

INTISARI

Penelitian ini bertujuan untuk menguji pengaruh nilai-nilai pribadi yang terdiri dari nilai lingkungan, nilai hedonis, dan nilai utilitarian terhadap sikap Gen Z Indonesia terhadap *slow fashion*, serta bagaimana sikap tersebut memengaruhi perilaku pembelian aktual mereka. Penelitian kuantitatif ini melibatkan 377 responden Gen Z melalui survei daring. Data dianalisis menggunakan teknik *Partial Least Squares Structural Equation Modeling* (PLS-SEM) untuk menguji hubungan antarvariabel dalam model konseptual. Hasil penelitian menunjukkan bahwa ketiga jenis nilai pribadi berpengaruh positif dan signifikan terhadap sikap terhadap *slow fashion*. Nilai hedonis merupakan prediktor sikap paling dominan, diikuti oleh nilai utilitarian dan lingkungan. Selain itu, sikap terhadap *slow fashion* memiliki pengaruh sangat kuat terhadap perilaku pembelian aktual. Temuan ini mendukung kerangka teori *Value-Attitude-Behaviour Hierarchy* (VABH) yang menjelaskan bahwa nilai membentuk sikap, dan sikap mendorong perilaku nyata. Studi ini memberikan rekomendasi bagi pelaku industri *fashion* berkelanjutan untuk menyusun strategi pemasaran yang tidak hanya menekankan aspek etika dan kualitas, tetapi juga menciptakan pengalaman emosional positif bagi konsumen. Pemasaran *slow fashion* harus menargetkan nilai-nilai yang mampu mengubah persepsi menjadi tindakan nyata. Penelitian ini memperluas penerapan model VABH dalam konteks konsumsi *slow fashion* di Indonesia dan memberikan bukti empiris tentang peran nilai dalam mendorong perilaku pembelian generasi muda terhadap produk yang berkelanjutan.

Kata Kunci: *Slow fashion*, Nilai lingkungan, Nilai hedonis, Nilai utilitarian, Sikap, Perilaku pembelian, Generasi Z, Fashion berkelanjutan

ABSTRACT

This study investigates how environmental values, hedonic values, and utilitarian values influence Gen Z's attitude toward slow fashion, and how this attitude subsequently affects their actual purchase behaviour. Adopting a quantitative approach, this research surveyed 377 Indonesian Gen Z respondents through an online questionnaire. The study utilized Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the hypothesized relationships among constructs. The results show that all three personal values—environmental, hedonic, and utilitarian—positively and significantly influence attitudes toward slow fashion. Among these, hedonic values had the strongest effect as the most dominant predictor of attitude. Furthermore, attitude toward slow fashion demonstrated a highly significant and strong influence on actual purchase behaviour. These findings reinforce the theoretical framework of the Value–Attitude–Behaviour Hierarchy (VABH), affirming that values shape consumer attitudes and, ultimately, real-world behaviours. The findings suggest that slow fashion marketers should design campaigns that emphasize not only environmental responsibility and product quality but also personal emotional gratification. Strengthening consumer attitudes through values-based messaging may enhance behavioural conversion in the sustainable fashion sector. This study extends the application of the VABH model to the context of slow fashion consumption in Indonesia and provides empirical evidence of the transition from value to behaviour among Gen Z consumers.

Keywords: *Slow fashion, Environmental values, Hedonic values, Utilitarian values, Attitude, Purchase behaviour, Generation Z, PLS-SEM, Sustainable fashion*