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The Influence of Knowledge and Awareness on Purchase Intention of Second-hand Fashion through Attitude as a Mediation Variable (Case Study in Greater Jakarta)

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ABSTRACT

This study aims to analyze the influence of knowledge and awareness on second-hand fashion purchase intent with attitude as a mediating variable. The background of the research is the increasing consumption of fast fashion which has a negative impact on the environment and the low public awareness of sustainable fashion. The study uses a quantitative approach with the Partial Least Square (PLS) analysis technique. The research population is the people of Greater Jakarta who have an interest but have never bought second-hand fashion products. A sample of 140 respondents was obtained through the purposive sampling method, with data collected using a five-point Likert scale questionnaire and analyzed through SmartPLS 4.1. The results of the study show that knowledge does not have a significant effect on attitude, while awareness has a positive and significant effect on attitude. Attitude has also been shown to have a significant effect on purchase intention. In addition, knowledge has a positive and significant effect on purchase intention, while awareness has no significant effect. The mediation analysis shows that attitude only mediates the relationship between knowledge and purchase intention, but does not mediate the relationship between awareness and purchase intention. This research contributes to the fashion industry in designing communication strategies to increase consumer knowledge and awareness, as well as becoming a reference for future research on environmentally conscious consumer behavior.

Keywords: Knowledge; Awareness; Attitude; Purchase Intent; Used Clothing.

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INTRODUCTION

The fashion industry is known as one of the largest contributors to environmental degradation. Its production process consumes massive amounts of water, uses excessive energy, and generates non-biodegradable textile waste (Ögel, 2022). Data from the United Nations Alliance for Sustainable Fashion shows that the fashion industry accounts for 2–8% of global warming emissions, consumes 215 trillion liters of water annually, and contributes 9% of microplastics polluting the oceans (Bella & Arswendi, 2023). These facts indicate that the fashion industry has a significant impact on environmental sustainability.

Technological advancement has accelerated changes in fashion trends in Indonesia. The fast fashion phenomenon has emerged with characteristics of rapid production, low prices, and constantly updated trends. However, this consumption model raises serious issues, including increasing textile waste, water pollution from chemical dyes, and the release of microplastics from polyester materials (Sudaryanto et al., 2024). Fast fashion consumption, which reached 63 million tons in 2015, is projected to increase to 102 million tons by 2030 (Sadida, 2023). Despite the negative environmental impact of fast fashion, consumer awareness remains relatively low. In Indonesia, a survey of millennials and Gen Z revealed that only 32.5% of respondents cared about recycling used clothing, a figure lower than awareness of other environmental issues (Ilmalhaq et al., 2024). This low level of awareness highlights the need for educational strategies and alternative, more eco-friendly consumption practices. According to (Saputro et al., 2024), one such alternative is sustainable fashion, which emphasizes resource efficiency, reducing environmental impacts, and extending product life cycles through reuse, recycling, and purchasing second-hand clothing. In Indonesia, this practice is popularly known as thrifting. Thrifting not only encourages sustainable consumption but also provides added value in the form of unique styles and more affordable prices. However, consumers' intention to purchase second-hand fashion is not solely influenced by price but also by psychological factors such as knowledge, awareness, and attitude (Julia et al., 2024).

A preliminary survey conducted by the researcher on 15 respondents in West Jakarta further supports these findings. As many as 93.3% of respondents stated that knowledge, awareness, and attitude play a role in influencing purchase decisions for second-hand fashion. This research is expected to provide practical contributions for second-hand fashion businesses in designing environmentally based marketing strategies, while also enriching the academic literature on consumer behavior in the context of sustainable fashion in Indonesia.

