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The Effect of Biospheric Value, Altruistic Value, Egoistic Value, and Price Fairness on Purchase Intention in Sustainable Fashion Products

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ABSTRACT

The purpose of this study is to investigate and evaluate how work-life balance, workload, and work environment affect employee engagement. The employees of PT Migata Anugrah Abadi make up the study's population. This research employs a quantitative approach. With a sample size of 60, saturation sampling was the sampling technique employed in this investigation. The partial least squares program (Smart-PLS) is used for data management, and structural equation modeling is the analysis method employed in this study. The study's findings show that while workload has no influence and is not substantial on employee engagement, the work environment has a favorable and significant impact, and worklife balance has no effect and is not significant on employee engagement. These findings indicate that to improve employee engagement at PT Migata Anugrah Abadi.

Keywords: Biospheric Value, Altruistic Value, Egoistic Value, Price Fairness, Purchase Intention.

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INTRODUCTION

Sustainable fashion is a fashion fashion that prioritizes the values of the parties involved, especially in the field of environment and humanity, the purpose of sustainable fashion is to unite the perspectives of designers, producers, distributors, and consumers to work together to unite ideas so that fashion can be led in a better direction from production to consumption. The goal of sustainable fashion is to make people aware of the threats that can be caused if they use products in an environmentally unfriendly manner. This awareness is also the responsibility of the fashion industry to provide information about matters related to sustainable fashion, such as work, environmental impacts, wages, and others. Sustainable products in the fashion industry sector are products that have an environmentally friendly production process, the use of environmentally friendly materials, transparency in the selection of materials, and the welfare of workers by paying appropriate wages (Henninger et al., 2009; Kulsum, 2020).

Fast Fashion is defined as a phenomenon of fashion trends that change quickly and are mass-produced with a ready-to-wear concept (Dehotman, 2017). The main characteristics in fast fashion are affordable prices and products that are always up to date and short distribution times. According to Insani (2020), Fast fashion is an industry that produces a lot of clothes in bulk to follow the latest trends and is sold at low prices. Fast fashion is growing rapidly globally with various brands such as H&M, Uniqlo, Zara, and so on. Through fast fashion products, the retailer is able to bring the latest fashion trends in affordable products to various groups. Fast fashion products have received considerable attention by the global community, in 2014, the average person owned 60% more clothing products compared to the average consumer in 2000 (Boggon, 2019).

From this data, it can be seen that there is an acceptance of fast fashion by the Indonesian people, which can be seen from the number of stores opened by fast fashion companies in Indonesia. In addition, it is known that fast fashion is experiencing development both globally and in Indonesia (Kornelis Yudi, 2022).

Fast fashion can cause water pollution, environmental damage due to the use of toxic chemicals. In order to get cheaper materials that can be produced quickly, the fashion industry often ignores the dangers of chemicals contained in their products. For example, coloring clothes, giving image prints, and finishing products usually use chemicals that contain toxins. One of the most common materials used in clothing production is polyester. Polyester is made with a plastic base material and is made from petroleum. When washed, polyester fabric will release microfibers that can increase the level of plastic in the sea, microfibers that are difficult to decompose will have a bad effect on living things.

However, for now, many Fashion Industry companies have carried out campaigns to care for the environment. Although in recent years public awareness of sustainable fashion has begun to increase, purchasing decisions are still based on desires, not environmental interests. However, fashion companies are also responsible for educating consumers that the habit of buying, wearing, and throwing away has a negative impact on the environment (Mishra et al., 2020). Currently, for big brands such as H&M, Uniqlo, Zara, have started efforts to implement the sustainability concept in companies to reduce negative impacts on the environment. This can prove that more and more parties are also aware of the importance of protecting the environment and paying attention to the welfare of the workforce employed in the fashion industry. A good consumer attitude towards a product can make consumers interested in a product, if they like the product, it will affect consumer purchase intention

LITERATURE REVIEW

Value Belief Norm (VBN) According to Stern, 2000, Li et al., (2018) in (Gkargkavouzi et al., 2019) is designed to fit the context of environmentalism by specifically focusing on environmental behavior and consists of two additional constructions, values, and ecological worldview. The values in VBN theory are usually relevant to the three value orientations, biosphere, altruistic, and egoistic that are directly related to the ecological worldview. Biospheric Value According to Stern and Dietz (1994) in Taso Yu-Chung., et al (2020). It is an orientation where people assess phenomena based on costs or benefits for the ecosystem or biosphere. Biospheric Value can be measured by four items, including respecting the earth, uniting with nature, preventing pollution, and protecting the environment.

