

Niat Pembelian pada Fesyen Daur Ulang: Pengaruh Perceived Customer Value, Environmental Concern, dan e-Social Interaction = Purchase Intention in Recycled Fashion: The Influence of Perceived Customer Value, Environmental Concern, and e-Social Interaction

Julia Dian Ferdinand, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920566900&lokasi=lokal>

Abstrak

Masalah lingkungan menjadi tantangan besar dalam industri fesyen, terutama terkait limbah tekstil. Peningkatan kesadaran konsumen terhadap fesyen berkelanjutan menciptakan peluang bagi produk pakaian berbahan daur ulang. Penelitian ini bertujuan untuk menganalisis pengaruh perceived customer value, environmental concern, dan e-social interaction terhadap sikap dan niat pembelian pakaian berbahan daur ulang di Indonesia. Dengan metode kuantitatif, data dikumpulkan melalui survey online terhadap 202 responden dan dianalisis menggunakan SEM-PLS. Hasil penelitian menunjukkan bahwa epistemic value, environmental concern, e-WOM, dan social media information berpengaruh positif terhadap sikap konsumen dan niat pembelian. Sikap konsumen juga diketahui memediasi hubungan environmental concern dan e-WOM terhadap niat pembelian. Temuan ini menegaskan pentingnya edukasi dan informasi tentang nilai lingkungan dari produk daur ulang, serta pemanfaatan media sosial untuk meningkatkan kesadaran dan niat konsumen.

.....Environmental issues pose a significant challenge to the fashion industry, particularly concerning textile waste. The growing consumer awareness of sustainable fashion creates opportunities for recycled clothing products to thrive. This study aims to analyze the influence of perceived customer value, environmental concern, and e-social interaction on attitudes and purchase intentions toward recycled content clothing in Indonesia. Using a quantitative approach, data were collected through an online survey of 202 respondents and analyzed using SEM-PLS. The findings reveal that epistemic value, environmental concern, e-WOM, and social media information positively affect consumer attitudes and purchase intentions. Moreover, consumer attitudes mediate the relationship between environmental concern and e-WOM on purchase intentions. These findings highlight the importance of education and information on the environmental value of recycled products, as well as leveraging social media to enhance consumer awareness and purchase intentions.