

ABSTRACT

Counterfeiting now become a global issue that is not happen only in developing country, but also in developed country. Especially in Bandung city that's on high counterfeiting activity city list. And Casio wrist watch also become the main target of counterfeiting. Because it can be used on both male and female and it's universal technology.

The type of this research is descriptive quantitative with purpose to know determinant customer attitude factor's towards counterfeit casio watch and witch item are the most influential, with counterfeit Casio user at Bandung city as sample. This research also uses non-probability technique with incidental sampling type. Metode that used in this research is factor analysis

Five motivating customer factors to buy counterfeit Casio wrist watch are created by factor analysis. The first factor is value consciousness factor that have most variants, second is ethical perception factor, third is utility factor, fourth is price factor and last is social influence factor. The Bandung city citizen attitude toward counterfeit casio wrist watch is high. And then the most dominant motivating factor is value conciuseness with highest score

Key Words: *customer attitude, counterfeit products, factor analysis*