

## INTISARI

Saat ini, konsumen lebih sensitif terhadap gaya dan perubahan sehingga melahirkan istilah *fast fashion* yang cenderung mendorong pelaku bisnis *fashion* untuk terus memperbarui barang dagangan mereka secara konstan. Sayangnya, tren ini menyebabkan penumpukan sisa produksi serta pakaian bekas tidak terpakai yang sudah terbuang. Salah satu solusinya adalah dengan menerapkan metode *upcycling* pakaian batik bekas yang dapat mengurangi limbah hasil proses produksi industri *fashion* dan memunculkan nilai kearifan lokal karena menunjukkan objek kebudayaan yang diakui oleh UNESCO.

Penelitian ini menganalisis faktor-faktor yang mempengaruhi minat pembelian menggunakan variabel nilai lingkungan, nilai hedonis, nilai utilitarian, nilai kehematan, sikap, dan minat beli konsumen. Dalam menganalisis hubungan pada model, digunakan metode *Partial Least Squares-Structural Equation Model* (PLS-SEM), sedangkan metode *contingent valuation method* (CVM) dengan pendekatan *bidding game* digunakan dalam menentukan besaran estimasi *willingness to pay* (WTP) untuk produk terpilih, yaitu tas wanita berjenis *satchel bag* yang dapat diubah menjadi *shoulder bag* dengan dominasi batik yang berwarna coklat dan kulit asli berwarna coklat.

Hasil penelitian dengan jumlah responden 242 orang ini menunjukkan bahwa variabel nilai lingkungan, nilai utilitarian, dan nilai sikap yang menjadi mediator secara positif mempengaruhi terbentuknya minat beli, sedangkan nilai *willingness to pay* (WTP) terhadap *prototype* produk terpilih sebesar Rp240.061,98 dan menunjukkan bahwa proses *upcycling* menambah *value* bahan bekas pakai. Nilai WTP tersebut dikategorikan berdasarkan profil dan latar belakang responden dan diklasterisasi sehingga terlihat sebaran rata-rata WTP tiap kategori. Adapun alasan utama responden memilih produk tas batik wanita *upcycling* dibandingkan tas batik wanita *fast fashion* adalah faktor ramah lingkungan.

**Kata kunci:** *upcycling*, batik, aksesoris *fashion*, minat beli, *willingness to pay*, PLS-SEM, *contingent valuation method* (CVM)

## ABSTRACT

Nowadays, consumers are more sensitive to style and change, giving birth to the term fast fashion, which tends to encourage fashion business people to continue to update their merchandise constantly. Unfortunately, this trend leads to a buildup of waste from leftover production as well as discarded used clothes. One solution is to apply the method of upcycling used batik clothing, which can reduce waste from the fashion industry's production processes and highlight local wisdom by showcasing cultural objects recognized by UNESCO.

This study analyzes the factors that affect purchasing interest using variables such as environmental value, hedonistic value, utilitarian value, thrift value, attitude, and consumer buying interest. In analyzing the relationship in the model, the partial least squares structural equation model (PLS-SEM) method is used. Meanwhile, the contingent valuation method (CVM) method with a game bidding approach is used to determine the estimated amount of willingness to pay (WTP) for selected products, namely women's satchel bags that can be converted into shoulder bags with a dominance of brown batik and brown genuine leather.

The results of this study with a total of 242 respondents showed that the variables of environmental value, utilitarian value, and attitude value that were mediators positively affected the formation of buying interest. Meanwhile, the value of willingness to pay (WTP) for the selected product prototype was IDR 240,061.98 and showed that the upcycling process added value to used materials. The WTP values are categorized based on the profile and background of the respondents and clustered, so the average WTP distribution for each category can be observed. The main reason respondents prefer upcycled batik women's bags over fast fashion batik women's bags is their environmental friendliness.

**Keywords: upcycling, batik, fashion accessories, purchase intention, willingness to pay, PLS-SEM, contingent valuation method (CVM)**