

INTISARI

Penelitian dengan judul “Pengaruh Kepedulian Lingkungan, Tingkat Pengetahuan Konsumen, Pengaruh Sosial, dan Sensitivitas Harga terhadap Niat Pembelian Produk Fesyen Berkelanjutan pada Generasi Z di Indonesia” bertujuan untuk menganalisis pengaruh kepedulian lingkungan, pengetahuan konsumen, pengaruh sosial, serta sensitivitas harga terhadap niat pembelian produk fesyen berkelanjutan pada Generasi Z di Indonesia. Latar belakang penelitian ini didasari oleh meningkatnya kesadaran lingkungan di kalangan Gen Z, namun belum diiringi dengan pola perubahan perilaku konsumsi yang signifikan.

Dengan menggunakan teori perilaku terencana (*Theory of Planned Behavior*), penelitian ini mengkaji faktor-faktor yang memengaruhi niat beli konsumen. Data dikumpulkan melalui survei daring terhadap 173 responden Gen Z yang memiliki wawasan mengenai fesyen berkelanjutan. Metode analisis yang digunakan adalah *Partial Least Squares Structural Equation Modelling* (PLS-SEM).

Hasil penelitian mengindikasikan bahwa kepedulian lingkungan, pengetahuan konsumen, serta pengaruh sosial berpengaruh positif dan signifikan terhadap niat pembelian, sedangkan sensitivitas harga berpengaruh negatif namun tidak signifikan. Temuan ini memberikan implikasi bagi pelaku industri fesyen dalam merancang strategi pemasaran yang menekankan aspek edukatif dan sosial untuk mendorong konsumsi fesyen yang lebih sistematis.

Kata Kunci: Kepedulian Lingkungan, Pengetahuan Konsumen, Lingkungan Sosial, Sensitivitas Harga, Fesyen Berkelanjutan, Generasi Z, Niat Beli, Teori Perilaku Terencana

ABSTRACT

The study titled “Influence of Environmental Concern, Consumer Knowledge, Social Influence, and Price sensitivity on Generation Z’s Purchase Intention Towards Sustainable Fashion,” aims to examine and analyse the influence of environmental concern, consumer knowledge, social influence, and price sensitivity on generation z’s purchase intention towards sustainable fashion. This research grounded in the growing environmental concern among generation z, which, however, has not yet been accompanied by significant changes in their consumption behavior patterns.

The study is grounded in the Planned Behavior Theory, addressing factors that influence purchase intention among consumers from generation z. Data was collected through an online survey towards 173 respondents from generation z who have knowledge and interest about green fashion. Data processing was carried out using the SEM-PLS method using SmartPLS 4.1.0.1 software through Partial Least Quares Structural Equation Modelling.

The result of this study shows that environmental concern, consumer knowledge, and social influence have a significant influence on generation z’s purchase intention towards sustainable fashion. However, price sensitivity does not have a significant influence on generation z’s purchase intention towards sustainable fashion. These findings provide implications for fashion industry players in designing marketing strategies that emphasize educational and social aspects to encourage more systematic fashion consumption.

Keywords: *Environmental Concern, Consumer Knowledge, Social Influence, Price Sensitivity, Sustainable Fashion, Generation Z, Purchase Intention, Planned Behavior Theory*