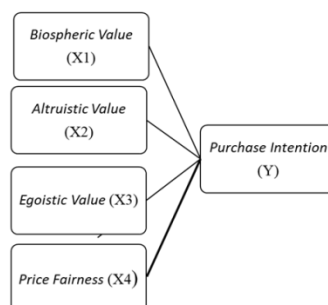
Altruistic Value According to Rahman and Reynolds (2016) in (Wang et al., 2020) is one of the most important psychographic variables to explain consumer pro-environmental attitudes and behaviors. Individuals who have a higher level of orientation towards altruistic values are usually more concerned about environmental issues and more motivated to participate in pro-environmental behavior. Altruistic values are very important to shape consumer behavior towards the environment. Individuals who have a higher level of orientation towards Altruistic values are usually more concerned about environmental issues and are more motivated to participate in green behavior.

Egoistic Value According to Rahman and Reynolds (2016) (Wang et al., 2020) can be defined as a pro-self concept that shows concern for individual health and concern for the family or protecting the environment because it provides direct benefits to oneself. Egoistic value focuses on goals that primarily benefit oneself, acquiring goods and status, as well as pleasure and reducing effort, respectively.

Price Fairness According to Xia and Monroe (2004) in Yasir Aleena., et al (2022), is the choice and sentiment of the client whether the uniqueness between the seller's fee and the price that is close to others is reasonable, acceptable, or genuine. Price fairness is a procedure or price with a standard that is in harmony, norm or reference. (Price fairness) is the consumer's perception of price fairness and in accordance with the given value or market conditions. When consumers will buy services influenced by price fairness procedures and consumers feel that the price offered is fair, then consumers feel satisfied with the price offered.

FRAME OF MIND

Based on the results of the thinking from the relationship between variables described earlier, the researcher formulated the following framework or hypothesis:



The image above shows that this study is to determine the influence of Biospheric Value (X1), Altruistic Value (X2), Egoistic Value (X3), Price Fairness (X4) on Purchase Intention. Where the independent variables in this study are Biospheric Value, Altruistic Value, Egoistic Value, Price Fairness, while the dependent variable is Purchase Intention in sustainable fashion products.

METHOD

This study uses statistical tests and hypothesis testing to identify one or more independent factors that affect dependent variables. In this case, the goal is to find out how Purchase Intention in sustainable fashion products is influenced by Biospheric Value, Altruistic Value, Egoistic Value and Price Fairness. In this study, the population is consumers who have bought Sustainable Fashion products with populations in the capital city of Java such as Greater Jakarta. This study uses a nonprobability sampling technique of purposive sampling, which is a sample determination technique with data sources with certain considerations. Certain considerations, for example, the person who is considered to know the most about what we expect, for example, people who have bought Sustainable Fashion products.

The data collection procedure using the data collection method was obtained from filling out a questionnaire (questionnaire). The method of dissemination was using social media such as Whatsapp, and Instagram. The respondents will fill out the questionnaire through the GoogleForm link provided by the researcher. The Partial Least Square (PLS) approach was used in this study to assess research data and use SmartPLS 4.0 software,

In this study, quantitative methods are used for data analysis. Partial Least Square (PLS), Measurement Model (Outer Model), Structural Model (Inner Model), and Hypothesis Testing are the four data analysis techniques used.

RESULTS AND DISCUSSION

This analysis is a Multivariate Statistical analysis that estimates the influence between variables simultaneously with the purpose of prediction, exploration or development of structural models, (Hair et al 2019). Model evaluation in PLS consists of evaluation of measurement models, evaluation of structural models and evaluation of model goodness and suitability.

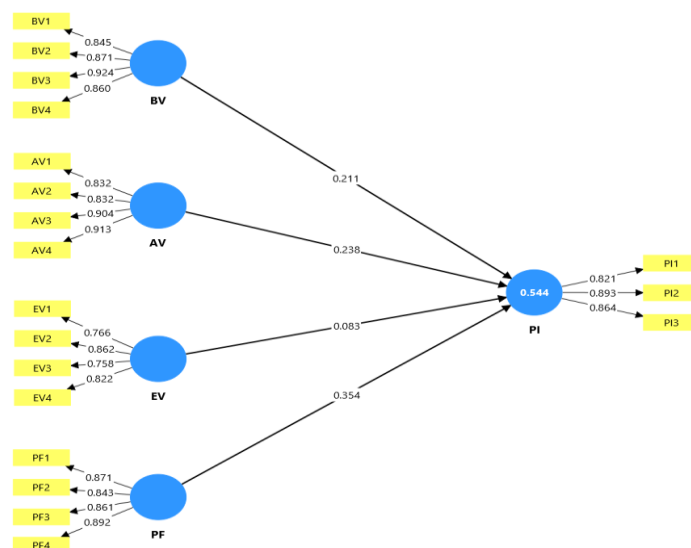
Test Results Test Evaluation Measurement Model (Outer Model)

The measurement model in this study consists of a reflective measurement model where the variables Biospheric Value, Altruistic Value, Egoistic Value, Price Fairness to Purchase Intention are measured reflexively (Hair et al 2021), the indicator is declared valid if the value is greater than 0.70.

