

INTISARI

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh pengetahuan, norma subjektif, dan kontrol perilaku yang dirasakan terhadap sikap dan niat beli produk fesyen ramah lingkungan, khususnya di kalangan Generasi Y dan Z di Indonesia. Penelitian ini dilatarbelakangi oleh meningkatnya kesadaran akan isu keberlanjutan dan pentingnya peran konsumen dalam mendukung industri fesyen yang lebih bertanggung jawab terhadap lingkungan.

Teknik pengambilan sampel menggunakan metode *non-probability sampling* dengan pendekatan *purposive sampling*. Pengolahan data dilakukan menggunakan metode *Structural Equation Modeling-Partial Least Squares (SEM-PLS)* melalui software SmartPLS.

Hasil penelitian menunjukkan bahwa pengetahuan, norma subjektif, dan kontrol perilaku yang dirasakan berpengaruh positif dan signifikan terhadap sikap konsumen. Sikap konsumen juga terbukti memiliki pengaruh yang signifikan terhadap niat beli produk fesyen ramah lingkungan. Selain itu, norma subjektif dan kontrol perilaku yang dirasakan memiliki pengaruh langsung terhadap niat beli. Penelitian ini menegaskan pentingnya strategi komunikasi yang membangun kesadaran, dukungan sosial, serta kemudahan akses sebagai pendorong konsumsi fesyen yang berkelanjutan di kalangan generasi muda Indonesia.

Kata Kunci: Fesyen Ramah Lingkungan, Generasi Y dan Z, Pengetahuan, Norma Subjektif, Kontrol Perilaku yang Dirasakan, Sikap, Niat Beli, Konsumsi Berkelanjutan

ABSTRACT

This study aims to examine and analyze the influence of environmental knowledge, subjective norms, and perceived behavioral control on attitudes and purchase intentions toward sustainable fashion products, particularly among Generation Y and Z in Indonesia. The research is driven by the growing awareness of sustainability issues and the crucial role of consumers in supporting a more environmentally responsible fashion industry.

The sampling technique used was non-probability sampling with a purposive sampling approach. Data were analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method with the help of SmartPLS software.

The results indicate that environmental knowledge, subjective norms, and perceived behavioral control have a positive and significant effect on consumer attitudes. Furthermore, attitudes were found to significantly influence the purchase intention of sustainable fashion products. In addition, subjective norms and perceived behavioral control directly affect purchase intention. This study highlights the importance of communication strategies that foster awareness, social support, and ease of access as key drivers of sustainable fashion consumption among Indonesia's younger generation.

Keywords: *Sustainable Fashion, Generation Y and Z, Environmental Knowledge, Subjective Norms, Perceived Behavioral Control, Attitude, Purchase Intention, Sustainable Consumption.*