

Loyalitas Pengguna Slow Fashion Di Indonesia: Penerapan Green Practice Pada Industri Slow Fashion = Loyalty of Slow Fashion Users in Indonesia: Implementation of Green Practice in the Slow Fashion Industry

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Abstrak

Penelitian ini bertujuan untuk menganalisis Pengaruh Green Image dan Green Practice Terhadap Loyalitas Produk Slow fashion dengan Green Trust, Green Perceived Value dan Green Satisfaction sebagai variabel mediasi pada brand slow fashion di Indonesia, Penelitian ini menggunakan metode deskriptif kuantitatif dengan responden sebanyak 239 responden yang merupakan pembeli produk slow fashion dalam 6 bulan terakhir, data diolah menggunakan aplikasi SmartPLS versi 3 untuk menjawab lima belas hipotesis pada penelitian ini, hasil penelitian menemukan adanya pengaruh positif dari green practice terhadap green image, green loyalty, green trust, green perceived value dan green satisfaction, sedangkan penelitian menemukan bahwa green image tidak berpengaruh terhadap green trust dan green satisfaction, penelitian ini berhasil memunculkan paradigma baru mengenai loyalitas konsumen dalam menggunakan produk ramah lingkungan serta bagaimana praktek ramah lingkungan di industri fashion bisa mendukung upaya ramah lingkungan, penelitian ini memberikan gambaran bagaimana praktek ramah lingkungan pada perusahaan non-jasa.

.....This research aims to analyze the influence Green Image and Green Practice Towards Product Loyalty Slow fashion with Green Trust, Green Perceived Value and Green Satisfaction as mediating variables brand slow fashion in Indonesia, this research used a quantitative descriptive method with 239 respondents who were product buyers slow fashion in the last 6 months, data was processed using the SmartPLS version 3 application to answer fifteen hypotheses in this research, the results of the study found a positive influence from green practice to green image, green loyalty, green trust, green perceived value and green satisfaction, while research finds that green image has no effect on green trust and green satisfaction, This research succeeded in generating a new paradigm regarding consumer loyalty in using environmentally friendly products and how environmentally friendly practices in the fashion industry can support environmentally friendly efforts. This research provides an overview of environmentally friendly practices in non-service companies.