

**PENGARUH *ENVIRONMENTAL CONCERN, SOCIAL MEDIA, ATTITUDE,*
SUBJECTIVE NORMS, DAN PERCEIVED BEHAVIORAL CONTROL
TERHADAP *PURCHASE INTENTION GEN Z*
PADA PRODUK *RECYCLE FASHION***

TESIS

*Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Magister Manajemen
Pada Program Studi Magister Manajemen Fakultas Ekonomi dan Bisnis
Universitas Andalas*



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**PROGRAM STUDI MAGISTER MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS ANDALAS
PADANG**

2026

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Abstrak

Industri fashion merupakan salah satu sektor yang memberikan dampak signifikan terhadap degradasi lingkungan, sehingga mendorong berkembangnya produk *recycle fashion* sebagai bentuk konsumsi berkelanjutan. Namun, tingkat niat beli terhadap produk fashion daur ulang, khususnya pada Generasi Z, masih relatif beragam. Penelitian ini bertujuan untuk menganalisis pengaruh *environmental concern, social media, attitude, subjective norm, dan perceived behavioral control* terhadap *purchase intention* Generasi Z pada produk *recycle fashion*, serta menguji peran *subjective norm* sebagai variabel mediasi dalam hubungan antara *social media* dan *purchase intention*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui kuesioner daring dari 115 responden dan dianalisis menggunakan *Structural Equation Modeling-Partial Least Squares* (SEM-PLS). Responden penelitian adalah Generasi Z yang memiliki pengetahuan atau paparan terhadap produk *recycle fashion*. Hasil penelitian menunjukkan bahwa *environmental concern, attitude, subjective norm, dan perceived behavioral control* berpengaruh positif dan signifikan terhadap *purchase intention*. Selain itu, *social media* terbukti berpengaruh positif dan signifikan terhadap *subjective norm*. Hasil uji mediasi menunjukkan bahwa *subjective norm* memediasi secara signifikan pengaruh *social media* terhadap *purchase intention*, yang mengindikasikan bahwa media sosial berperan penting dalam membentuk norma sosial yang kemudian memengaruhi niat beli. Temuan ini memperkuat relevansi *Theory of Planned Behavior* dalam konteks fashion berkelanjutan serta menegaskan pentingnya peran media sosial dalam membangun norma dan preferensi konsumsi Generasi Z.

Kata kunci: *Environmental Concern, Social Media, Theory Of Planned Behavior, Purchase Intention, Recycle Fashion, Generasi Z.*

THE INFLUENCE OF ENVIRONMENTAL CONCERN, SOCIAL MEDIA, ATTITUDE, SUBJECTIVE NORMS, AND PERCEIVED BEHAVIORAL CONTROL ON GEN Z'S PURCHASE INTENTION TOWARD RECYCLED FASHION PRODUCTS

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Abstract

The fashion industry is one of the sectors that significantly contributes to environmental degradation, thereby encouraging the development of recycled fashion products as a form of sustainable consumption. However, the level of purchase intention toward recycled fashion products, particularly among Generation Z, remains relatively diverse. This study aims to analyze the effects of environmental concern, social media, attitude, subjective norm, and perceived behavioral control on Generation Z's purchase intention toward recycled fashion products, as well as to examine the mediating role of subjective norm in the relationship between social media and purchase intention. This study employs a quantitative approach using a survey method. Data were collected through an online questionnaire from 115 respondents and analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The respondents consisted of Generation Z individuals who have knowledge of or exposure to recycled fashion products. The results indicate that environmental concern, attitude, subjective norm, and perceived behavioral control have positive and significant effects on purchase intention. In addition, social media is found to have a positive and significant effect on subjective norm. The mediation analysis reveals that subjective norm significantly mediates the effect of social media on purchase intention, indicating that social media plays an important role in shaping social norms that subsequently influence purchase intention. These findings reinforce the relevance of the Theory of Planned Behavior in the context of sustainable fashion and highlight the crucial role of social media in shaping social norms and consumption preferences among Generation Z.

Keywords: Environmental Concern, Social Media, Theory Of Planned Behavior, Purchase Intention, Recycled Fashion, Generation Z.