Loading Factor Test Results

Variabel	Indikator	Outer Loadings	Keterangan
<i>Biospheric Value</i>	BV1	0,845	Lolos Uji
	BV2	0,871	Lolos Uji
	BV3	0,924	Lolos Uji
	BV4	0,860	Lolos Uji
<i>Altruistic Value</i>	AV1	0,832	Lolos Uji
	AV2	0,832	Lolos Uji
	AV3	0,904	Lolos Uji
	AV4	0,913	Lolos Uji
<i>Egoistic Value</i>	EV1	0,766	Lolos Uji
	EV2	0,862	Lolos Uji
	EV3	0,758	Lolos Uji
	EV4	0,822	Lolos Uji
<i>Price Fairness</i>	PF1	0,871	Lolos Uji
	PF2	0,843	Lolos Uji
	PF3	0,861	Lolos Uji
	PF4	0,892	Lolos Uji
<i>Purchase Intention</i>	PI1	0,821	Lolos Uji
	PI2	0,893	Lolos Uji
	PI3	0,864	Lolos Uji

Source: SmartPLS 4.0 Processing Results (2025)



PLS Algorithm Results

Source: SmartPLS 4.0 Processing Results (2025)

Based on table 4.1 and figure 4.1 above, it can be seen that the indicator has met the loading factor because it has a loading factor value above 0.70 so that in this test it is declared to have passed the test.

a) Average Variance Extracted (AVE Test) Results

Variabel	AVE
<i>Biospheric Value</i>	0,766
<i>Altruistic Value</i>	0,759
<i>Egoistic Value</i>	0,647
<i>Price Fairness</i>	0,752
<i>Purchase Intention</i>	0,739

Source: SmartPLS 4.0 Processing Results

From the table above, it can be concluded that the square root of the Average Variance Extracted (AVE) for the AVE requirement value is greater ($>$) than 0.50. Therefore, the results of the AVE test do not have convergent validity problems in the model that has been tested.

b) Reliability Test

In this test, the aim is to ensure that there are no problems related to measurement, so the step in the evaluation of the outer model is to test the reliability of the model. This reliability test is carried out using the Composite Reliability and Cronbach's Alpha indicators.

Composite Reliability and Cronbach's Alpha Test Results

Variabel	Cronbach's alpha	Composite reliability (rho_c)	Remarks
Biospheric Value	0,899	0,929	Reliable
Altruistic Value	0,894	0,926	Reliable
Egoistic Value	0,821	0,879	Reliable
Price Fairness	0,890	0,924	Reliable
Purchase Intention	0,823	0,894	Reliable

Source: SmartPLS 4.0 Processing Results

The results of the Composite Reliability and Cronbach's Alpha tests showed satisfactory values, namely that all latent variables were reliable because all variable values had a composite reliability value and Cronbach's Alpha was greater than ($>$) 0.70. So it can be concluded that the questionnaire used as a research tool has been consistent or passed the test.

c) Discriminant Validity

Discriminant Validity Test Results

Variabel	Altruistic Value	Biospheric Value	Egoistic Value	Price Fairness	Purchase Intention

Altruistic Value					
Biospheric Value	0,759				
Egoistic Value	0,703	0,722			
Price Fairness	0,564	0,518	0,771		
Purchase Intention	0,708	0,674	0,713	0,724	

Source: SmartPLS 4.0 Processing Results

The results of the Heterotrait Monotrait Ratio (HTMT) test, therefore, the HTMT value must be less than 0.9 to ensure the discriminant validity between two relative constructs (Hair et al., 2019). From the above results, all values are below 0.9 so that the correlation between variables or constructs has met the criteria for discriminant validity in this study.

d) Collinearity statistics (VIF)

Inner test results of the model – List

Variabel	LIVE
Altruistic Value -> Purchase Intention	2,189
Biospheric Value -> Purchase Intention	2,162
Egoistic Value -> Purchase Intention	2,541
Price Fairness -> Purchase Intention	1,869

Source: SmartPLS 4.0 Processing Results

The results of the collinearity statistics test were the collinearity statistical test (VIF) with a VIF value of 2.189, BV-PI with a value of 2.162, EV-PI with a value of 2.541, and PR-PI with a value of 1.869, then it was simulated that there were no problems in the collinearity statistical test (VIF) because the value was below 3.

