

ANALISIS ANTESEDEN NIAT PERILAKU KONSUMEN DALAM MEMBELI PAKAIAN BERBAHAN ORGANIK DI SURABAYA

David Li
Creative Digital Marketing

Dudi Anandya
Andhy Setyawan

ABSTRAK

Isu keberlanjutan dalam industri *fashion* menjadi perhatian global akibat dampaknya terhadap lingkungan, seperti tingginya konsumsi air, emisi karbon, dan limbah tekstil. Salah satu solusi yang berkembang adalah penggunaan berkelanjutan seperti pakaian berbahan organik. Penelitian ini bertujuan untuk menganalisis pengaruh *environmental concern* dan *perceived value* terhadap *purchase intention* serta *willingness to pay a premium price* dalam konteks pembelian pakaian berbahan organik di Surabaya. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data diperoleh dari 150 responden yang memenuhi kriteria: berdomisili di Surabaya, berusia minimal 18 tahun, dan pernah membeli pakaian berbahan organik dalam 6 bulan terakhir. Pengolahan data dilakukan menggunakan SEM (*Structural Equation Modeling*) dengan bantuan perangkat lunak AMOS 23. Hasil penelitian menunjukkan bahwa baik *environmental concern* maupun *perceived value* berpengaruh positif dan signifikan terhadap *purchase intention* maupun *willingness to pay a premium price*. Temuan ini menegaskan pentingnya kepedulian lingkungan dan persepsi nilai konsumen dalam mendorong niat beli dan kesediaan membayar harga lebih untuk produk yang berkelanjutan.

Kata kunci: *environmental concern*, *perceived value*, *purchase intention*, *willingness to pay a premium price*, pakaian organik.

*ANALYZING THE ANTECEDENTS OF CONSUMER PURCHASE INTENTION FOR
ORGANIC CLOTHING IN SURABAYA*

David Li
Creative Digital Marketing

Dudi Anandya
Andhy Setyawan

ABSTRACT

Sustainability issues in the fashion industry have become a global concern due to their environmental impact, such as high water consumption, carbon emissions, and textile waste. One emerging solution is the use of clothing made from organic materials. This study aims to analyze the influence of environmental concern and perceived value on purchase intention and willingness to pay a premium price in the context of purchasing organic clothing in Surabaya. A quantitative approach with a survey method was employed. Data were collected from 150 respondents who met the criteria: residing in Surabaya, aged 18 or older, and had purchased organic clothing within the past six months. Data analysis was conducted using Structural Equation Modeling (SEM) with AMOS 23. The results indicate that both environmental concern and perceived value have a positive and significant influence on purchase intention and willingness to pay a premium price. These findings highlight the importance of environmental awareness and perceived product value in shaping consumer intention and willingness to support sustainable fashion by paying a higher price.

Keywords: environmental concern, perceived value, purchase intention, willingness to pay a premium price, organic clothing.