Disagree (D) = 2, (5) Strongly Disagree (SD) = 1.

2. Literature Review This involves collecting data by reading literature books and journals related to the ongoing research, aiming to gain knowledge or theories relevant to the research problem.

Indicator variabel

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Variable	Dimension	Indicators
Attitude towards brand counterfeiting	Value Awareness	Concern for product quality and price
		Concern for product price and value
		Reluctance to spend on subpar product quality
Normative Vulnerability	Choosing brands favored by others	Using brands to impress others
		Choosing brands to enhance self-image
Social and Consequences	Legal Using imitation products violates intellectual property rights	Not concerned about legal sanctions due to using imitation products
		Not feeling embarrassed using imitation products
Brand Image	Favorability of Brand Association	Product quality with that brand is durable
		The brand boosts user's confidence
		Brand is associated with renowned fashion company
		Products from the brand are made from durable materials
Strength of Brand Association	Model follows fashion trends	Model is suitable for various consumer groups
		Brand is easily recognizable through electronic and print media
Uniqueness of Brand Association	Affordable purchase price for various consumers	Wide range of color options offered
		Many models to choose from for brand users

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Variable	Dimension	Indicators
Purchase Decision	Problem Recognition	Using reputable or well-known brand products
		Using brand products that create a stylish impression
		Using branded products at an affordable price
Information Search	Seeking products aligned with personal taste	Finding out what products are popular among others
		Gathering information from various advertisements
Alternative Evaluation	Product has good quality materials	Product price is significantly lower compared to the original
		Product color and model resemble the original
Purchase Decision	Buying products to boost self-confidence when used	Buying products to follow trends
		Buying products because they are easily accessible in any store
Post-Purchase Behavior	Satisfied after using products from that brand	Recommending products from that brand to others
Religiosity	Beliefs	Belief in Allah SWT
		Belief in the destiny ordained by Allah SWT
Religious Practices	Performing prayers, fasting, and almsgiving according to religious guidelines	Listening to sermons, participating in religious gatherings
		Being grateful for God's blessings
		Fear of violating religious laws
		Helping others

Data Processing and Analysis Method

In accordance with the problem statement, research objectives, hypothesis formulation, and the amount of collected data, the data analysis method used in this study is partial least

squares (PLS). Partial least squares (PLS) were developed as an alternative modelling technique with a weak theoretical foundation for structural equation modelling (SEM). Unlike SEM, using PLS is not influenced by parametric assumptions such as multivariate normality and large sample size. There are also differences between PLS and SEM regarding the measurement model. In SEM, latent variables are formed from reflective indicators, whereas in PLS, latent variables can be formed from both reflective and formative indicators. Reflective indicators are seen as variables influenced by latent variables, while in formative models, indicators are seen as variables influencing latent variables.

The parameter estimation obtained through PLS can be categorized into three groups:

1. Weight estimates are used to create latent variable scores.
2. Path estimates that connect latent variables.
3. Means and location parameters representing regression coefficients connecting indicators with latent variables.

The analysis model of all latent variables in PLS consists of three forms of relationships:

(1) the inner model, which specifies relationships between latent variables, analogous to the structural model in SEM.

(2) outer model, specifying relationships between latent variables and their indicators, similar to the measurement model in SEM.

(3) weight relations used to estimate latent variables.

This study uses partial least squares (PLS) to test the partial and simultaneous effects of brand image and lifestyle on the purchase decisions of imitation products in Sungai Penuh City, with the attitude towards luxury brand counterfeiting as the intervening variable.

Based on the research paradigm and hypotheses proposed earlier, this study involves two exogenous and one endogenous variable. The exogenous variables are brand image and religiosity, while the endogenous variable is purchase decisions. An empirical examination of the relationships between these variables will be conducted using the partial least squares method and computerized with SmartPLS 3.0 software.

Data Analysis Tools and Statistical Tests

To analyze the significance, evaluate the partial effects of independent variables, and identify the most dominant variables influencing the dependent variable, following Ghazali and Latan (2012), model evaluation is performed by assessing both the outer and inner models. The evaluation of the measurement model or outer model is done to assess model validity and reliability. The outer model with reflective indicators is evaluated through convergent validity, discriminant validity of latent constructs, composite reliability, and Cronbach's alpha for the indicator blocks. Evaluation of the structural or inner model aims to predict relationships between latent variables.

Evaluation of the Measurement Model (Outer Model)

Three criteria are used to assess the measurement model: internal consistency reliability, convergent validity, and discriminant validity.

