

ABSTRACT

The fast-paced nature of the textile and apparel industry in Indonesia increases the need to put affront the issue of sustainability as the main priority of companies. As a result, this provides an opportunity for local SMEs to create apparel lines that are locally tailored using accessible natural and environmentally friendly materials. For them to sustain their visibility in the market, this study explores the impact of the cultural value of man-nature orientation (MNO) on young Indonesian consumers' loyalty to the product of sustainable clothing by making an effort to repurchase those products. Through the lens of the Theory of Reasoned Action (TRA), this study also takes into consideration other factors such as attitude and subjective norms. A total of 197 respondents were gathered and with the utilization of Partial Least Square - Structural Equation Modeling (PLS-SEM), the findings of the study show that MNO, attitude and subjective norms have a positive and significant influence on young Indonesian consumers' intention of making an endeavor toward repurchasing sustainable apparel. The result also serves as a demonstration of the applicability of the Theory of Reasoned Action model in understanding the consumer behavior of individuals, by evaluating their repurchase intention towards sustainable apparels, in a developing country.

Keywords: Sustainability, Sustainable Fashion, Sustainable Apparel Product, Cultural Value, Man-Nature Orientation, Consumer Behavior

INTISARI

Perkembangan pesat industri tekstil dan pakaian di Indonesia meningkatkan kebutuhan untuk mengedepankan isu keberlanjutan sebagai prioritas utama perusahaan-perusahaan. Alhasil, ini memberikan peluang bagi UMKM lokal untuk memproduksi lini pakaian yang dirancang secara lokal menggunakan bahan-bahan alami dan ramah lingkungan yang mudah diakses. Dalam rangka mereka untuk mempertahankan keberadaannya di pasar, penelitian ini mengeksplorasi dampak nilai budaya *man-nature orientation* (MNO) terhadap loyalitas konsumen muda Indonesia terhadap produk pakaian ramah lingkungan dengan upaya mereka membeli ulang produk-produk tersebut. Melalui *Theory of Reasoned Action* (TRA), penelitian ini juga mempertimbangkan faktor lain seperti sikap dan norma subjektif. Sebanyak 197 responden dikumpulkan dan dengan penggunaan *Partial Least Square - Structural Equation Modeling* (PLS-SEM), hasil penelitian ini menunjukkan bahwa MNO, sikap dan norma subjektif memiliki pengaruh positif dan signifikan terhadap niat konsumen muda Indonesia untuk melakukan upaya pembelian kembali produk pakaian ramah lingkungan. Hasil penelitian juga menunjukkan bahwa penerapan model *Theory of Reasoned Action* dapat digunakan dalam memahami perilaku konsumen individu, dengan mengevaluasi niat pembelian ulang mereka terhadap pakaian ramah lingkungan, di negara berkembang.

Kata kunci: Keberlanjutan, Fesyen Berkelanjutan, Produk Pakaian Berkelanjutan, Nilai Budaya, *Man-Nature Orientation*, Perilaku Konsumen