

# Analisis Determinan yang Mempengaruhi Kesiediaan Konsumen Muslim untuk Membayar Harga Premium pada Pakaian Muslim Modest Ramah Lingkungan = Analysis of Determinants Affecting Muslim Consumers' Willingness to Pay Price Premium for Eco-Friendly Modest Muslim Fashion

Cyrillia Safina Hadi, author

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## Abstrak

Peningkatan sampah tekstil yang terus merugikan lingkungan merupakan urgensi bagi seluruh pihak untuk bersama-sama menangani masalah tersebut, baik dari pihak perusahaan pakaian maupun pihak masyarakat. Akan tetapi, mayoritas konsumen enggan membeli produk pakaian ramah lingkungan karena harganya yang premium atau lebih mahal daripada pakaian lainnya. Oleh karena itu, penelitian ini ditujukan untuk melihat faktor-faktor yang mendorong konsumen muslim generasi Z dan milenial di Indonesia untuk bersedia membayar harga premium pada produk pakaian muslim modest ramah lingkungan. Penelitian ini mengumpulkan data primer melalui survey yang disebarakan secara online ke seluruh Indonesia yang akan diolah menggunakan metode PLS-SEM yang diuji dengan software SmartPLS 4. Ditemukan bahwa dari 309 sampel konsumen muslim generasi Z dan milenial yang diuji, environmental concern memberikan pengaruh terbesar dan signifikan secara tidak langsung terhadap willingness to pay price premium produk pakaian muslim modest ramah lingkungan. Social influence dan attitude memberikan pengaruh positif dan signifikan terhadap willingness to pay price premium melalui (re)purchase intention. Akan tetapi, altruism dan word of mouth tidak mempengaruhi willingness to pay price premium. Consumer mindset yang dimiliki konsumen berhasil memoderasi hubungan attitude dan symbolic meaning terhadap (re)purchase intention.

.....The increase in textile waste that continues to harm the environment is an urgency for all stakeholders to jointly address the problem, both from the clothing company and the community. However, the majority of consumers are reluctant to buy environmentally friendly clothing products because they are premium or more expensive than other clothing. Therefore, this study aims to look at the factors that encourage generation Z and millennial Muslim consumers in Indonesia to be willing to pay premium prices for eco-friendly modest Muslim fashion. This study collects primary data through surveys distributed online throughout Indonesia which will be processed using the PLS-SEM method tested with SmartPLS 4 software. It was found that of the 309 samples of generation Z and millennial Muslim consumers tested, environmental concern has the largest and significant indirect effect on willingness to pay price premium for environmentally friendly modest Muslim clothing products. Social influence and attitude have a positive and significant influence on willingness to pay price premium through (re)purchase intention. However, altruism and word of mouth do not affect willingness to pay price premium. Consumer mindset owned by consumers, successfully moderates the relationship between attitude and symbolic meaning on (re)purchase intention.