LITERATURE REVIEW

Model S-O-R

The S-O-R (Stimulus-Organism-Response) model or theory introduced by Houland in 1953 originally originated in psychology. This theory is applied in psychology and communication both focus on humans, which consist of attitudes, opinions, behaviors, cognition (attitudes related to knowledge or understanding), affection (attitudes related to feelings), and conation (attitudes related to the tendency to act (Abidin, 2022)). In this study, knowledge and awareness play a role as a stimulus that provides stimulus to consumers for second-hand fashion products. These stimuli then affect the internal condition of the consumer, namely the attitude as an organism, which reflects the cognitive and affective processes in the consumer. Furthermore, this attitude mediates the influence of knowledge and awareness on

purchase intention, which is the consumer's response to the initial stimulus. Thus, this study systematically raises the S-O-R framework to explain the psychological mechanism behind the purchase behavior of second-hand fashion products in the form of thrifting.

Purchase Intention

Purchase intention is the tendency of consumers to buy products after considering information, experience, and needs (Hermawan & Matusin, 2023). Purchase intent is often used as an indicator of actual behavior because it shows the potential of consumers in making decisions (Charista & Paramita, 2023).

Knowledge

Knowledge is consumer information and understanding related to products, including the attributes, benefits, and values contained in them (Pahutar et al., 2023). Knowledge about the impact of fast fashion can increase consumers' tendency to choose sustainable alternatives such as thrifting (Leclercq-Machado et al., 2022).

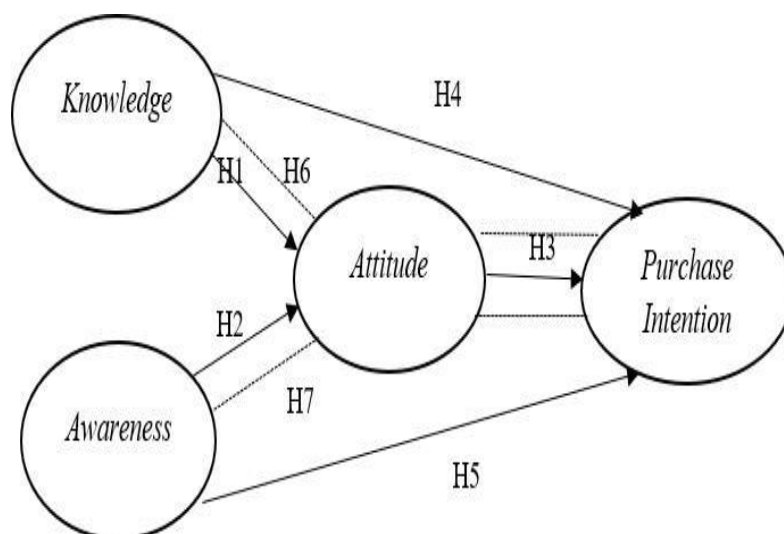
Awareness

Awareness is consumer awareness of environmental issues and sustainable fashion, which is influenced by information, personal attitudes, and general values including (Lestari, 2023). This level of awareness encourages consumers to choose more environmentally friendly products, second-hand fashion (Yohana & Suasana, 2020).

Attitude

Attitude is the psychological tendency of consumers to judge an object positively or negatively, including cognitive, affective, and conative aspects (Ikhsan et al., 2023). A positive attitude towards sustainable products acts as an important mediation that connects knowledge and awareness with purchase intention (Rausch & Kopplin, 2021).

Conceptual Framework



METHOD

The research began on October 1, 2024 to June 30, 2025. The place of implementation in this study is in Greater Jakarta. Jabodetabek was chosen because it is the center of Indonesian fashion trends with a high fashion market and the rise of offline and online thrift shops. This study uses a quantitative approach that focuses on objectively measuring data through numbers, tables, or graphs. Its main features are hypothesis testing, the use of measurable research instruments, as well as statistical analysis to explain the collected data (Waruwu, 2023). The research variables used consisted of independent variables including Knowledge and Awareness and Dependent variables Purchase Intention, meanwhile, the mediation variable was Attitude. The measurement scale uses the Likert scale through a questionnaire to assess the level of respondents' approval of the statement submitted. Respondents were asked to choose one of five alternative answers with a value range of 1 to 5, namely: strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5) (Awaludin et al., 2023). The population in this study is the people of Greater Jakarta who have never bought second-hand fashion products. Sample selection uses purposive sampling technique. The number of samples was determined using the Hair formula, which is 5–10 times the estimated number of indicators (Hair et al., 2019). With 14 research indicators, the minimum number of respondents needed is 140 (14×10), so this study involves 140 respondents who meet these criteria.

