

Analisis Faktor Pendorong Behavioral Intention Konsumen Muslim Dewasa Muda di Indonesia terhadap Fashion Bekas = Analyzing Factors Influencing Behavioral Intention of Muslim Young Adults in Indonesia towards Secondhand Fashion

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Abstrak

Salah satu permasalahan lingkungan yang sedang diperbincangkan khalayak adalah terkait peningkatan pembuangan limbah fashion bekas pakai di masyarakat. Permasalahan tersebut terjadi karena tingginya permintaan untuk memenuhi kebutuhan fashion baru yang sesuai dengan tren yang ada. Di Indonesia, limbah akibat fashion menjadi salah satu permasalahan lingkungan akibat penumpukan limbah hasil produksi tekstil dan konsumsi fashion yang berlebih. Salah satu upaya untuk mengurangi permasalahan peningkatan limbah industri fashion yakni dengan membeli fashion bekas. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi niat berperilaku pembelian fashion bekas pada konsumen Muslim dewasa muda di Indonesia. Adapun sampel pada penelitian ini merupakan konsumen Muslim yang berusia 17 hingga 40 tahun dan berdomisili di Indonesia. Data diolah menggunakan metode PLS-SEM dengan software SmartPLS. Hasil penelitian menunjukkan bahwa sustainability, economic benefit, enjoyment berpengaruh signifikan dan positif terhadap attitude dan behavioral intention untuk membeli fashion bekas. Performance risk ditemukan berpengaruh signifikan dan positif terhadap attitude. Need for uniqueness ditemukan berpengaruh signifikan dan positif terhadap subjective norm dan behavioral intention untuk membeli fashion bekas, sedangkan need for uniqueness tidak berpengaruh signifikan terhadap attitude. Terakhir, attitude dan subjective norm ditemukan berpengaruh signifikan dan positif terhadap behavioral intention untuk membeli fashion bekas.

.....One of the environmental problems discussed by the public is related to the increase in the disposal of secondhand fashion waste in the community. These problems occur because of the high demand to meet the needs of new fashion by existing trends. In Indonesia, destruction due to fashion is one of the environmental problems due to the accumulation of waste from textile production and excessive consumption of fashion. One of the efforts to reduce the problem of increasing fashion industry waste is to buy secondhand fashion. This study aims to analyze the factors influencing the behavioral intention to purchase secondhand fashion among young adult Muslim consumers in Indonesia. The sample in this study is Muslim consumers aged 17 to 40 years and domiciled in Indonesia. The data was processed using the PLS-SEM method with SmartPLS software. The results showed that sustainability, economic benefit, enjoyment had a significant and positive effect on attitude and behavioral intention to buy secondhand fashion. Performance risk was found to have a significant and positive effect on attitude. The need for uniqueness was found to have a significant and positive effect on subjective norms and behavioral intentions to buy secondhand fashion, in contrast, need for uniqueness had no significant effect on attitude. Finally, attitude and subjective norm were found to have a significant and positive effect on behavioral intention to buy secondhand fashion.