

DAFTAR PUSTAKA

- Ahdiat, A. (2024, 04 19). *Databoks*. Retrieved from Databoks.Katadata.co.id: <https://databoks.katadata.co.id/demografi/statistik/7d75bbaf59b5581/ini-jumlah-mahasiswa-di-indonesia-dan-sebarannya-pada-2022>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I., 2002. Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior. *J. Appl. Soc. Psychol.* 32 (4), 665–683. <https://doi.org/10.1111/j.1559-1816.2002.tb00236.x>
- Ajzen, I., & Fishbein, M. (1973). Attitudinal and normative variables as predictors of specific behavior. *Journal of Personality and Social Psychology*, 27(1), 41–57.
- Aprianingsih, A., Fachira, I., Setiawan, M., Debby, T., Desiana, N., & Lathifan, S. A. N. (2023). Slow fashion purchase intention drivers: an Indonesian study. *Journal of Fashion Marketing and Management*, 27(4), 632–647. <https://doi.org/10.1108/JFMM-07-2021-0176>
- Business Wire. (2021), “Global ethical fashion market report 2020: opportunities, strategies, covid-19 impacts, growth and change, 2019-2030 – researchandmarkets.com?”, available at: www.businesswire.com/news/home/20210111005582/en/Global-Ethical-Fashion-Market-Report-2020-Opportunities-Strategies-COVID-19-Impacts-Growth-and-Change-2019-2030---ResearchAndMarkets.com
- Carol Cavender, R. (2018). Exploring the Influence of Sustainability Knowledge and Orientation to Slow Consumption on Fashion Leaders’ Drivers of Fast Fashion Avoidance. *American Journal of Theoretical and Applied Business*, 4(3), 90. <https://doi.org/10.11648/j.ajtab.20180403.12>
- Castro-López, A., Iglesias, V., & Puente, J. (2021). Slow fashion trends: Are consumers willing to change their shopping behavior to become more sustainable? *Sustainability (Switzerland)*, 13(24), 1–11. <https://doi.org/10.3390/su132413858>
- Chaudhary, R. (2018). Green buying behavior in India: an empirical analysis. *Journal of Global Responsibility*, 9(2), 179–192. <https://doi.org/10.1108/JGR-12-2017-0058>
- Chi, T., Gerard, J., Dephillips, A., Liu, H., & Sun, J. (2019). Why U.S. consumers buy sustainable cotton made collegiate apparel? A study of the key determinants. *Sustainability (Switzerland)*, 11(11). <https://doi.org/10.3390/su11113126>
- Chi, T., Gerard, J., Yu, Y., & Wang, Y. (2021). A study of U.S. consumers’ intention to purchase slow fashion apparel: understanding the key determinants. *International Journal of Fashion Design, Technology and Education*, 14(1), 101–112. <https://doi.org/10.1080/17543266.2021.1872714>
- Duarte, P., Silva, S. C., Roza, A. S., & Dias, J. C. (2024). Enhancing consumer purchase intentions for sustainable packaging products: An in-depth analysis of key determinants and strategic insights. *Sustainable Futures*, 7(April), 100193. <https://doi.org/10.1016/j.sfr.2024.100193>

Elvina, B., Erika Saunders, D., Fadil, F., Clearesta Putri, M., Muzaki Abdurrahman Program Magister Manajemen Sekolah Bisnis dan Ekonomi, M., Prasetiya Mulya RA Kartini, U. J., & Barat Jakarta Selatan, C. (2020). *ABSTRAK ABSTRACT*.

Guedes Silva, J. S., Turčíková, J., & Magano, J. (2022). Sustainable Marketing Orientation in the Clothing Industry: Slow or Fast Fashion? *Percursos & Ideias, October 2022*, 86–99. <https://doi.org/10.56123/percursos.2022.n12.86>

Ghozali, I. (2015). Partial Least Squares Konsep Teknik dan Aplikasi dengan Program Smart PLS 3.0. Universitas Diponegoro.

Ghozali, Idham. (2019). Metode Penelitian Ekonometrika. Penerbit UGM.

Gunawan, D. (n.d.). *Pengaruh Social Media Campaign Dan Online Promotion Terhadap Purchase Intention Pada Gojek Indonesia Di Surabaya*.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2018). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) . SAGE Publications.

Hair, J. F., Jr., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2019). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (3rd ed.). SAGE Publications.

Haron, S.A., Paim, L. and Yahaya, N. (2005), “Towards sustainable consumption: an examination of environmental knowledge among Malaysians”, International Journal of Consumer Studies, Vol. 29 No. 5, pp. 426-436, doi: 10.1111/j.1470-6431.2005.00460.x.

