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The Influence of Social Media and Green Perceived Value on Purchase Intention to Sustainable Fashion Mediated by Environmental Awareness in Thrifting Products as an Alternative Solution Fast Fashion (Case Study in Jakarta)

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ABSTRACT

This study aims to determine and analyze the influence of social media and green perceived value on purchase intention in sustainable fashion with environmental awareness as a mediating variable. The background of this study is the increasing consumption of fast fashion, which has a negative impact on the environment, and the low public awareness of sustainable fashion. This study uses a quantitative approach with partial least square-structural equation modeling (PLS-SEM) analysis techniques to test the relationship between variables. The research population consists of residents of the greater Jakarta who have the intention but have never purchased thrifting products. The sample size used is 119 respondents obtained through purposive sampling, with data collected using a five-point likert scale questionnaire. The results of this study indicate that the influence of social media and green perceived value have a positive and significant effect on environmental awareness. The influence of social media, green perceived value, and environmental awareness have a positive and significant effect on purchase intention. Environmental awareness acts as a mediator in the relationship between the influence of social media and green perceived values on purchase intention, which has a positive and significant effect. This study contributes to the fashion industry in designing communication strategies through the use of social media and green values to increase environmental awareness. In addition, this study can also be a reference for further research on consumer purchasing behavior oriented towards sustainable fashion, especially thrifting.

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

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RESEARCH BACKGROUND

Current industrial developments are having a significant impact and causing significant changes, particularly in relation to environmental issues, which are becoming a major concern, partly due to the fashion industry. A report from Goodstats, 2023 reveals that the most purchased items are fashion products, which are at the top of the list, ranging from consumers looking for luxury fashion products to consumers who prefer practical and affordable clothing, commonly referred to as Fast Fashion. Technological advances have accelerated changes in fashion trends in Indonesia. The Tinkerlust Impact Report 2022 reveals that 63.46% of Indonesians like to buy fast fashion because of its ease of access, rapid production, and fashionable appearance that keeps up with constantly changing trends. However, the negative impact of fast fashion poses serious problems, including an increase in textile waste, water pollution from chemical dyes, and the release of microplastics.

According to data from SIPSN KLHK (National Waste Management Information System, Ministry of Environment and Forestry) in 2021, Indonesia produced 2.3 million tons of textile waste or fashion products, and sadly, only 0 tons of textile waste or fashion products were successfully recycled. The Sustainable Fashion Forum was created to meet consumer demand in 2030, which is predicted to reach 63% of 62 million tons and 102 million tons, so that the amount of textile materials produced in 2050 is estimated to reach 300 million tons. Unfortunately, not many parties are paying attention to this fast fashion waste. In Indonesia, a survey of millennials and Gen Z shows that only 32.5% of respondents care about recycling used clothing, a figure that is lower than awareness of other environmental issues (Ilmalhaq et al., 2024).

Awareness of the importance of sustainable fashion in Indonesia is still relatively low. Data from Statista in 2022 shows that only about 25% of Indonesian consumers are aware of the importance of sustainability in fashion products, a figure that is far below the global average of 52%. Therefore, the fashion industry must take decisive steps to make changes in order to face future challenges. With collectively growing knowledge, society can shift from fast fashion trends to slow fashion through a deeper understanding of sustainable fashion. A preliminary survey conducted by researchers on 15 respondents in South Jakarta further supports these findings. The most frequently selected variables were Social Media Influence, Green Perceived Value, and Environmental Awareness, which play a role in influencing purchase intention toward sustainable fashion. This study is expected to provide practical contributions to business actors in designing environmentally-based marketing strategies, while also enriching the academic literature on purchase intention in the context of sustainable fashion in Indonesia.

LITERATURE REVIEW

Model S-O-R

The Stimulus-Organism-Response (SOR) theory explains how external factors influence consumers' internal processes, which then shape their behavior. The model states that external stimuli, such as social media influence and green perceived value, trigger an internal reaction in consumers environmental awareness. This awareness acts as the organism that processes the stimulus and produces a response, namely purchase intention. This study adopts the S-O-R

framework to understand the psychological mechanisms behind the intention to buy secondhand fashion (thrifting), especially among environmentally conscious consumers.

