

ABSTRACT

Consumers have become increasingly aware of the social and environmental issues caused by the fashion industry. This awareness has resulted in increased demand for sustainable fashion products, especially since the COVID-19 pandemic hit the world. However, research on consumption behavior, especially purchase intention in sustainable fashion products is still rare to find in developing countries, including Indonesia.

Therefore this research was conducted to analyze the factors that influence purchase intention in sustainable fashion products on the island of Java, which is home to up to 60% of the total population in Indonesia. Variables are determined based on the Theory of Planned Behavior by modifying subjective norm variables into virtual social capital and adding two other variables, namely conventional fashion attributes, and sustainable self-concept.

The research used a total sample of 119 respondents from millennial and gen Z who live on the island of Java. This study used a random sampling data collection method using online questionnaires as a data collection tool. The analytical method was carried out using SEM through the AMOS program.

The results of this study indicate that sustainable attitudes, virtual social capital, perceived behavioral control, conventional fashion attributes, and sustainable self-concept have a positive and significant effect on buying behavior.

Keywords: Sustainable fashion, Theory of Planned Behavior, Virtual Social Capital, Conventional Fashion Attributes, Purchase Intention.