

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh sikap terhadap perilaku pembelian pakaian ramah lingkungan, norma subjektif, kontrol perilaku yang dipersepsikan, kepedulian lingkungan, dan pengetahuan lingkungan pada niat pembelian pakaian ramah lingkungan. Objek pada penelitian ini adalah pakaian Levi Strauss & Co. Konsumen generasi Z dan milenial Indonesia menjadi subjek penelitian ini. Responden penelitian ini adalah warga negara Indonesia, dengan rentang usia 18 - 40 tahun, belum pernah membeli pakaian Levi Strauss & Co serta memiliki pengetahuan mengenai pakaian ramah lingkungan.

Penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis *Partial Least Square-Structural Equation Model* (PLS-SEM). Data dari penelitian ini didapatkan dengan menggunakan data primer yang dikumpulkan melalui kuesioner daring. Kuesioner disebarakan melalui platform media sosial seperti Instagram, Line, Whatsapp, Twitter, dan Telegram. *Purposive-judgemental sampling* digunakan sebagai metode penyampelan dalam penelitian ini dengan jumlah responden yang memenuhi kriteria sebanyak 378 responden.

Lima dari tujuh hipotesis dalam penelitian ini diterima. Sikap terhadap perilaku pembelian pakaian ramah lingkungan, norma subjektif, kontrol perilaku yang dipersepsikan, pengetahuan lingkungan berpengaruh positif pada niat pembelian pakaian ramah lingkungan, serta pengetahuan lingkungan berpengaruh positif pada sikap terhadap perilaku pembelian pakaian ramah lingkungan. Sedangkan dua hipotesis yang tidak terdukung adalah kepedulian lingkungan tidak berpengaruh positif pada sikap terhadap perilaku pembelian pakaian ramah lingkungan dan kepedulian lingkungan tidak berpengaruh positif pada niat pembelian pakaian ramah lingkungan.

Kata Kunci: Sikap, Norma Subjektif, Kontrol Perilaku, Kepedulian Lingkungan, Pengetahuan Lingkungan, Niat Pembelian Pakaian Ramah Lingkungan

ABSTRACT

This research aims to analyze the influence of attitudes on environmentally friendly clothing purchasing behavior, subjective norms, perceived behavioral control, environmental concern, and environmental knowledge on the purchase intention of environmentally friendly clothes. The object of this research is Levi Strauss & Co. Generation Z and millennial consumers are the subjects of this research. This research uses a quantitative study approach. The respondents in this study are Indonesian citizens, with an age range of 18-40 years who had never bought Levi Strauss & Co clothes and had knowledge of environmentally friendly clothes.

This research uses quantitative approach with the Partial Least Square-Structural Equation Model (PLS-SEM) analysis technique. Data from this study was obtained using primary data collected through an online questionnaire. The questionnaire was distributed through social media platforms such as Instagram, Line, Whatsapp, Twitter, and Telegram. Purposive-judgemental sampling was used as a sampling method in this research with the number of respondents who met the criteria of 378 respondents.

Five out of seven hypotheses in this research were accepted. Attitudes towards environmentally friendly clothes purchasing behavior, subjective norms, perceived behavioral control, environmental knowledge have a positive effect on the purchase intention of environmentally friendly clothes, as well as environmental knowledge positively affect attitudes towards environmentally friendly clothes purchasing behavior. Meanwhile, two unsupported hypotheses are that environmental concern has no positive effect on attitudes towards environmentally friendly clothes purchasing behavior and environmental concern does not have a positive effect on the purchase intention of environmentally friendly clothes.

Keywords: Attitude, Subjective Norms, Behavioral Control, Environmental Concern, Environmental Knowledge, Purchase Intention of Environmentally Friendly Clothes