INTISARI

Industri fesyen di Indonesia memiliki pangsa pasar yang besar dan memberikan kontribusi pemasukan negara serta penyerapan tenaga kerja. Namun, di balik inovasi dan efektivitas distribusinya, produksi *fast fashion* memberikan dampak negatif, khususnya terhadap lingkungan akibat dari limbah proses produksi dan pasca konsumsi. Sebagai upaya menekan dampak yang muncul, *slow fashion* telah hadir sebagai alternatif fesyen ramah lingkungan. Akan tetapi, permintaan konsumen terhadap *slow fashion* masih tergolong rendah dan tidak merata, meskipun terdapat urgensi yang kuat untuk mengaplikasikan fesyen yang berkelanjutan. Penelitian ini dilakukan dengan tujuan untuk menganalisis faktor-faktor yang memengaruhi niat beli konsumen pada produk *upcycle fashion*. Variabel yang dianalisis adalah nilai lingkungan, nilai hedonis, nilai utilitarian, sikap, dan niat beli konsumen. Dalam pengumpulan data, penulis menggunakan kuesioner yang disebarkan secara *online* dan didapatkan 189 data responden kemudian dianalisis menggunakan aplikasi SmartPLS. Hasil penelitian menunjukan bahwa niat beli *upcycle fashion* dipengaruhi secara signifikan oleh nilai lingkungan, nilai hedonis, nilai utilitarian, dan sikap. Dalam penelitian ini, disarankan agar produsen dapat memformulasikan strategi pemasaran yang tepat dengan mempertimbangkan analisis hasil variabel penelitian.

Kata kunci: *industri fesyen, upcycle fashion, nilai lingkungan, nilai hedonis, nilai utilitarian, sikap, niat beli*

ABSTRACT

The fashion industry in Indonesia has a large market share and contributes through the country's foreign exchange earnings and employment. However, behind the innovation and effectiveness of distribution, the cessation of fast fashion has a negative impact, especially on the environment due to waste from production and post-consumption processes. As an effort to reduce the negative impact that arises, slow fashion has emerged as an environmentally friendly fashion alternative. However, consumer demand for slow fashion is still low and uneven, although there is a high urgency to apply sustainable fashion. This research was conducted to analyze the factors that influence consumer purchase intentions for upcycle fashion products. The variables used are environmental values, hedonic values, utilitarian values, attitudes, and consumer purchase intentions. In collecting data, the authors used a questionnaire that was distributed online and obtained 189 respondent data which were then analyzed using the SmartPLS application. The results showed that the purchase intention of upcycle fashion was significantly influenced positively by environmental values, hedonic values, utilitarian values, and attitudes. In this study, it is suggested that manufacturers can formulate appropriate marketing strategies by considering the analysis of the results of the research variables.

Keywords: *fashion industry, upcycle fashion, environmental values, hedonic values, utilitarian values, attitudes, purchase intention*