

JUDUL : PENGARUH *SUSTAINABILITY PERCEPTION* DAN *ECO-LABELS* TERHADAP *WILLINGNESS TO PAY* PRODUK *FASHION* INDONESIA

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ABSTRAK

Perubahan pola konsumsi global menuju praktik berkelanjutan mendorong meningkatnya perhatian terhadap produk *fashion* ramah lingkungan. Namun, fenomena *attitude-behaviour gap* masih menjadi tantangan dalam memahami kesediaan konsumen membayar harga premium pada produk tersebut. Penelitian ini bertujuan menganalisis pengaruh *sustainability perception* dan *eco-labels* terhadap *willingness to pay* pada produk *fashion* lokal Indonesia. Penelitian ini menggunakan metode kuantitatif dengan teknik survei melalui kuesioner online kepada 181 responden yang merupakan konsumen produk *fashion* lokal. Data dianalisis menggunakan model regresi *two-stage least squares* (2SLS) dengan pengujian validitas, reliabilitas, dan asumsi klasik. Temuan penelitian menunjukkan bahwa *sustainability perception* berpengaruh signifikan terhadap *willingness to pay*, sedangkan *eco-labels* tidak menunjukkan pengaruh langsung yang signifikan. Temuan ini menegaskan bahwa kesediaan konsumen membayar harga premium lebih ditentukan oleh persepsi manfaat lingkungan dan sosial daripada keberadaan label formal yang masih belum sepenuhnya dipercaya atau dipahami. Penelitian ini menemukan bahwa peningkatan kepercayaan, edukasi konsumen, dan transparansi informasi merupakan kunci untuk memperkuat pasar *sustainable fashion* di Indonesia.

Kata kunci: *sustainability perception, eco-labels, willingness to pay, sustainable fashion, konsumen Indonesia.*

**TITLE : THE EFFECT OF SUSTAINABILITY PERCEPTION AND ECO-
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PRODUCTS**

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ABSTRACT

The global shift toward sustainable consumption patterns has increased attention to environmentally responsible fashion products. However, the persistent attitude-behaviour gap remains a challenge in understanding consumers' willingness to pay a premium for such products. This study aims to examine the influence of sustainability perception and eco-labels on willingness to pay for local Indonesian fashion products. The theoretical framework includes consumer behavior theory, eco-labels, sustainability perception, willingness to pay, environmental concern, health concern, label influence, perceived behavioral control, subjective norm, and sustainable packaged products purchase intention. This study employs a quantitative research method using an online survey distributed to 181 respondents who are consumers of local fashion products. Data were analyzed using a two-stage least squares (2SLS) regression model along with validity, reliability, and classical assumption testing. The results indicate that sustainability perception significantly influences willingness to pay, whereas eco-labels do not show a direct significant effect. These findings suggest that consumers' willingness to pay a premium is driven more by perceived environmental and social value rather than the presence of formal labels, which may still lack clarity or trust. This study concludes that strengthening consumer trust, education, and transparency is essential to advancing the sustainable fashion market in Indonesia.

Keywords: *sustainability perception, eco-labels, willingness to pay, sustainable fashion, Indonesian consumers*