

Analisis willingness to pay generasi milenial terhadap produk sustainable fashion = An analysis of millenials' willingness to pay towards sustainable fashion product.

Anindita Dharmesti, author

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh informasi dan pro-environmental attitude terhadap willingness to pay generasi milenial terhadap produk sustainable fashion. Data dikumpulkan melalui kuesioner online kepada generasi milenial yang berdomisili di Jabodetabek, Bandung, Surabaya, Medan, dan Makassar. Peneliti menggunakan model regresi berganda untuk menganalisis pengaruh informasi dan pro-environmental attitude terhadap willingness to pay generasi milenial terhadap produk sustainable fashion. Hasil dari penelitian ini menyatakan bahwa informasi dan pro-environmental attitude memiliki pengaruh signifikan positif terhadap willingness to pay generasi milenial terhadap produk sustainable fashion. Hasil penelitian ini dapat dijadikan referensi untuk pelaku bisnis fashion agar dapat lebih transparan dalam menjalankan proses produksinya.

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This study aims to determine the effect of information and pro-environmental attitudes on the millennial generation's willingness to pay for sustainable fashion products. Data was collected through an online questionnaire to millennials domiciled in Greater Jakarta, Bandung, Surabaya, Medan, and Makassar. Researchers use multiple regression models to analyze the causal effect of information and pro-environmental attitude on the willingness to pay millennial generation on sustainable fashion products. The results of this study state that information and pro-environmental attitude have a significant positive effect on millennial generations' willingness to pay for sustainable fashion products. The results of this study can be used as a reference for fashion businesses to be more transparent in carrying out their production processes.