

# Sikap pro lingkungan dan perilaku konsumsi pakaian berkelanjutan di kalangan konsumen muslim Indonesia = Pro environmental attitude and sustainable clothing consumption behavior of muslim consumer in Indonesia

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## Abstrak

Nilai Indeks Kualitas Lingkungan Hidup (IKLH) di setiap provinsi di Indonesia cukup beragam, namun masih banyak provinsi yang memiliki nilai IKLH yang sangat rendah atau dapat dikategorikan sebagai daerah waspada. Selain itu, jumlah penduduk di Indonesia sangat banyak dan pakaian merupakan produk yang di konsumsi setiap hari oleh masyarakat Indonesia, sehingga penting bagi produsen dan konsumen pakaian di Indonesia untuk memerhatikan proses produksi dan konsumsi pakaian agar tidak memberikan dampak negatif terhadap lingkungan dimana perilaku tersebut tidak sesuai dengan ajaran Islam.

Penelitian ini bertujuan untuk meneliti faktor-faktor yang memengaruhi perilaku konsumsi pakaian yang berkelanjutan. Sampel pada penelitian ini adalah konsumen Muslim di Indonesia dengan tidak membatasi umur dan domisili dari konsumen tersebut. Data diolah menggunakan metode Structural Equation Modelling pada Lisrel 8.8.

Hasil penelitian menunjukkan bahwa fashion involvement dan pro environmental attitude memiliki pengaruh positif, sementara knowledge of the environmental impacts tidak memiliki pengaruh terhadap sustainable clothing consumption. Pengaruh religiosity diantara hubungan fashion involvement dan sustainable clothing consumption tidak signifikan, namun religiosity meningkatkan pengaruh diantara hubungan pro environmental attitude dan sustainable clothing consumption.

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The Environmental Quality Index (IKLH) in each province in Indonesia is quite diverse, but there are still many provinces that have low IKLH standard or can be categorized as alert areas. In addition, Indonesia has a large population and clothing is a product that is consumed every day by all Indonesian people, so it is important for clothing producers and consumers in Indonesia to pay attention during production and consumption process of clothing in order to protect the environment in accordance with Islamic teachings. This study aims to examine factors that influence sustainable clothing consumption. Sample that used on this study is Muslim consumers in Indonesia by not limiting the age and recident domicile. Data was processed by using the Structural Equation Modeling method on Lisrel 8.8.

The results showed that fashion involvement and pro environmental attitude has positive influence, but knowledge of environmental impacts had no effect on sustainable clothing consumption. The influence of religiosity among fashion involvement and sustainable clothing consumption is not significant, but religiosity enhances relationship between pro environmental attitude and sustainable clothing consumption.