Data Analysis

Data analysis was carried out with Partial Least Square-Structural Equation Modeling (PLS-SEM) using SmartPLS software. This method is used to explain the relationships between latent variables measured through indicators or manifest variables (Hair et al., 2019). The analysis was carried out in two stages, namely the outer model to test *validity* and reliability, and the *inner model to assess the relationship between constructs in the research model*. The outer model was used to test the validity and reliability of the indicators, including convergent validity (outer loading ≥ 0.70 , AVE ≥ 0.50) and discriminant validity (correlation between constructs < 0.85), as well as reliability assessed through Cronbach's alpha and composite reliability with a value of ≥ 0.70 . Meanwhile, the inner model was used to assess structural quality through R^2 values (0.25 weak, 0.50 moderate, 0.75 strong), f^2 (0.02 small, 0.15 moderate, 0.35 large), Q^2 for predictive relevance (0–0.25 low; 0.25–0.5 moderate; >0.5 high), as well as hypothesis testing using bootstrapping with a T-Statistic > 1.96 and a P-Value of < 0.05 to determine the significance of the relationship between variables in a specific and reliable manner.

RESULTS AND DISCUSSION

Research Objects and Subjects

The object of this research is purchase intention for second-hand fashion, especially used clothes that are suitable for use (thrifted clothes), which are influenced by knowledge and awareness with attitude as a mediating variable. The selection of this object is based on the urgency of sustainability in the midst of the negative impact of fast fashion on the environment, so it is important to research how consumer psychological factors can encourage the switch to more environmentally friendly fashion. The subject of this study is the people of Greater Jakarta with a total of 140 respondents, who are part of consumers who follow fashion trends both online and offline but have not fully implemented sustainable shopping habits.

Descriptive Analysis

1. Respondent Characteristics

a) Characteristics of Respondents by Gender

Respondent Gender

		Frequency	Percent
Valid	Male - Male	74	52.9
	Woman	66	47.1
	Total	140	100.0

Source: SPSS 31 Processing

b) Characteristics of Respondents by Age

Respondent Age

		Frequency	Percent
Valid	< 25 Years	40	28,6
	26 - 35 Years	66	47,1
	36 - 45 Years	30	21,4
	> 45 Years	4	2,9
	Total	140	100.0

Source: SPSS 31 Processing

c) Characteristics of Respondents Based on Domicile

Respondent's Place of Residence

		Frequenc y	Percent
Valid	Jakarta	56	40,0
	Bogor	41	29,3
	Depok	7	5,0
	Tangerang	25	17,9
	Bekasi	11	7,9
	Total	140	100.0

Source: SPSS 31 Processing

2. Descriptive Variable Answers

Descriptive statistical analysis was carried out to interpret the respondents' answers and the mean value of each indicator. From the 25 indicators submitted to 140 respondents using SPSS 31 processing, data results were obtained as the basis for research analysis

Answers of Knowledge Variables Respondents

	Sample	STS	TS	N	S	SS	Mean
X1.1	140	2	2	10	69	57	4.26
X1.2	140	3	5	21	58	53	4.09
X1.3	140	1	6	15	59	59	4.21
X1.4	140	1	8	18	48	65	4.20

Respondent Answers of Awareness Variables

	Sample	STS	TS	N	S	SS	Mean
X2.1	140	3	5	25	50	57	4.09
X2.2	140	0	4	11	54	71	4.37
X2.3	140	0	5	22	50	63	4.22

