

Pengaruh Pendidikan Etika Bisnis dan *Love of Money* Terhadap Keputusan Pembelian Pakaian Impor Bekas (*Thrift*)

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INTISARI

Penelitian ini bertujuan untuk meneliti pengaruh pendidikan etika bisnis dan *love of money* terhadap keputusan pembelian pakaian impor bekas (*thrift*) dengan *ethical awareness* sebagai variabel mediasi. Penelitian ini menggunakan metode kuantitatif dengan model pengambilan sampel *convenience sampling*. Populasi penelitian adalah mahasiswa yang pernah atau belum mengambil mata kuliah etika bisnis dan pernah melakukan aktivitas *thrift*. Data yang digunakan adalah data primer yang berhasil dikumpulkan dari 115 responden. Data diolah menggunakan metode analisis data SEM-PLS dan perangkat lunak SmartPLS versi 4.1.1.2. Hasil penelitian menunjukkan bahwa variabel pendidikan etika bisnis berpengaruh positif dan signifikan terhadap keputusan pembelian pakaian impor bekas (*thrift*), *love of money* berpengaruh positif dan signifikan terhadap keputusan pembelian pakaian impor bekas (*thrift*), serta *ethical awareness* memediasi secara negatif dan signifikan memengaruhi dampak pendidikan etika bisnis terhadap keputusan pembelian pakaian impor bekas (*thrift*).

Kata kunci: pendidikan etika bisnis, *love of money*, *ethical awareness*, pakaian impor bekas, *thrift*, SEM-PLS

The Influence of Business Ethics Education and Love of Money on the Decision to Purchase Imported Second-Hand Clothing (Thrift)

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ABSTRACT

This study aims to examine the influence of business ethics education and love of money on the decision to purchase imported second-hand clothing (thrift), with ethical awareness as a mediating variable. The research employs a quantitative method with a convenience sampling model. The population consists of students who have taken or have not taken a business ethics course and have experience in thrift shopping. Primary data were collected from 115 respondents. The data were analyzed using the SEM-PLS method with the SmartPLS software version 4.1.1.2. The results of the study show that business ethics education has a positive and significant effect on the decision to purchase imported second-hand clothing (thrift). Similarly, love of money also has a positive and significant effect the decision to purchase imported second-hand clothing (thrift). Furthermore, ethical awareness plays a negative and significant mediating the effect of business ethics education on the decision to purchased seconhand imported clothing.

Keywords: *business ethics education, love of money, ethical awareness, secondhand imported clothing, thrift, SEM-PLS*