

Analisis pengaruh nilai belanja hedonis dan utilitarian, fashion involvement, pro-environmental attitude dan religiusitas terhadap konsumsi fashion yang berkelanjutan = Causal analysis of hedonistic and utilitarian shopping value, fashion involvement, pro-environmental attitude and religiosity on sustainable fashion consumption

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Abstrak

Penelitian ini merupakan adaptasi dari penelitian yang sebelumnya pernah dilakukan di Pakistan. Penelitian ini bertujuan untuk mengetahui faktor-faktor yang memengaruhi konsumen terhadap konsumsi fashion yang berkelanjutan. Data dikumpulkan melalui self-administrated questionnaire kepada responden yang berdomisili di DKI Jakarta, Surabaya, Medan, Bandung, dan Makassar yang pernah berbelanja di fashion store di pusat perbelanjaan modern (mall).

Peneliti menggunakan Structural Equation Modelling (SEM) untuk menganalisis pengaruh dari nilai belanja hedonis dan utilitarian, fashion involvement, pro-environmental attitude, dan religiusitas terhadap konsumsi fashion yang berkelanjutan.

Hasil dari penelitian ini adalah hanya nilai belanja utilitarian, pro-environmental attitude, dan religiusitas intrapersonal yang memengaruhi konsumsi fashion yang berkelanjutan. Sedangkan, religiusitas hanya meningkatkan pengaruh positif dari fashion involvement dan pro-environmental attitude terhadap konsumsi fashion yang berkelanjutan. Hasil penelitian ini dapat dijadikan referensi untuk pelaku bisnis fashion agar dapat memprioritaskan aspek keberlanjutan dalam proses produksinya.

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This study is adopted from previous study was conducted in Pakistan. This study aims to determine factors those affect consumer to sustainable fashion consumption. Data was collected from self-administrated questionnaire within DKI Jakarta, Surabaya, Medan, Bandung, and Makassar who had bought at a fashion store in a modern shopping center (mall).

This research using a Structural Equation Modelling (SEM) to analyze the effect of hedonic and utilitarian shopping value, fashion involvement, pro-environmental attitude and religiosity on sustainable fashion consumption.

The results of this study that only the utilitarian shopping value, pro-environmental attitude, and religiosity that affect sustainable fashion consumption. However, religiosity is only a positive increase from the fashion involvement and a pro-environmental attitude towards sustainable fashion consumption. The results of this study can be used as a reference for business clothing in order to prioritize sustainability aspects in the production process.