

## ABSTRAK

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### **PENGARUH ASPEK FUNCTIONALITY, CONVENIENCE, PERCEIVED HYGIENE, PERSONAL ATTITUDE, DAN SOCIAL FACTOR TERHADAP MINAT BELI KONSUMEN PAKAIAN SECOND-HAND: STUDI PADA KONSUMEN DI JABODETABEK**

(xvi +102 halaman + 8 gambar + 23 tabel)

Pakaian *second-hand* atau bekas merupakan salah satu alternatif yang dapat mengurangi dampak negatif dari industri *fashion* terhadap lingkungan, terutama sebagai lawan dari *fast fashion* yang telah terbukti memiliki dampak negatif yang sangat besar terhadap kerusakan lingkungan. Minat masyarakat terhadap pakaian *second-hand* saat ini sedang mengalami pertumbuhan, meskipun demikian pertumbuhan tersebut masih tidak cukup dibandingkan dengan yang ideal sehingga perlu dicari faktor-faktor yang mempengaruhinya yaitu *Functionality*, *Convenience*, *Perceived Hygiene*, *Personal Attitude*, dan *Social Factor*. Penelitian ini dilakukan dengan mengambil sampel sebanyak 280 responden yang berasal dari daerah Jabodetabek dengan menggunakan instrumen pengumpulan data kuesioner, adapun metode dan teknik sampling yang digunakan adalah *non-probability* dan *purposive sampling*, teknik analisa data yang digunakan adalah analisis regresi linear berganda dengan menggunakan SPSS. Hasil penelitian menemukan bahwa *functionality*, *convenience*, *perceived hygiene*, dan *social factor* memiliki pengaruh yang signifikan dan positif terhadap *purchase intention*, sedangkan *personal attitude* ditemukan tidak memiliki pengaruh yang signifikan terhadap *purchase intention*.

Kata kunci: *Functionality*, *convenience*, *perceived hygiene*, *personal attitude*, *social factor*, dan *purchase intention*.

Referensi: 88 (2015-2022)

## ABSTRACT

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### **THE EFFECT OF FUNCTIONALITY, CONVENIENCE, PERCEIVED HYGIENE, PERSONAL ATTITUDE, AND SOCIAL FACTOR ASPECTS ON CONSUMER BUYING INTEREST IN SECOND-HAND CLOTHING: A STUDY ON CONSUMERS IN JABODETABEK**

(xvi + 102 pages + 8 images + 23 tables)

Second-hand or used clothing is one alternative that can reduce the negative impact of the fashion industry on the environment, especially as opposed to fast fashion which has been proven to have a very large negative impact on environmental destruction. Public interest in second-hand clothing is currently experiencing growth, however, this growth is still not sufficient compared to the ideal, so it is necessary to look for factors that influence it, namely Functionality, Convenience, Perceived Hygiene, Personal Attitude, and Social Factors. This research was conducted by taking a sample of 280 respondents from the Greater Jakarta area using a questionnaire data collection instrument, while the sampling method and technique used were non-probability and purposive sampling, the data analysis technique used was multiple linear regression analysis using SPSS. The results of the study found that functionality, convenience, perceived hygiene, and social factors had a significant and positive influence on purchase intention, while personal attitude was found to have no significant effect on purchase intention.

*Keywords: Functionality, convenience, perceived hygiene, personal attitude, social factor, and purchase intention.*

References: 88 (2015-2022)