Sustainable Development Goals (SDGs)

SDGs are 17 global targets set by the United Nations to promote sustainable development, covering areas such as poverty reduction, inequality, environmental protection, and improved well-being. This research is particularly aligned with SDG 12, “Responsible Consumption and Production,” and SDG 6, “Clean Water and Sanitation.” Thrifting is recognized as an eco-friendly consumption practice that supports these goals by reducing waste, conserving resources, and encouraging more sustainable lifestyles.

Purchase Intention

Purchase intention is defined as an “intention” to buy a product or service by considering several factors that can influence customer decision making. Thus, purchase intention is the consumer's thoughts, desires, and intentions towards a product that will lead to the action of buying the advertised product (Lily Purwianti, 2021).

Social Media Influence

Social media is defined as "an internet intermediary that allows users to describe themselves by interacting, collaborating, sharing, and communicating with other users and forming virtual social bonds. Social media platforms encourage customers to participate by allowing them to talk to each other and to brands (Cheung et al., 2021).

Green Perceived Value

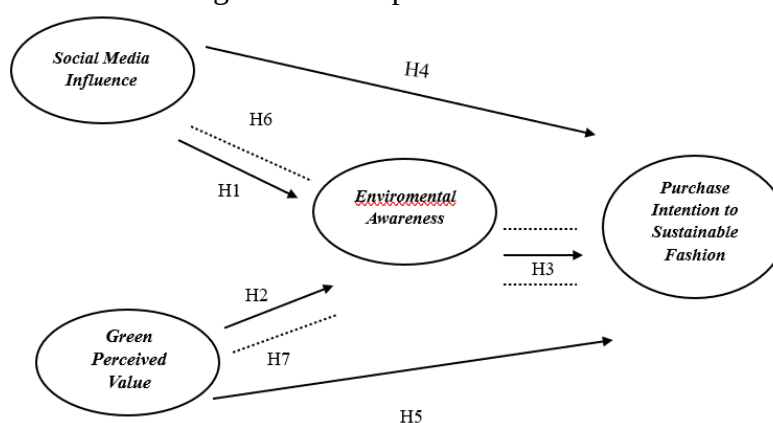
Green perceived value is the benefit that consumers receive from consuming green products, which has a positive impact on consumers or becomes a benefit that is achieved, as well as consuming green products. This advantage determines the perceived value of the product (Yusiana et al, 2021).

Environmental Awareness

Environmental awareness is important to increase consumer concern for the environment (Dita Fadhlila, Maftukhatusolikah, Peny Cahya Azwari 2024). This environmental concern is proven to be important for various reasons that encourage sustainability and foster a sense of connection with the environment.

Conceptual Framework

Figure 1. Conceptual Framework



METHOD

This research began on October 1, 2024, and ended on May 31, 2025. The location of this research is in the Jakarta area. This location will be used to collect data, information, and aspects related to the research intention and the location of the research. This research uses a quantitative approach that focuses on objective data measurement through numbers, tables, or graphs. Its main characteristics are hypothesis testing, the use of measurable research instruments, and statistical analysis to explain the collected data (Waruwu, 2023). The research variables used consist of independent variables including Social Media Influence, Green Perceived Value, and the dependent variable Purchase Intention, while the mediating variable is Environmental Awareness. The measurement scale uses a Likert scale through a questionnaire to assess the level of respondent agreement with the statements 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 was residents of the Jakarta area who had never purchased or intended to purchase thrifting products. The sample selection used a purposive sampling technique. The sample size was determined using Hair's formula, which is 5–10 observations multiplied by the number of estimated indicators (Hair et al., 2019). With 17 research indicators, the minimum number of respondents required was 119, taken from (17 indicators multiplied by 7), so this study involved 119 respondents who met these criteria.

Data Analysis

Data analysis was performed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) using SmartPLS software. This method is used to explain the relationship between latent variables measured through indicators or manifest variables (Hair et al., 2019). The analysis was conducted in two stages: an outer model to test validity and reliability, and an inner model to assess the relationship between constructs in the research model. The outer model was used to test the validity and reliability of indicators, including convergent validity (outer loading ≥ 0.70 , AVE ≥ 0.50) and discriminant validity (correlation between constructs ≥ 0.70), as well as reliability assessed through Cronbach's alpha and composite reliability with a value ≥ 0.70 . Meanwhile, the inner model is used to assess the structural quality through the R^2 value (0.25 weak, 0.50 medium, 0.75 strong), f^2 (0.02 small, 0.15 medium, 0.35 large), Q^2 for predictive relevance (If the Q Square value is greater than 0 ($Q^2 > 0$), then it has predictive relevance), as well as hypothesis testing using bootstrapping with T-Statistic > 1.96 and P-Value < 0.05 to determine the significance of the relationship between variables specifically and reliably.

