

ABSTRACT

The current fashion trend is changing quickly, consumers in developing countries such as Indonesia made a purchase based on the consideration of the benefits of the product. Then, not all people in Indonesia have the same financial capacity. Therefore, it is affecting the majority of people in Indonesia choose to buy replica products instead of buying the original product, and is also influenced by the need or want to have a branded product to show one's prestige. With the advance of technology is supported by the development of the Internet many new things that arise one of which is the purchase or shopping goods online or commonly referred to as an online shop. So many online shop that sells clothes branded replica one of them is Ainoheartshop.

The purpose of this study was to determine the factors that encourage consumers to make purchases online through social media and items of the most dominant encourage the purchase of a replica shirt online at online shop Ainoheartshop.

This research is descriptive research. involving 120 followers Aino Heart Shop using non-probability sampling type of incidental sampling. The collected data is then processed by using factor analysis method.

Results of this study was to produce two factors driving factor replica branded clothing purchases online in Ainoheartshop obtained through factor analysis. The first factor is the social factor has the highest value% 41.93% of the variance, the second factor is a Novelty seeking factor has a 15.00%% of the variance. then the most dominant item that encourages the purchase of a replica of the clothing brand online in Ainoheartshop based on the biggest loading factor is social influence 0.885.

Based on the results of the factor analysis that there are two factors formed in encouraging the purchase of a replica branded clothes online at Ainoheartshop. Factors - these factors are social factors and seeking novelty factor. Social factors are formed from items Brand Conscious, Social Influence and Brand Prestige. Furthermore, both factors which are formed in encouraging the purchase of a replica branded clothes online at Ainoheartshop that novelty-seeking factor. Novelty seeking form factor of items Personal Gratification, Value consciousness, Price Quality Inference, and Novelty Seeking.

Keywords: Factor Analysis, Online shop, Counterfeit Product