

**PENGARUH PENDIDIKAN ETIKA BISNIS DAN KONSUMSI ETIS
TERHADAP KEPUTUSAN PEMBELIAN FAST FASHION**

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INTISARI

Penelitian ini bertujuan untuk menguji pengaruh pendidikan etika bisnis dan konsumsi etis terhadap keputusan mahasiswa dalam membeli produk *fast fashion*. Penelitian ini merupakan penelitian kuantitatif dan menggunakan data primer yang diperoleh melalui kuesioner. Sampel penelitian ini adalah 100 responden mahasiswa S1 Akuntansi Fakultas Ekonomika dan Bisnis Universitas Gadjah Mada yang telah/sedang dan belum mengambil mata kuliah etika bisnis. Penelitian ini menggunakan analisis regresi linear berganda dan analisis regresi moderasi untuk menguji hipotesis penelitian. Hasil dari penelitian menyatakan bahwa pendidikan etika bisnis berpengaruh secara positif dan signifikan terhadap keputusan pembelian *fast fashion*, konsumsi etis berpengaruh secara positif dan signifikan terhadap keputusan pembelian *fast fashion*, pendidikan etika bisnis atau konsumsi etis tidak saling bermoderasi terhadap keputusan pembelian *fast fashion*.

Kata Kunci: Etika Bisnis, Konsumsi Etis, Keputusan Pembelian, *Fast Fashion*

THE EFFECT OF BUSINESS ETHICS EDUCATION AND ETHICAL CONSUMPTION ON FAST FASHION PURCHASING DECISIONS

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ABSTRACT

This study aims to examine the effect of business ethics education and ethical consumption on students' decisions to buy fast fashion products. This research is quantitative and uses primary data obtained through questionnaires. The sample for this research was 100 respondents from S1 Accounting students at the Faculty of Economics and Business, Gadjah Mada University, who had taken, were taking, or had not taken business ethics courses. This study uses multiple linear regression analysis and moderated regression analysis to test the research hypothesis. The results of the study state that business ethics education has a positive and significant effect on fast fashion buying decisions, ethical consumption has a positive and significant effect on fast fashion buying decisions, and business ethics education and ethical consumption do not moderate each other on fast fashion buying decisions.

Keywords: *Business Ethics, Ethical Consumption, Purchase Decision, Fast Fashion*