RESULTS AND DISCUSSION

Research Objects and Subjects

The subjects of this study are thrifting consumers who are interested in or understand the concept of sustainable fashion and have experience or interest in purchasing thrifting products as an alternative to fast fashion. This selection of subjects is based on the urgency of sustainability amidst the negative impact of fast fashion on the environment, making it important to examine factors that can encourage a shift to more environmentally friendly fashion. The subjects of this study are residents in the Jakarta area who have never purchased

thrifting products or who have intentions to purchase sustainable fashion products, either directly or through online platforms. The number of respondents used by the researcher was 119. These research subjects play an important role in providing empirical data to test the relationship between the proposed research variables, as well as revealing the extent of the role of sustainability awareness and awareness in shaping sustainable fashion consumption behavior.

Descriptive Analysis

1. Respondent Characteristics

a. Characteristics of Respondents by Gender

Table 1. Respondent Gender

		Frequency	Percent
Valid	Male - Male	33	27.7
	Woman	86	72.3
	Total	119	100.0

Source: SPSS 27 Processing

b. Characteristics of Respondents by Age

Table 2. Respondent Age

		Frequency	Percent
Valid	< 20 year	14	11.8
	21-20 year	103	86.6
	>40 year	2	1.7
	Total	119	100.0

Source: SPSS 27 Processing

c. Characteristics of Respondents Based on Occupation

Table 3. Respondent's Occupation

		Frequency	Percent
Valid	Students	53	44.6
	Employee	50	42.0
	Entrepreneur	6	5.0
	Other	10	8.4
	Total	119	7.9

Source: SPSS 27 Processing

2. Descriptive Variable Answers

Descriptive statistical analysis was conducted to interpret respondents' answers and the average value of each indicator. From 17 indicators submitted to 119 respondents using SPSS 27 processing, data were obtained as the basis for the research analysis.

Table 4. Respondent Answers of Social Media Influence Variables

	Sample	STS	TS	N	S	SS	Mean
SMI1	119	0	1	10	60	48	4.30
SMI2	119	0	4	20	46	49	4.18
SMI3	119	0	0	15	55	49	4.29
SMI4	119	0	2	20	63	34	4.08
SMI5	119	0	3	17	73	26	4.02

Table 5. Respondent Answers of Green Perceived Value Variables

	Sample	STS	TS	N	S	SS	Mean
GPV1	119	1	2	44	55	17	3.71
GPV2	119	0	1	18	65	35	4.13
GPV3	119	1	2	33	63	20	3.83
GPV4	119	0	1	19	67	32	4.09

Table 6. Respondent Answers Variable *Enviromental Awareness*

	Sample	STS	TS	N	S	SS	Mean
EA1	119	0	0	3	73	43	4.34
EA2	119	0	2	22	62	33	4.06
EA3	119	0	1	12	69	37	4.19
EA4	119	0	0	12	65	42	4.25

Table 7. Respondent Answers Variable *Purchase Intention*

	Sample	STS	TS	N	S	SS	Mean
PI1	119	0	6	49	37	27	3.71
PI2	119	0	2	31	62	24	3.91
PI3	119	0	3	37	51	28	3.87
PI4	119	0	2	26	61	30	4.00

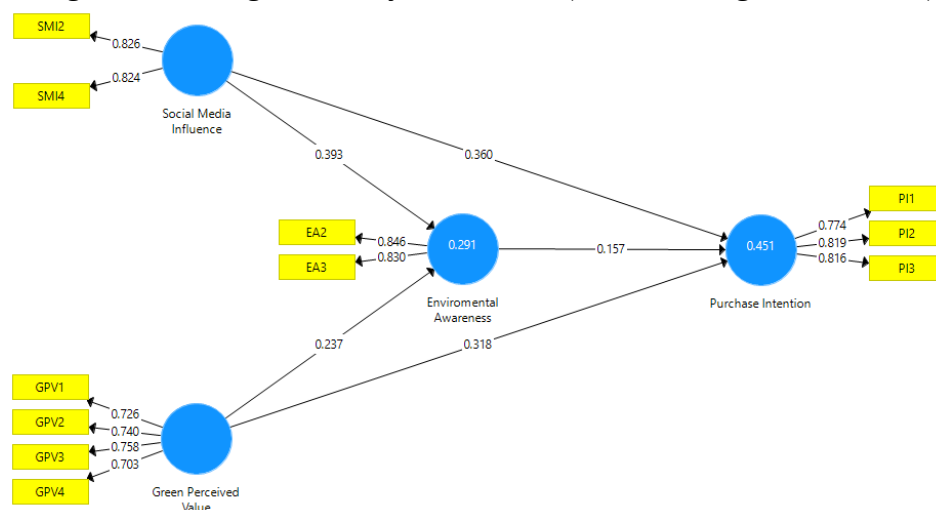
Partial Least Square (PLS) Data Analysis Results

