

Perancangan Strategi untuk Meningkatkan Niat Beli Konsumen Terhadap Produk Sustainable Fashion Menggunakan Theory of Planned Behaviour = Strategic Design to Increase Consumer Purchase Intentions for Sustainable Fashion Products Using Theory of Planned Behaviour

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Abstrak

Perkembangan teknologi yang pesat telah meningkatkan minat pada industri fashion. Namun, industri ini menerima banyak kritik atas dampak negatif terhadap lingkungan, ekonomi, dan sosial. Hal ini memulai tren sustainable fashion yang mengedepankan nilai-nilai dari lingkungan dan kemanusiaan, dan dapat meminimalisir kerugian. Salah satu produk sustainable fashion yang sedang merasakan peningkatan permintaan adalah sepatu. Namun, pendapat masyarakat terhadap produk sepatu sustainable fashion dianggap sebuah "gimmick" karena memiliki fungsi yang sama dengan harga yang lebih mahal. Oleh karena itu, penelitian ini menganalisis faktor-faktor yang memengaruhi niat beli konsumen terhadap sepatu sustainable fashion dari merek Pijakbumi di Indonesia. Penelitian ini menggunakan kerangka Theory of Planned Behaviour (TPB) dan metode Covariance-Based Structural Equation Modeling (CB-SEM), dengan mengumpulkan data melalui kuesioner yang disebar kepada 310 konsumen Pijakbumi di Indonesia. Hasil analisis model menunjukkan utilitarian environmental benefits, warm-glow benefits, normative belief, moral obligation, attitude, subjective norm, dan perceived behavioral control mempengaruhi purchase intention. Namun, eco-literacy tidak memoderasi hubungan antara attitude dan purchase intention. Perancangan strategi menggunakan Ansoff Matrix, sedangkan Strategy to Mission Matrix digunakan untuk memvalidasi strategi. Berdasarkan perancangan strategi, diajukan 14 rekomendasi strategi, dengan hanya 3 strategi yang diprioritaskan berdasarkan penggunaan Strategy to Mission Matrix.

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The rapid advancement of technology has transformed and increased interest in the fashion industry. However, this industry has received criticism for its negative impact on the environment, economy, and society. This has led the emergence of the sustainable fashion trend, which emphasizes environmental and humanitarian values and aims to minimize losses. One sustainable fashion product that is experiencing increasing demand is shoes. However, public opinion regarding sustainable fashion shoes is often seen as a gimmick due to their higher prices without significant functional differences. Therefore, this study analyses the factors that influence consumers' purchase intention toward sustainable fashion shoes from the brand Pijakbumi in Indonesia. The study employs the Theory of Planned Behaviour (TPB) framework and Covariance-Based Structural Equation Modeling (CB-SEM) method, collecting data through questionnaires distributed to 310 Pijakbumi consumers in Indonesia.

The analysis results indicate that utilitarian environmental benefits, warm-glow benefits, normative beliefs, moral obligations, attitudes, subjective norms, and perceived behavioural control influence purchase intention. However, eco-literacy does not moderate the relationship between attitudes and purchase intentions. Strategy design utilizes the Ansoff matrix, while the strategy-to-mission matrix validates strategies. There are a total of 14 strategy recommendations are proposed, with 3 prioritized using the strategy-to-mission matrix.