Test Results Test Evaluation Measurement Model (Outer Model)

a) Nilai R-Square (R^2)

R-Square (R^2) Value Test Results

Variabel	R-Square (R^2)
Purchase Intention	0,544

Source: SmartPLS 4.0 Processing Results

The results of the R-Square Value test were 0.544 which means the variability of Purchase Intention explained by the four independent variables in the model, namely, Biospheric Value, Altruistic Value, Egoistic Value and Price Fairness of 54.4% in this research model.

b) Nilai f-square

Results of the f-square Value Test

Variabel	f-square	Effect Size
Altruistic Value -> Purchase Intention	0,057	Medium – Large
Biospheric Value -> Purchase Intention	0,045	Medium – Large
Egoistic Value -> Purchase Intention	0,006	Small – Medium
Price Fairness -> Purchase Intention	0,147	Medium - Large

Source: SmartPLS 4.0 Processing Results

The results of the f-square value test with a value range of f-square of 0.02 = small, 0.015 = medium, and 0.35 = large, from the results of the above processing show that the influence of Altruistic Value on Purchase Intention is obtained in the value range ($f^2 = 0.057$, medium – large), Biospheric Value on Purchase Intention is obtained in the value range ($f^2 = 0.045$, medium – large), Egoistic Value towards Purchase Intention is obtained in the value range ($f^2 = 0.006$, small – medium), and Price Fairness in Purchase Intention is obtained in the value range ($f^2 = 0.147$, medium – large).

c) Nilai Q-Square

Q-Square Value Test Results

Variabel	Q-Square (Q^2)
Purchase Intention	0,496

Source: SmartPLS 4.0 Processing Results

The results of the Q-Square Value test with a range of values are 0 small, 0.25 medium, and 0.50 large. From the above processing results, the Q-Square value test results are 0.496 range from medium to large.

Hypothesis Test Results (Path Coefficient Estimation)

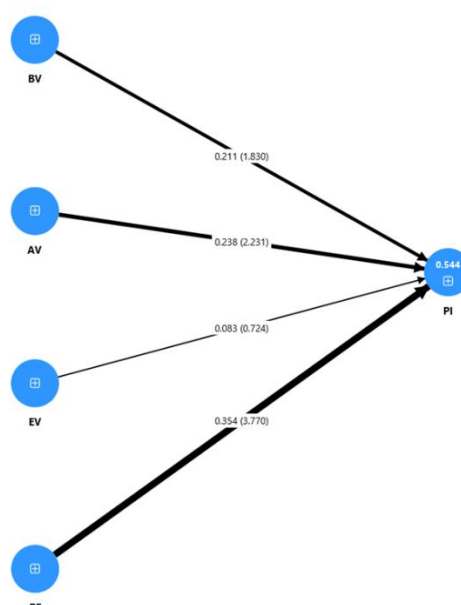
Hypothesis Testing Results

Hipotesis	Relationships between variables	Path Coefficients	Standard deviation	T statistics	P values	Verdict
H1	Biospheric Value -> Purchase Intention	0,211	0,115	1,830	0,034	Accepted
H2	Altruistic Value -> Purchase Intention	0,238	0,107	2,231	0,013	Accepted
H3	Egoistic Value -> Purchase Intention	0,083	0,114	0,724	0,234	Rejected
H4	Price Fairness -> Purchase Intention	0,354	0,094	3,770	0,000	Accepted

Source: SmartPLS 4.0 Hypothesis Test Results

The results of the hypothesis research show that Biospheric Value has a positive and significant effect on Purchase Intention, because the Path coefficients value is 0.211 and the T-statistical value > T-table (1.830 – 1.645). Altruistic Value has a positive and significant effect on Purchase Intention, because the Path coefficients value is 0.238 and the T-statistical value > the T-table (2.231 – 1.645). Egoistic Value has a positive and insignificant effect on Purchase Intention, because the Path coefficients value is 0.083 and the T-statistical value < T-table (0.724 – 1.645). And Price Fairness has a positive and significant effect on Purchase Intention, because the Path coefficients value is 0.354 and the T-statistical value > T-table (3.770 – 1.645).

