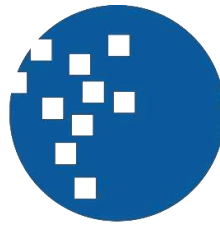


**EXAMINING THE ATTITUDE-INTENTION GAP OF GEN Z  
IN SUSTAINABLE FASHION USING AN EXTENDED TPB  
MODEL: A CASE STUDY ON THE INDONESIAN BRAND  
PIJAKBUMI**



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NUSANTARA

Thesis

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**MANAGEMENT STUDY PROGRAM  
FACULTY OF BUSINESS  
UNIVERSITAS MULTIMEDIA NUSANTARA  
TANGERANG  
2024**

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Proposed to fulfill one of the requirements to obtain the title of  
Bachelors of Management

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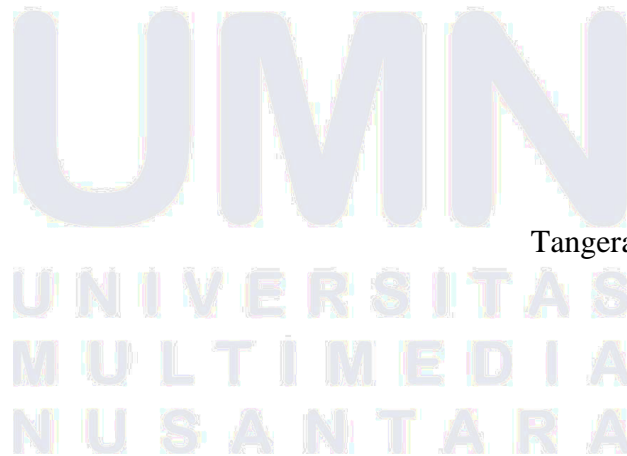
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## PREFACE

This thesis was formulated as the final step in obtaining the Bachelors of Management title at Universitas Multimedia Nusantara through the Management study program. This study was supported by notable key figures that helped shape the best end result, and so I would like to thank:

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5. My family who has provided material and moral support, so that I can complete this thesis.

Hopefully this scientific work contributes as a source of information and inspiration for others.

Tangerang, 12 May 2024



Kenneth Kaleb

**MENKAKI KESEMBIHAN SIKAP-NIAT GEN Z DALAM  
FASHION BERKELANJUTAN MENGGUNAKAN MODEL  
TPB EXTENDED: STUDI KASUS PADA BRAND INDONESIA  
PIJAKBUMI**

Kenneth Kaleb

**ABSTRAK**

*Tren keberlanjutan telah merambah ke berbagai industri, sehingga menciptakan peningkatan permintaan akan produk yang ramah lingkungan dan aman. Salah satu industri tersebut adalah industri fashion ramah lingkungan (sustainable fashion), dimana konsumen, khususnya mereka yang berusia lebih muda (Gen Z) mengaku lebih memilih membeli produk alternatif yang ramah lingkungan dibandingkan fashion konvensional. Namun, klaim ini belum menjadi kenyataan karena merek fashion berkelanjutan masih kalah penjualannya jika dibandingkan dengan merek fashion konvensional. Penelitian ini bertujuan untuk mengetahui mengapa hal tersebut terjadi khususnya di wilayah Jabodetabek Indonesia dengan mengkaji fenomena tersebut melalui merek lokal Pijakbumi menggunakan model extended TPB dalam analisis linier regresi berganda. Dengan menggunakan jumlah sampel sebanyak 145 responden Gen Z yang mengetahui merek Pijakbumi namun belum membeli produk Pijakbumi, ditemukan bahwa variabel dependen sikap, norma subjektif, persepsi kontrol perilaku, harga, pengetahuan, dan kepercayaan berpengaruh positif terhadap niat konsumsi fashion berkelanjutan, menyoroti pentingnya faktor-faktor ini ketika ingin meningkatkan niat konsumen untuk membeli fashion ramah lingkungan.*

**Kata kunci:** *fashion berkelanjutan, kesembihan sikap-niat, gen z, extended tpb*



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Kenneth Kaleb

**ABSTRACT (English)**

The sustainability trend has made way into various industries, creating an increase in demand for environmentally friendly and safe products. One such industry is the sustainable fashion industry, with consumers, specifically those currently in their younger years (Gen Z) claiming to prefer purchasing sustainable alternatives to conventional fashion. However, this claim has not translated into reality, with sustainable fashion brands still lacking in sales when compared to conventional fashion brands. This study aims to find out why this occurs specifically in the Jabodetabek area of Indonesia by examining the phenomenon through the local brand Pijakbumi utilizing an extended TPB model in a multiple regression linear analysis. Utilizing a sample size of 145 Gen Z respondents that are aware of the Pijakbumi brand but has not purchased a Pijakbumi product, it was found that the dependent variables attitude, subjective norms, perceived behavioral control, price, knowledge, and trust positively influences sustainable fashion consumption intention, highlighting the importance of these factors when intending to increase consumer intent to purchase of sustainable fashion.

**Keywords:** sustainable fashion, attitude-intention gap, gen z, extended tpb

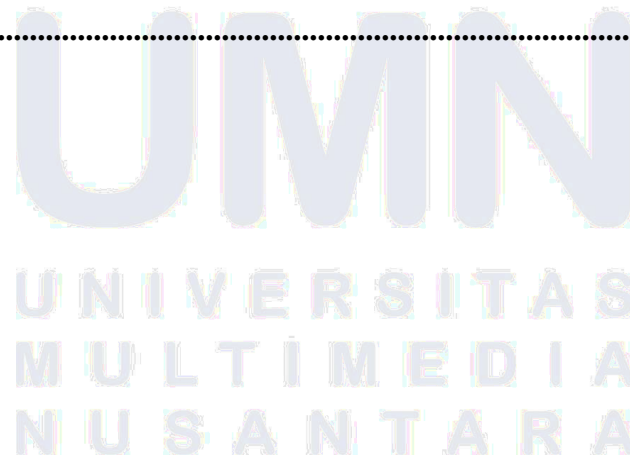
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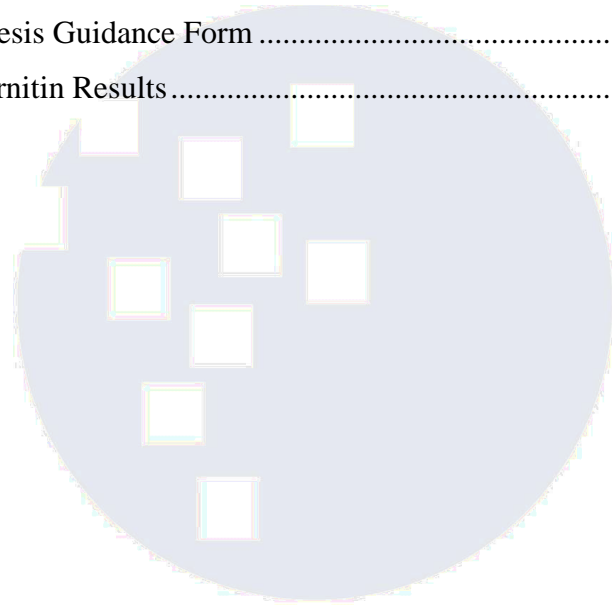
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