Respondent Answers Variable Purchase Intention

	Sample	STS	TS	N	S	SS	Mean
Y.1	140	0	6	22	58	54	4.14
Y.2	140	2	14	16	51	57	4.05
Y.3	140	5	13	18	46	58	3.99
Y.4	140	0	5	10	62	63	4.31

Attitude Variable Respondent Answers

	Sample	STS	TS	N	S	SS	Mean
Z.1	140	2	7	18	59	54	4.11
Z.2	140	2	2	16	59	61	4.25
Z.3	140	1	1	21	59	58	4.23

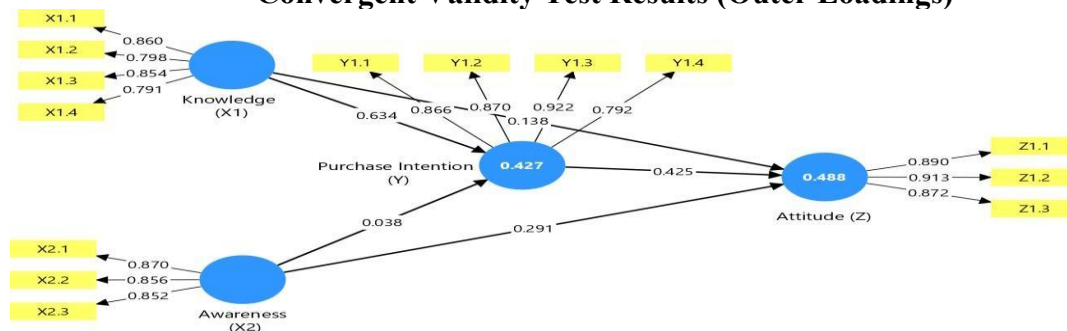
Partial Least Square (PLS) Data Analysis Results

Partial Least Square (PLS) is a component-based or variance-based analysis technique that is included in the Structural Equation Modeling (SEM) approach. The data in this study was processed with the help of SmartPLS software version 4.1. The stages of testing carried out are as follows:

1. Evaluation of Measurement Model (Outer Model)

a) Convergent Validity

Convergent Validity Test Results (Outer Loadings)



Based on the data that has been analyzed and displayed, all indicators of the four main variables, namely Knowledge, Awareness, Attitude, and Purchase Intention, have an outer loading value of above 0.70. This shows that all indicators are declared to be valid in convergence and are suitable for measuring their respective constructs.

b) Discriminant Validity

Discriminant validity is fulfilled if the value of the square root AVE (\sqrt{AVE}) of a construct is greater than the correlation between the construct and another construct.

Discriminant Validity Test (Fornell Larcker)

	Attitude (W)	Awareness (X2)	Knowledge (X1)	Purchase Intention (Y)
Attitude (W)	0.892			
Awareness (X2)	0.509	0.859		
Knowledge (X1)	0.560	0.495	0.826	
Purchase Intention (Y)	0.617	0.352	0.653	0.864

Source: SmartPLS 4.1

The results of data processing showed that the square root values of AVE for Attitude (0.892), Awareness (0.859), Knowledge (0.826), and Purchase Intention (0.864) were higher than the correlation with other constructs. This indicates that all variables have met the discriminant validity based on the Fornell-Larcker criteria, although some indicators still have a high correlation with other constructs.

c) Construct Reliability and Validity

Construct Reliability and Validity

Variable	Composite Reliability	Average Variance Extracted (AVE)
Attitude (W)	0,921	0,795
Awareness (X2)	0,894	0,738
Knowledge (X1)	0,896	0,683
Purchase Intention (Y)	0,921	0,746

Source: SmartPLS 4.1

The test results showed that all research variables had a Composite Reliability value of > 0.70, so that the instrument was declared reliable with good internal consistency. In addition, the AVE value of each construct is also more than 0.50, namely Attitude (0.795), Awareness (0.738), Knowledge (0.683), and Purchase Intention (0.746). Thus, the entire construct meets the requirements of convergent reliability and validity.