Partial Least Squares (PLS) is a component-based or variance analysis technique included in the Structural Equation Modeling (SEM) approach. The data in this study were processed using SmartPLS version 3.0 software. The testing steps are as follows:

1. Evaluation of Measurement Model (Outer Model)

a. Convergent Validity

Figure 2. Convergent Validity Test Results (Outer Loadings Modification)



There are indicators with loading factors <0.70 , namely: SM11 (0.600), SM13 (0.626), SM15 (0.650), EA1 (0.604), EA4 (0.690), and PI4 (0.690). These indicators were removed from the model. After being removed, all modified indicators had loading factors >0.70 , indicating that all indicators were declared valid in terms of convergence and appropriate to measure their respective constructs.

b. Discriminant Validity

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

Table 8. Discriminant Validity Test (Fornell Larcker)

	Enviromental Awareness (Z)	Green Perceived Value (X2)	Purchase Intention (Y)	Social Media Influence (X1)
Enviromental Awareness	0.838			
Green Perceived Value	0.407	0.732		
Purchase Intention	0.464	0.538	0.803	
Social Media Influence	0.495	0.432	0.575	0.825

Source: SmartPLS 3.0

The results of data processing show that the square root of AVE for *Environmental Awareness* (0.838), *Green Perceived Value* (0.732), *Purchase Intention* (0.803), and *Social Media Influence* (0.825) is higher than its correlation with other constructs. This indicates that each root of AVE of all variables is greater than the correlation between variables, which means it has good discriminant validity where some variables still have measures that are highly correlated with other constructs.

c. Construct Reliability and Validity

Table 9. Construct Reliability and Validity

Variable	Composite Reliability	Average Variance Extracted (AVE)
Enviromental Awareness (Z)	0,825	0,702
Green Perceived Value (X2)	0,822	0,536
Purchase Intention (Y)	0,845	0,645
Social Media Influence (X1)	0,810	0,681

Source: SmartPLS 3.0

The test results show that all research variables have a Composite Reliability value > 0.70 , so the instrument is declared reliable with good internal consistency. Furthermore, the AVE value for each construct is also above 0.50, namely *Environmental Awareness* (0.702), *Green Perceived Value* (0.536), *Purchase Intention* (0.645), and *Social Media Influence* (0.681). Thus, all constructs meet the requirements of reliability and convergent validity.

2. Structural equation model (inner model)

a. Determinant coefficient (R^2)

The value of *R Square* (R^2) is used to measure the ability of independent variables to explain dependent (endogenous) variables in structural models. The higher the R^2 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:

Table 10. R^2 Value

Variable	R^2	Adjusted R^2
Enviromental Awareness (Z)	0,291	0,284
Purchase Intention (Y)	0,451	0,442

Source: SmartPLS 3.0

From the results of the data processing above, it can be seen that the model of the *Purchase Intention* variable has an R Square value of 0.451, which means that *Purchase Intention* is stated in the weak criteria but can be explained by *Social Media Influence*, *Green Perceived Value*, and *Environmental Awareness* of 45.1%. Furthermore, the *Environmental Awareness* variable has an R Square value of 0.291, which means that it is stated as weak but can be explained by *Social Media Influence*, *Green Perceived Value* of 29.1%. While the rest is explained by other variables not examined in this study.

b. Value F Square (F^2)

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

Table 11. F^2 Value Table	
Matrix	F^2
Social Media Influence (X1)	0,163
Green Perceived Value (X2)	0,141

Source: SmartPLS 3.0

The F^2 value of *Social Media Influence* on *Purchase Intention* is 0.163, which is above 0.15, meaning that *Social Media Influence* has a moderate influence on *Purchase Intention*. Meanwhile, the F-square value of *Green Perceived Value* on *Purchase Intention* is 0.141, which is below 0.15, meaning that *Green Perceived Value* has a weak influence on *Purchase Intention*.