Bootstrapping output with Path Coefi value (T-Value)



Source: SmartPLS 4.0 Processing Results

Hipotesis:

H1: The Effect of Biospheric Value on Purchase Intention

Based on the first hypothesis test (H1) in this study, it shows that the Biospheric Value has a significant positive effect on Purchase Intention because the original sample value is 0.211 and the T-Statistical value $>$ T-Table (1.830 – 1.645). H1 in this test is acceptable, meaning that this Biospheric Value is proven to affect Purchase Intention.

H2: The Influence of Altruistic Value on Purchase Intention

Based on the second hypothesis test (H2) in this study, it shows that the results show that Altruistic Value has a significant positive effect on Purchase Intention because the original sample value is 0.238 and the T-Statistical value $>$ T-Table (2.231 – 1.645). H2 in this test is acceptable, meaning that this Altruistic Value is proven to affect Purchase Intention.

H3: The Influence of Egoistic Value on Purchase Intention

Based on the third hypothesis test (H3) in this study, it shows that the results show that Egoistic Value has a positive effect not significantly on Purchase Intention because the original sample value is 0.083 and the T-statistical value $<$ T-table (0.724 – 1.645) and H3 in this case is rejected, meaning that Egoistic Value is proven not to affect Purchase Intention.

H4: The Effect of Price Fairness on Purchase Intention

Based on the fourth hypothesis test (H4) in this study, it shows that the results show that Price Fairness has a significant positive effect on Purchase Intention because the original sample value is 0.354 and the T-statistical value $>$ T-table (3.770 – 1.645). H4 in this test is acceptable, meaning that Price Fairness is proven to affect Purchase Intention

CONCLUSION

Based on the results of the data processing analysis and discussion that has been described in the previous chapter, the researcher draws the following conclusions:

1. Biospheric Value has a significant positive effect on Purchase Intention. With the existence of sustainable fashion products, consumers have started to buy fashion products by paying attention to the preservation of natural resources.
2. Altruistic Value has a significant positive effect on Purchase Intention. With the existence of sustainable fashion products, consumers have tended to give directions to people to buy products by considering preserving the environment.
3. Egoistic Value has a positive and insignificant effect on Purchase Intention. This means that the egoistic value indicator affects consumers' purchase intention in buying sustainable fashion products, but not all consumers buy environmentally friendly fashion products as the center of attention to others.
4. Price Fairness has a significant positive effect on Purchase Intention, because the price of sustainable fashion products is in accordance with the consumer's ability to buy the product.

Suggestions

Based on the results of the research and the conclusions that have been previously explained, the researcher intends to provide input to various parties who will use the results of this research in the future. The following are the inputs that can be provided by the researcher:

a. Practical Advice

It is important for companies such as H&M, Uniqlo, and Zara to provide product knowledge for consumers. Suggestions that can be considered for companies are to conduct campaigns and can also be through product labels, promotional materials, and information on the company's website using barkot to make it easier for consumers to find information related to the brand. Providing evidence or certifications that show that the product meets certain quality standards can also help convince consumers and also the Company needs to make rational and competitive pricing.

b. Academic Advice

- 1) Based on the results of the analysis of the description of the Biospheric Value variable, it is recommended for the next researcher to provide information and motivation first to consumers that buying fashion products is also important from the production side because waste products have a great effect on environmental conservation. The higher the biospheric value that consumers have, the better the attitude of consumers in determining the choice of sustainable products that pay attention to the impact on the environment, even though they get different responses, consumers can determine their attitude.
- 2) Based on the results of the analysis of the description of the Altruistic Value variable, it is recommended to the next researcher to provide information and motivation first to consumers, that it is very important to protect the environment and provide direction and what impact will occur if we do not pay attention to products and production methods that will be able to damage the environment. A person's Altruistic attitude is related to ethics, spirituality, and voluntary help such as providing education and information related to the purchase of sustainable fashion products to the public.
- 3) Based on the results of the analysis of the description of the Egoistic Value variable, it is recommended to the next researcher to be able to provide information and motivation to consumers that buying environmentally friendly fashion products does not aim to be the center of attention, but a form of our concern for the environment by buying environmentally friendly products and thinking about the production waste of the

product. As an individual value, a person has the right to attach importance to their own interests and personal comfort in buying sustainable fashion products.

- 4) Based on the results of the analysis of the description of the Price Fairness variable, it is recommended to the next researcher to be able to provide information and motivation to consumers themselves that sustainable fashion products are comparable to the prices offered to consumers.

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