

# Analisis Pengaruh Praktik Manajemen Rantai Pasokan Berkelanjutan pada Industri Slow Fashion terhadap Customer Intention di Indonesia = Analysis of the Effect of Sustainable Supply Chain Management Practices in the Slow Fashion Industry on Customer Intention in Indonesia

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## Abstrak

Penelitian ini bertujuan untuk memahami bagaimana praktik sustainable supply chain management dengan pendekatan triple bottom line pada industri slow fashion dapat mempengaruhi peningkatan customer intention dalam membeli dan/atau menggunakan produk slow fashion. Pendekatan triple bottom line ini terdiri dari economic pillar, social pillar, dan environmental pillar yang menjadi tiang praktik sustainable supply chain management. Economic pillar mencerminkan manfaat ekonomis yang dihasilkan oleh praktik sustainable supply chain management, social pillar yang berarti manfaat sosial yang dihasilkan oleh praktik sustainable supply chain management, dan environmental pillar yang mencerminkan manfaat terhadap lingkungan oleh praktik sustainable supply chain management. Penelitian ini melihat signifikansi pengaruh praktik tersebut terhadap tingkat pembelian dan/atau penggunaan produk slow fashion oleh konsumen. Penelitian ini menggunakan sampel 318 responden yang pernah membeli dan/atau menggunakan produk slow fashion di Indonesia. Partial Least Squares - Structural Equation Modelling (PLS-SEM) digunakan untuk menganalisis data dalam penelitian ini. Penelitian ini membuktikan bahwa environmental pillar yang terdiri dari eco-design dan customer green management memiliki pengaruh yang signifikan terhadap customer intention produk slow fashion di Indonesia. Sementara itu, economic pillar dan social pillar, dan environmental pillar yang terdiri dari internal green management dan supplier green management tidak berpengaruh signifikan terhadap customer intention produk slow fashion di Indonesia.

.....This study aims to understand how the practice of sustainable supply chain management with a triple bottom line approach in the slow fashion industry can affect the increase in customer intention to buy and/or use slow fashion products. This triple bottom line approach consists of the economic pillar, social pillar, and environmental pillar which become the pillars of sustainable supply chain management practices. This study looks at the significance of the influence of these practices on the level of purchase and/or use of slow fashion products by consumers. This study used a sample of 318 respondents who had bought and/or used slow fashion products in Indonesia. Partial Least Squares - Structural Equation Modeling (PLS-SEM) was used to analyze the data in this study. This study proves that the environmental pillar consisting of eco-design and customer green management has a significant influence on customer intention of slow fashion products in Indonesia. Meanwhile, the economic pillar and social pillar, and the environmental pillar which consists of internal green management and supplier green management have no significant effect on customer intention of slow fashion products in Indonesia.