

# Antara Etika Dan Estetika: Analisis Pengaruh Green Thinking, Green Altruism, Dan Religiositas Terhadap Intensi Mengonsumsi Produk Sustainable Fashion Di Indonesia = Between Ethics And Aesthetics: Analysis Of The Influence Of Green Thinking, Green Altruism, And Religiosity Toward Intention To Consume Sustainable Fashion Products In Indonesia

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## Abstrak

Pesatnya pertumbuhan industri fashion dinilai menjadi penyebab utama munculnya era fast-fashion yang membawa eksternalitas negatif berupa kerusakan lingkungan di dunia, tak terkecuali di Indonesia. Indonesia, sebagai negara yang nilai-nilai keagamaan melekat pada masyarakatnya, telah menarik perhatian penulis untuk meneliti tentang bagaimana pola konsumsi produk fashion yang dilakukan oleh masyarakatnya. Hal ini dikarenakan tidak ada agama yang mengajarkan umatnya untuk membuat kerusakan, termasuk dalam hal kegiatan pembelian produk fashion yang dalam proses pembuatannya banyak mengorbankan orang lain maupun lingkungan. Dengan latar belakang tersebut, penelitian ini bertujuan untuk menganalisis pengaruh religiositas, green thinking, dan green altruism terhadap intensi mengonsumsi produk sustainable fashion di Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan metode analisis Structural Equation Modelling (SEM) dan melibatkan 522 responden di Indonesia. Dengan mengadopsi model Theory of Planned Behavior, hasil penelitian menunjukkan bahwa religiositas berpengaruh positif signifikan terhadap intensi pembelian produk sustainable fashion melalui variabel attitude towards behavior dan perceived behavioral control, sementara subjective norms terbukti tidak signifikan. Lebih lanjut, green thinking ditemukan berpengaruh positif signifikan terhadap intensi pembelian produk sustainable fashion, sedangkan green altruism terbukti tidak signifikan. Berdasarkan hasil koefisien determinasinya, penelitian selanjutnya diharapkan dapat lebih memfokuskan pada penggunaan variabel independen yang lebih bervariasi, serta dapat menghimpun responden dengan latar sosio-demografis yang lebih seimbang agar dapat membuka analisis lainnya dan menambah khazanah pengetahuan pembaca.

.....The rapid growth of the fashion industry is considered to be the main cause of the emergence of the fast-fashion era which brings negative externalities in the form of environmental damage in the world, including in Indonesia. Indonesia, as a country that has religious values attached to its people, has attracted the author to examine how the consumption pattern of fashion products is carried out by them. It is because there is no religion that teaches its adherents to cause damage, including in terms of buying fashion products, which in the manufacturing process sacrifice other people and the environment. Against this background, this study aims to analyze the effect of religiosity, green thinking, and green altruism on the intention to consume sustainable fashion products in Indonesia. This study used a quantitative approach with the Structural Equation Modeling (SEM) analysis method and involved 522 respondents in Indonesia. By adopting the Theory of Planned Behavior model, the research results show that religiosity has a significant positive effect on purchase intentions of sustainable fashion products through the attitude towards behavior and perceived behavioral control, while the subjective norms proves to be insignificant. Furthermore, green thinking was found to have a significant positive effect on the purchase intention of sustainable fashion products, while

green altruism proved to be insignificant. Based on the results of the coefficient of determination, further research is expected to focus more on the use of a more varied independent variable, and to gather respondents with a more balanced socio-demographic background in order to open up other analyzes and add insight to the reader's knowledge.