2. Structural equation model (inner model)

a) Determinant coefficient (R²)

The value of R Square (R²) is used to measure the ability of independent variables to explain dependent (endogenous) variables in structural models. The higher the R² value, the greater the proportion of variance of the dependent variable that can be explained by the independent variable. The following is an R square test, which is as follows:

R Square Value

Variable	R-square	Adjusted R-square
Attitude (W)	0,488	0,476
Purchase Intention (Y)	0,427	0,419

Source: SmartPLS 4.1

From the results of the data processing above, it can be seen that the R² value for the Attitude (Z) variable is 0.488, which indicates that the Knowledge and Awareness variables are able to explain the respondents' attitude variables towards sustainable fashion by 48.8%. Meanwhile, the R-square value of the Purchase Intention variable is 0.427, which indicates that

Knowledge, Awareness and Attitude are able to explain the Purchase Intention variable by 42.7%. So it can be concluded that the model is considered moderate, because the R-Square is between ≥ 0.50 .

b) Value F Square (F2)

Here are the results of the F Square test in the table below:

F Square Value Table

	Attitude (W)	Purchase Intention (Y)
Awareness (X2)	0.124	
Knowledge (X1)		0.529
Purchase Intention (Y)	0.202	

Source: SmartPLS 4.1

From the management of the F Square test above, it can be concluded that the model on the Awareness to Attitude variable has a value of F^2 (0.124), classified as a small category, which means that the influence of awareness on the formation of respondents' attitudes is present, but not dominant. Knowledge of Purchase Intention shows a value of F^2 (0.529), which is in the large category. This means that knowledge is a very strong factor in shaping the purchase intention of second-hand fashion. Attitude towards Purchase Intention has a value of F^2 (0.202), which is moderate, indicating that attitude has an important role as a mediating variable in driving purchase intention, although not as strong as the direct influence of knowledge.

c) Q Square Value (Q2)

Here are the results of the Q Square test in the table below:

Q Square Value Table

Variable	SSO	SSE	Q² (=1-SSE/SSO)
Knowledge (X1)	560.000	560.000	
Awareness (X2)	420.000	420.000	
Purchase Intention (Y)	560.000	389.375	0.305
Attitude (W)	420.000	266.024	0.367

Source: SmartPLS 4.1

The results of the calculation above the Purchase Intention (Y) and Attitude (Z) variables show moderate predictive ability, with Q^2 values of 0.305 and 0.367, respectively. Meanwhile, the variables Knowledge (X1) and Awareness (X2) have a Q^2 value of 0.000, which means they have no predictive ability, according to their role as exogenous variables in the model.

d) Hypothesis Test Results

Hypothesis testing was carried out by paying attention to the parameter coefficient values and P-values listed in the bootstrapping algorithm report. A relationship is considered

significant if the P-value is ≤ 0.05 or if the statistical T-value reaches ≥ 1.96 according to the t-table reference.

Direct Relationship Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Information
Knowledge (X1) -> Purchase Intention (Y)	0,634	0,642	0,094	6,755	0,000	Positive Effect
Knowledge (X1) -> Attitude (W)	0,138	0,166	0,154	0,898	0,369	Not Influential
Awareness (X2) -> Purchase Intention (Y)	0,038	0,041	0,081	0,464	0,643	Not Influential
Awareness (X2) -> Attitude (W)	0,291	0,301	0,096	3,027	0,002	Positive Effect
Attitude (Z) -> Purchase Intention (Y)	0,425	0,399	0,172	2,474	0,013	Positive Effect