Jufrizen, & Rahmadhani, I. (2020). Pengaruh Kepemimpinan dan Budaya Organisasi terhadap Kinerja Pegawai dengan Mediasi Komitmen Organisasi.

Jung, S., & Jin, B. (2016). Sustainable development of slow fashion businesses: Customer value approach. *Sustainability (Switzerland)*, 8(6). <https://doi.org/10.3390/su8060540>

Karim, N. A., Setiawan, M., & Azhana, F. T. I. (2024). Slow Fashion: Between Environment Sustainability and Business Sustainability. *IOP Conference Series: Earth and Environmental Science*, 1324(1). <https://doi.org/10.1088/1755-1315/1324/1/012068>

Keller, KL, dan Kotler, P. (2016). Marketing Management (15th red). London: Pearson Education Limited.

Khan, O., Varaksina, N., & Hinterhuber, A. (2024). The influence of cultural differences on consumers' willingness to pay more for sustainable fashion. *Journal of Cleaner Production*, 442(March 2023), 141024. <https://doi.org/10.1016/j.jclepro.2024.141024>

Khare, A., & Varshneya, G. (2017). Antecedents to organic cotton clothing purchase behaviour: Study on Indian youth. *Journal of Fashion Marketing and Management: An International Journal*, 21(1), 51–69.

Lavuri, R. (2022), “Extending the theory of planned behavior: factors fostering millennials’ intention to purchase eco-sustainable products in an emerging market”, *Journal of Environmental Planning and Management*, Vol. 65 No. 8, pp. 1507-1529

Mehrjoo, M., & Pasek, Z. (2015). Risk assessment for the supply chain of fast fashion apparel industry: A system dynamics framework. *International Journal of Production Research*, 54(1), 1–21.

Nafauziyya, H. A. (2024, September 26). *Fenomena Fast Fashion Waste: Meninjau Pendekatan Ekonomi Sirkular dalam Industri Tekstil*. Retrieved from Ekonomisirkular.id: <https://ekonomisirkular.id/newsideas/fenomena-fast-fashion-waste:-meninjau-pendekatan-ekonomi-sirkular-dalam-industri-tekstil>

Nguyen, D. T., & Vu, H. T. (2022). Measuring Attitudes Toward Sponsor And Purchase Intention. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2049961>

Paul, J. and Rana, J. (2012), “Consumer behavior and purchase intention for organic food”, *Journal of Consumer Marketing*, Vol. 29 No. 6, pp. 412-422.

Sistem Informasi Pengelolaan Sampah Nasional (SIPSN). (n.d.). Retrieved from SIPSN: <https://sipsn.menlhk.go.id/sipsn/>

Şener, T., Bişkin, F., & Kılınç, N. (2019). Sustainable dressing: Consumers' value perceptions towards slow fashion. *Business Strategy and the Environment*, 28(8), 1548–1557. <https://doi.org/10.1002/bse.2330>

Sekaran, R. B. (2020). Research Methods for Business A Skill Building Approach 8th Edition. New York: John Willey & Sons Inc.

Sobreira, É. M. C., Silva, C. R. M. da, & Romero, C. B. A. (2020). Do empowerment and materialism influence slow fashion consumption? Evidence from Brazil. *Journal of Fashion Marketing and Management*, 24(3), 415–435. <https://doi.org/10.1108/JFMM-08-2019-0176>

Suhud, U., Allan, M., Wiratama, B., & Maulida, E. (2020). Slow Fashion in Indonesia: Drivers and Outcomes of Slow Fashion Orientations. *Research in World Economy*, 11(6), 27. <https://doi.org/10.5430/rwe.v11n6p27>

Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)

Uma Sekaran, R. B. (2019). Research Methods for Business : A Skill Building Approach. New York: John Willey & Sons.

West, J., Saunders, C., & Willet, J. (2021). A bottom up approach to slowing fashion: Tailored solutions for consumers. *Journal of Cleaner Production*, 296, 126387. <https://doi.org/10.1016/j.jclepro.2021.126387>

Yunita, F. D. (2023, January 18). *10 Brand Fashion Indonesia yang Mengusung Konsep Sustainable Fashion*. Retrieved from Zonaebt: <https://zonaebt.com/10-brand-fashion-indonesia-yang-mengusung-konsep-sustainable-fashion/>

Zero Waste Indonesia. (2020, June 16). *Zero Waste Indonesia*. Retrieved from zerowaste.id: <https://zerowaste.id/zero-waste-lifestyle/fesyen-lambat-slow-fashion/>