

ABSTRAK

Meningkatnya tren *fast fashion* telah memberikan dampak signifikan terhadap industri fesyen secara global. Penawaran produk fesyen yang modis dengan harga terjangkau sayangnya menimbulkan konsekuensi lingkungan dan sosial. Indonesia memiliki pasar fesyen yang berkembang namun didominasi oleh *fast fashion*. Oleh karena itu, konsumen fesyen di Indonesia turut berkontribusi terhadap permasalahan lingkungan. Meskipun terdapat peningkatan kesadaran dan minat terhadap konsumsi berkelanjutan di Indonesia, niat untuk membeli fesyen beretika masih tergolong rendah dan terbatas. Oleh sebab itu, penelitian ini bertujuan untuk mengidentifikasi faktor-faktor yang dapat meningkatkan niat pembelian produk fesyen beretika di Indonesia. Penelitian ini berlandaskan pada pendekatan *Knowledge-Attitude-Behavior (KAB) Model* dan *Theory of Planned Behavior (TPB)*, dengan metode survei daring terhadap 239 responden asal Indonesia yang berusia di atas 19 tahun yang belum pernah secara sadar membeli produk fesyen beretika.

Dari sembilan hipotesis yang diajukan, delapan diterima dan satu ditolak. Pengetahuan tentang fesyen beretika terbukti berpengaruh secara signifikan terhadap kepercayaan dalam industri fesyen, sikap terhadap fesyen beretika, norma subjektif, dan persepsi kontrol perilaku. Sementara itu, kepercayaan dalam industri fesyen mempunyai pengaruh signifikan terhadap sikap terhadap fesyen beretika, namun tidak terbukti mempengaruhi niat beli fesyen beretika. Selain itu, sikap terhadap fesyen beretika, norma subjektif, dan persepsi kontrol perilaku berpengaruh secara signifikan terhadap niat beli fesyen beretika. Temuan dari Penelitian ini dapat memberikan wawasan bagi pelaku bisnis fesyen yang menerapkan prinsip fesyen beretika.

Kata kunci: *Knowledge-Attitude-Behavior*, *Theory of Planned Behavior*, kepercayaan, niat beli.

ABSTRACT

The rise of fast fashion has significantly impacted the fashion industry worldwide. Their offer on trendy clothing at a low price point unfortunately causes environmental and social consequences. Indonesia has a growing fashion market which is unfortunately dominated by fast fashion. Due to this reason, Indonesian fashion consumers also contribute to environmental problems, labor exploitation, and waste. Despite increasing awareness and interest in sustainable consumption in Indonesia, the desire for ethical fashion remains low and limited. Thus, this study aims to investigate determinants that can boost intention to purchase ethical fashion in Indonesia. Grounded from the perspective of Knowledge-Attitude-Behavior (KAB) Model and Theory of Planned Behavior (TPB), this research uses online survey method of 239 Indonesian respondents above 19 years old who has never purposefully bought ethical fashion products.

From the nine hypotheses proposed, 8 were accepted and one was rejected. Knowledge towards ethical fashion were found to significantly influence trust in the fashion industry, attitudes towards ethical fashion, subjective norms, and perceived behavioral control. While trust in the fashion industry significantly influences attitudes towards ethical fashion, it was not found to influence intention to purchase ethical fashion. Furthermore, attitudes towards ethical fashion, subjective norms, and perceived behavioral control were all found to have significant influence on intention to purchase ethical fashion. The findings of this study can provide insights for fashion businesses that implements ethical practice.

Keywords: Knowledge-Attitude-Behavior, Theory of Planned Behavior, trust, purchase intention