Source: SmartPLS 4.1

Based on the direct relationship hypothesis test, the variable Knowledge → Purchase Intention had a significant and strong direct influence (T = 6.755; P = 0.000). This means that the higher the consumer's knowledge, the higher their intention to buy second-hand fashion products. Knowledge → Attitude had insignificant results (T = 0.898; P = 0.369), so that knowledge does not directly shape attitudes, but can work through other channels (e.g. mediation). Awareness → Purchase Intention had also insignificant results (T = 0.464; P = 0.643), indicating that environmental awareness is not enough to directly influence purchase intent. Awareness → Attitude had significant results (T = 3.027; P = 0.002), meaning that awareness can affect a positive attitude towards sustainable fashion. Attitude → Purchase Intention was also significant (T = 2,474; P = 0.013), indicating that a positive attitude towards second-hand fashion encourages buying intent.

e) Mediation Relationship Test Results

The mediation relationship hypothesis test conducted in indirect effects research was used to see the indirect relationship between independent variables and bound variables that occur through the role of mediation variables. The mediation relationship test is used to determine whether a mediating variable (Attitude/Z) can bridge the influence of independent variables on dependent variables (Purchase Intention/Y). To find out the significance or insignificance, see the t-table at a P-value of 0.05 (5%) = T-statistic ≥ 1.96 . In this study, the mediating or intervening variable used was Attitude.

Mediation Relationship Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Information	Types of Mediation
Knowledge (X1) -> Purchase Intention (Y) -> Attitude (Z)	0,270	0,249	0,103	2.625	0,009	Positive Effect	Partial Mediation – Complementary
Awareness (X2) -> Purchase Intention (Y) -> Attitude (Z)	0,016	0,016	0,035	0,455	0,645	Not Influential	No Mediation

Source: SmartPLS 4.1

Based on the mediation relationship hypothesis test, it can be seen that the variables Knowledge → Attitude → Purchase Intention, have a value of T = 2.625 and P = 0.009 (< 0.05), meaning that the relationship has a positive and significant effect. Attitude mediates partially (partial mediation – complementary), because the direct path of Knowledge → Purchase Intention is also significant and the direction of the effect is the same. This means that increased consumer knowledge about second-hand fashion forms a positive attitude that then encourages purchase intent. However, for the variables Awareness → Attitude → Purchase Intention, it has a value of T = 0.455 and P = 0.645 (> 0.05), meaning that the relationship has no significant effect. Thus, there is no mediation. Awareness alone is not enough to form attitudes that influence buying intentions.

A. Discussion of Research Results

1. The Influence of Knowledge on Attitude

Based on the results of the first hypothesis test (H1) of this study, it shows that knowledge does not have a significant influence on attitude. This is evidenced by the results of the statistical T-value of $0.898 < 1.96$ and Pvalue 0.369. Thus the first hypothesis in this study was rejected, meaning that knowledge did not affect. It can be concluded that although the respondents' knowledge of second-hand fashion is high, this does not directly form a positive attitude towards the product.

2. The Effect of Awareness on Attitude

Based on the results of the second hypothesis test (H2) of this study, the results show that awareness has a positive and significant effect on attitude. This is evidenced by a statistical T-value of $3.027 > 1.96$ and a Pvalue value of 0.002. Thus, the second hypothesis in this study is accepted, meaning that awareness affects attitudes, the higher the consumer's awareness of environmental issues and the impact of the fashion industry, the more likely they are to have a positive attitude towards sustainable fashion

products.

3. The Influence of Attitude on Purchase Intention

Based on the results of the second hypothesis test (H3) of this study, the results show that attitude has a positive and significant effect on purchase intention. This is evidenced by a statistical T- value of $2.474 > 1.96$ and a Pvalue value of 0.013. Thus, the third hypothesis in this study is accepted, meaning that attitude affects purchase intention, this shows that consumers with a positive attitude towards second-hand fashion are more likely to have the desire to buy the product.

4. The Influence of Knowledge on Purchase Intention

Based on the results of the fourth hypothesis test (H4) of this study, it shows that knowledge has a positive and significant influence on purchase intention. This is evidenced by a statistical T-value of $6.755 > 1.96$ and a Pvalue of 0.000. Thus, the fourth hypothesis in this study is accepted, meaning that knowledge affects purchase intention, meaning that consumers who have knowledge about the benefits and characteristics of thrifting products are more likely to be interested in buying.

