

INTISARI

Slow fashion hadir sebagai alternatif berkelanjutan untuk mengatasi permasalahan industri *fast fashion* di Indonesia. Studi ini berfokus pada tiga permasalahan utama antara lain etika produksi, perilaku belanja, dan kontradiksi antara perilaku konsumtif dan pro-lingkungan generasi Z dalam konteks produk *slow fashion*. Penelitian ini bertujuan untuk mengeksplorasi pengaruh nilai-nilai pelanggan mencakup nilai lingkungan, nilai hedonistik, dan nilai utilitarian terhadap perilaku belanja generasi Z di Indonesia dalam konteks produk *slow fashion*.

Responden penelitian ini merupakan konsumen *slow fashion* di Indonesia dengan usia antara 18-27 tahun. Pendekatan kuantitatif digunakan dalam penelitian ini dengan metode survei melalui instrumen kuesioner daring dan berhasil memperoleh data dari 284 responden. Teknik pengambilan sampel yang digunakan adalah *non-probability sampling* dengan tipe *purposive-judgmental sampling*. Analisis data menggunakan *Structural Equation Modeling Partial Least Square* (SEM-PLS) dengan perangkat lunak SmartPLS versi 4.0.1.

Temuan dari studi ini menunjukkan bahwa nilai lingkungan, hedonistik, dan utilitarian berhubungan positif dengan sikap terhadap produk *slow fashion*. Selain itu, penelitian ini juga menyatakan adanya pengaruh signifikan antara sikap terhadap produk *slow fashion* pada perilaku belanja.

Kata Kunci : *Slow Fashion, Fast Fashion*, Nilai Pelanggan, Lingkungan, Hedonistik, Utilitarian, Sikap, Perilaku Belanja, Generasi Z, SEM-PLS, Kuantitatif

ABSTRACT

Slow fashion has emerged as a sustainable alternative to address the issues of the fast fashion industry in Indonesia. This study focuses on three main issues: production ethics, shopping behavior, and the contradiction between consumerist and pro-environmental behavior of Generation Z in the context of slow fashion products. The aim of this study is to explore the influence of customer values, including environmental values, hedonistic values, and utilitarian values, on the shopping behavior of Generation Z in Indonesia in the context of slow fashion products.

Research participants were slow-fashion consumers in Indonesia aged 18–27 years. A quantitative approach was used in this study with a survey method using an online questionnaire instrument, and we successfully obtained data from 284 respondents. The sampling technique used was non-probability sampling with a purposive-judgmental sampling type. Data analysis used Structural Equation Modeling Partial Least Square (SEM-PLS) with SmartPLS software version 4.0.1.

The findings of this study show that environmental, hedonistic, and utilitarian values are positively related to attitudes towards slow fashion products. In addition, this study also states that there is a significant influence between attitudes towards slow fashion products and shopping behavior.

Keywords : *Slow Fashion, Fast Fashion, Customer Values, Environmental, Hedonic, Utilitarian, Attitudes, Actual Purchase Behavior, Generation Z, SEM-PLS, Quantitative*