

Analisis pengaruh environmentalisme, kesederhanaan dan kebutuhan akan keunikan terhadap minat beli pakaian bekas = The influence of environmentalism, frugality and need for uniqueness towards purchase intention of second-hand clothes.

Mazaya Putri Diandari, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20499816&lokasi=lokal>

Abstrak

Kembalinya popularitas jual beli pakaian bekas berhubungan dengan minat konsumen terhadap sustainability. Selain tren sustainability, tren vintage didorong kecenderungan konsumen untuk mencari authenticity dan nilai keunikan melalui pakaian bekas membawa perubahan terhadap perilaku pembelian pakaian bekas. Penelitian ini menganalisis hubungan antara environmentalisme, kesederhanaan dan kebutuhan akan keunikan terhadap minat beli pakaian bekas. Penelitian kuantitatif ini menggunakan metode simple random sampling dengan kuesioner online. Penelitian ini menemukan bahwa terdapat pengaruh yang signifikan antara environmentalisme dan kebutuhan akan keunikan terhadap minat beli pakaian bekas.The return of the popularity of used clothing is related to consumer's growing interest in sustainability. In addition to sustainability trends, the comeback of the vintage trend encouraged by consumers' tendency to seek authenticity and unique value through used clothing brings changes to their consumer behavior. This study discusses the influence between environmentalism, frugality, need for uniqueness and purchase intention of second-hand clothes. This quantitative study uses simple random sampling with an online survey. This study found that there was a significant influence between environmentalism and the need for uniqueness to purchase of used clothing.