

# Analisis Pengaruh Theory Of Planned Behavior, Ethical Considerations, Dan Conscius Consumption Intention Terhadap Slow Fashion Consumption Pada Generasi Z = Analysis Of The Effect Of Theory Of Planned Behavior, Ethical Considerations, And Conscius Consumption Intention On Slow Fashion Consumption On Genaration Z

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## Abstrak

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang memengaruhi slow fashion consumption. Sampel dari penelitian ini merupakan generasi Z di Jabodetabek. Terdapat sebanyak 228 responden yang diperoleh dengan menggunakan metode purposive sampling. Penelitian ini menggunakan Partial Least Square Structural Equation Modelling (PLS-SEM) untuk menganalisis pengaruh dari theory of planned behavior, ethical considerations, dan conscious consumption intention terhadap slow fashion consumption. Hasil dari penelitian ini menunjukkan bahwa hanya ethical considerations dan conscious consumption intention yang memengaruhi slow fashion consumption. Namun, pro-environmental attitude, subjective norms, dan ethical considerations memengaruhi conscious consumption intention. Penelitian ini juga menunjukkan bahwa subjective norms memengaruhi pro-environmental attitude. Hasil penelitian ini dapat menjadi referensi bagi pelaku usaha di industri fashion untuk memprioritaskan aspek ethicality dalam proses produksinya dan menargetkan konsumen yang conscious. Penelitian berikutnya dapat menambahkan pertanyaan penyaring pada instrumen penelitian terkait apakah responden pernah membeli pakaian dari brand slow fashion untuk menghindari outcome bias.

.....This study aims to investigate the factors influencing slow fashion consumption. The samples used in this study includes generation Z in Jabodetabek. There were 228 respondents obtained using purposive sampling method. This study uses Partial Least Square Structural Equation Modelling (PLS-SEM) to analyze the effect of theory of planned behavior, ethical considerations, and conscious consumption intention on slow fashion consumption. The results of this study show that only ethical considerations and conscious consumption intention that affect slow fashion consumption. However, pro-environmental attitude, subjective norms, and ethical considerations affect conscious consumption intention. This study also show that subjective norms affect pro-environmental attitude. The results of this study can be used as a reference for business in fashion industry to prioritize ethicality aspects in the production process and targeting conscious consumers. Future research can add a screening question about whether the respondent has purchased clothes from slow fashion brand in order to avoid outcome bias.