1. Internal Consistency Reliability: Composite reliability and Cronbach's alpha are greater than 0.70.
2. Convergent Validity: Indicator loadings are greater than 0.70.
3. Discriminant Validity: The square root of Average Variance Extracted (AVE) is greater than the correlation between constructs. Indicator loadings on the measured construct are higher than loadings on other constructs (low cross-loadings).

Evaluation of the Structural Model (Inner Model)

Evaluation of the structural model is conducted by:

1. Coefficient of Determination (R-squared) values of 0.75, 0.50, and 0.25 for each endogenous latent variable, interpreted as substantial, moderate, and weak effects, respectively.
2. Predictive Relevance: A Q-squared value greater than zero indicates that exogenous latent variables have predictive relevance on influenced endogenous latent variables.
3. Effect Size: Calculated as the absolute value of individual predictor latent variables' contribution to R-squared values of criterion latent variables. Effect size falls into three categories: weak (0.02), medium (0.15), and large (0.35).

3. Results and Discussion

Hypothesis Testing

The hypothesis testing aims to examine the partial significance of the influence of religiosity, brand image, and attitude towards purchase decisions at a significance level of $\alpha = 0.5\%$ (0.05). From the results of the path analysis (Figure 5.5), it was found that the influence of attitude (X3) on purchase decisions (Y) is greater than the influence of religiosity (X1) and brand image (X2) on purchase decisions (Y). Therefore, based on the explanation of the analysis results, it can be concluded that attitude has a more dominant influence on purchase decisions.

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

Table 5.7 Results of Partial Influence Testing

Influence Testing	Original Sample	Sample Mean	Standard Error	T Statistic	P Value
Brand image → purchase decision	0.360	0.362	0.108	3.334	0.001
Religiosity → purchase decision	0.038	0.077	0.091	0.422	0.673

Influence Testing	Original Sample	Sample Mean	Standard Error	T Statistic	P Value
Attitude → purchase decision	0.383	0.386	0.097	3.937	0.000

Source: SmartPLS 3.0 Data Analysis Results

Based on the data in Table 5.7, the testing of the influence of religiosity on purchase decisions resulted in a parameter coefficient of 0.038 and a t-statistic value of 0.422. This value is smaller than the tabulated t-value (1.990) with a significance level (p-value) = 0.673 (greater than 0.05). This result indicates that, partially, the influence of religiosity on purchase decisions is not significant. Therefore, hypothesis 1 is rejected, meaning that religiosity does not significantly influence purchase decisions.

The testing of the influence of brand image on purchase decisions yielded a parameter coefficient of 0.360 and a t-statistic value of 3.334. This value is greater than the tabulated t-value (1.990), with a significance level (p-value) = 0.001 (smaller than 0.05). This result indicates that, partially, the influence of brand image on purchase decisions is positive and significant. Therefore, hypothesis 2 is accepted, meaning that brand image significantly influences purchase decisions.

The testing of the influence of attitude on purchase decisions resulted in a parameter coefficient of 0.383 and a t-statistic value of 3.937. This value is greater than the tabulated t-value (1.990), with a significance level (p-value) = 0.000 (smaller than 0.05). This result indicates that, partially, the influence of attitude on purchase decisions is positive and significant. Therefore, hypothesis 3 is accepted, meaning that attitude significantly influences purchase decisions.

Table 5.8 Results of Simultaneous Influence Testing

Influence Testing	Original Sample	Sample Mean	Standard Error	T Statistic	P Value
Religiosity, brand image, and attitude → Purchase decision	0.401	0.450	0.068	5.918	0.000

Source: SmartPLS 3.0 Data Analysis Results

Based on the data in Table 5.8, the simultaneous testing of the influence of religiosity, brand image, and attitude on purchase decisions resulted in a parameter coefficient of 0.401 and a t-statistic value of 5.918. This value is greater than the tabulated t-value (1.990), with a significance level (p-value) = 0.000 (smaller than 0.05). This result indicates that the simultaneous influence of religiosity, brand image, and attitude on purchase decisions is

positive and significant. Therefore, hypothesis 4 is accepted, meaning that religiosity, brand image, and attitude simultaneously influence purchase decisions.

4. Conclusions

Based on the obtained research results, the following conclusions can be drawn:

1. Religiosity, as reflected by the dimensions of belief, worship, and practice, does not significantly influence the purchase decisions of imitation products.
2. Brand image, as reflected by the dimensions of brand association favorability, strength, and uniqueness, partially significantly influences the purchase decisions of imitation products.
3. Attitude, as reflected by the dimensions of value consciousness, normative vulnerability, and social and legal consequences, partially significantly influences the purchase decisions of imitation products.
4. Religiosity, brand image, and attitude simultaneously significantly influence the purchase decisions of imitation products.

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