5. The Effect of Awareness on Purchase Intention

Based on the results of the fifth hypothesis test (H5) of this study, it proves that awareness does not have a positive and significant effect on purchase intention. This is evidenced by a statistical T-value of $0.464 < 1.96$ and a Pvalue of 0.643. With these results, the fifth hypothesis in this study is unacceptable, which shows that awareness does not affect purchase intention, awareness of environmental issues is not enough to directly encourage the purchase intention of thrifting products, possibly because other factors such as price, style, or social norms are still the main considerations.

6. The Effect of Attitude Mediating the Relationship Between Knowledge Variables on Purchase Intention

Based on the sixth hypothesis test (H6), it gives the result that attitude can be a mediating variable between knowledge and purchase intention partially (partial complementary mediation). These results can be seen from the statistical T test of $2,625 > 1.96$ and a Pvalue value of 0.009. This indicates that the sixth hypothesis in this study is acceptable, because it shows that attitudes play an effective mediator. This means that the greater the consumer's knowledge about the benefits and sustainability of thrifting, the more positive attitudes are formed, so that it ultimately grows their purchase intention. The results obtained confirm that educational strategies that increase consumer understanding will also have an impact on the formation of positive attitudes, so that they can encourage purchase intentions.

7. The Effect of Attitude Mediating the Relationship Between Awareness Variables and Purchase Intention

The seventh hypothesis test (H7) provides evidence that attitude does not mediate (No Mediation) of the awareness variable to purchase intention. The results can be seen from the statistical T test of $0.455 < 1.96$ and the Pvalue value of 0.645. With these results, the seventh hypothesis in this study was rejected, which means that consumer awareness of a brand or product is not enough to form a positive attitude that then encourages purchase intention. This study shows that even if consumers know or know a product, it does not necessarily affect the formation of attitudes or intentions to make a purchase.

CONCLUSION

This study aims to determine the influence of knowledge and awareness on purchase intention in second-hand fashion products, with attitude as a mediating variable. Based on the results of data analysis using the Partial Least Squar (PLS) method on 140 respondents in the Greater Jakarta area, it can be concluded that:

1. Knowledge does not have a significant effect on attitude, although consumers have knowledge about sustainable fashion products, it does not directly affect their attitude. This means that knowledge alone is not enough to form a positive attitude towards second-hand fashion products.
2. Awareness has a positive and significant effect on attitude, the higher the level of consumer awareness of sustainability issues in fashion, the more positive their attitude towards second- hand fashion products. This means that awareness has an important role in shaping consumer attitudes.
3. Attitude has a positive and significant effect on purchase intention, consumers' positive attitude towards sustainable fashion products will increase their intention to thrifting. This means that attitude plays an important role in influencing second-hand fashion purchase decisions.
4. Knowledge has a positive and significant effect on purchase intention, the more knowledge consumers have about sustainable fashion, the greater their interest in buying the product. Knowledge of the benefits and positive impact of second-hand fashion encourages consumers to make more responsible purchases.
5. Awareness does not have a significant effect on purchase intention, consumer awareness of sustainable fashion does not necessarily encourage buying interest directly. This means that awareness needs to be supported by other factors such as attitudes, personal values, or motivation.
6. Attitude mediates the relationship between knowledge and purchase intention. Consumers' knowledge about sustainable fashion can create a positive attitude, which in turn affects the increase in purchase intent for second-hand fashion. This means that attitude mediates the relationship between knowledge and purchase intention effectively.
7. Attitude does not mediate (No Mediation) the relationship between awareness and purchase intention. This proves that consumer awareness alone does not play a sufficient role to influence buying interest, even if it is accompanied by a positive attitude, without the support of other factors.

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