

Pengaruh Kepribadian dan Rasionalitas Konsumen Terhadap Intensi Pembelian Produk Secondhand Fashion Oleh Generasi Z di Indonesia = The Influence of Personality Traits and Consumer Rationality Towards Intention to Purchase Secondhand Fashion Products by Gen Z in Indonesia

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Abstrak

Industri fashion memiliki pertumbuhan yang pesat, hingga muncul istilah "fast-fashion". Dari hal tersebut, industri fashion kemudian menjadi penyumbang besar dalam karbon emisi dan air limbah global. Hal tersebut mendorong hadirnya gerakan sustainable fashion untuk mengurangi limbah fashion. Salah satu pendekatan dalam sustainable fashion adalah secondhand fashion. Di Indonesia, fashion diidentifikasi dengan generasi Z, yang kini mendominasi populasi di Indonesia. Untuk mendukung gerakan sustainable fashion, perlu dikaji faktor-faktor yang memengaruhi intensi pembelian secondhand fashion. Penelitian ini bertujuan untuk mengetahui signifikansi faktor kepercayaan diri, pengendalian diri, dan innovativeness dalam mempengaruhi intensi pembelian produk secondhand fashion oleh Generasi Z di Indonesia. Penelitian ini dilakukan menggunakan kuesioner yang disebarluaskan secara online melalui Google Form ke berbagai sosial media, seperti Instagram, Twitter, Line, dan Whatsapp. Dari total 233 responden, penelitian mendapatkan 205 responden yang memenuhi kualifikasi penelitian, yaitu generasi Z di Indonesia yang belum pernah membeli produk secondhand fashion. Data kemudian diolah menggunakan analisis Covariance Based Structural Equation Model (CB-SEM) dan menunjukkan bahwa self confidence berpengaruh terhadap spending self-control, spending self-control berpengaruh terhadap innovativeness, innovativeness berpengaruh terhadap intention to purchase secondhand fashion, serta innovativeness berperan sebagai mediator dari pengaruh spending self-control terhadap intention to purchase secondhand fashion.

.....The fashion industry has rapid growth, that then called as "fast-fashion". From that matter, the fashion industry becomes a major contributor of global carbon emissions and wastewater. This encourages a sustainable fashion movement to reduce fashion waste. Sustainable fashion can be done in many ways, including secondhand fashion. In Indonesia, fashion is identified with Generation Z, which currently is dominating the population in Indonesia. To support the sustainable fashion movement, it is necessary to research the factors that influence the purchase intention of secondhand fashion. This research aims to determine the significance of self-confidence, self-control, and innovativeness in influencing the purchase intention of secondhand fashion products by Generation Z in Indonesia. This research was conducted using Google Form that was distributed to Instagram, Twitter, Line, and Whatsapp. The data obtained from 205 respondents who fit the research qualifications, namely Generation Z in Indonesia who had never bought secondhand fashion products, then processed using the Covariance-Based Structural Equation Model (CB-SEM) analysis. It showed that self-confidence influences spending self-control, spending self-control affects innovativeness, innovativeness influences the intention to purchase secondhand fashion, and innovativeness was found as a significant mediator from the influence of spending self-control to purchase intention on secondhand fashion.