c. Prediction Relevance (Q^2)

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

Table 12. Q^2 Value Table	
Variable	$Q^2 (=1- SSE/SSO)$
Purchase Intention (Y)	0.282
Enviromental Awareness (Z)	0.193

Source: SmartPLS 3.0

The calculation results above show the Q^2 value for Purchase Intention of 0.282 and Environmental Awareness of 0.193, which is greater than 0 (zero), which indicates that this research model has good predictions (predictive relevance) because it is greater than 0. If the Q^2 value > 0, the model has Predictive Relevance (Hair, et al, 2017).

d. Hypothesis Test Results

The estimated value for the path relationship in the structural model must be significant. This significance value can be obtained using the Bootstrapping procedure. To determine the significance of the hypothesis, look at the parameter coefficient values and the T-value significance value in the Bootstrapping Algorithm report. To determine whether it is significant or not, look at the t-table at Alpha 0.05 (5%) = 1.96. Then, the T-table is compared with the T-statistic.

Table 13. Direct Relationship Hypothesis Test

	Original Sample	Sample Mean	Standard Deviation	Tvalue	Pvalue
Enviromental Awareness (Z) -> Purchase Intention (Y)	0.157	0.155	0.066	2.390	0,009
Green Perceived Value	0.237	0.242	0.068	3.469	0,000

	Original Sample	Sample Mean	Standard Deviation	Tvalue	Pvalue
(X2) -> Enviromental Awareness (Z)					
Green Perceived Value (X2) -> Purchase Intention (Y)	0.318	0.325	0.055	5.745	0,000
Social Media Influence (X1) -> Enviromental Awareness (Z)	0.393	0.392	0.076	5.150	0,000
Social Media Influence (X1) -> Purchase Intention (Y)	0.360	0.353	0.070	5.167	0,000

Source: SmartPLS 3.0

Based on the direct relationship hypothesis test, all variables in this research model showed a significant relationship, as they had a P-value <0.05 and a T-value >1.96. It can be concluded that all direct relationships between variables were statistically significant.

e. Mediation Relationship Test Results

The mediation hypothesis test conducted in indirect effects research is used to examine the indirect relationship between the independent and dependent variables that occurs through the role of the mediating variable. The mediation relationship test is used to determine whether a mediating variable (*Environmental Awareness/Z*) can bridge the influence of the independent variable on the dependent variable (*Purchase Intention/Y*). To determine significance or insignificance, see the t-table at a P-value of 0.05 (5%). In this study, the mediating or intervening variable used is *Environmental Awareness*.

Table 14. Mediation Relationship Hypothesis Test

	Original Sample	Sample Mean	Standard Deviation	Tvalue	Pvalue
Green Perceived Value (X2) -> Enviromental Awareness (Z), Purchase Intention (Y)	0.157	0.155	0.066	2.390	0,009
Social Media Influence (X1) -> Enviromental Awareness (Z) -> Purchase Intention (Y)	0.237	0.242	0.068	3.469	0,000

Source: SmartPLS 3.0

Based on the mediation relationship hypothesis test, it can be seen that the *Environmental Awareness* variable mediates the relationship between variable X1 (*Social Media Influence*) and Y (*Purchase Intention*). And *Environmental Awareness* mediates the variable X2 (*Green Perceived Value*) and Y (*Purchase Intention*).

Discussion

The Influence of Social Media on Enviromental Awareness (H1)

Based on the results of the first hypothesis test (H1) of this study, the results indicate that the influence of social media has a positive and significant effect on environmental awareness. This is evidenced by a higher T-value than the T-table ($5.150 > 1.96$) or a P-value of $0.000 < 0.05$ with an original sample size of 0.393, indicating a positive relationship. Therefore, the first hypothesis of

this study is accepted, meaning that the influence of *social media influences environmental awareness*. The greater the influence of social media on an individual, the higher their level of awareness of environmental issues and the increased awareness of the importance of consuming more environmentally friendly fashion. Social media content, such as education about the impacts of fast fashion and encouragement to shop for secondhand products, plays a crucial role in building individual awareness towards more sustainable fashion.

The Effect of Green Perceived Value on Enviromental Awareness (H2)

Based on the results of the second hypothesis test (H2) in this study, it shows that Green Perceived Value has a positive and significant effect on Environmental Awareness. This is evidenced by a T-value greater than the T-table ($3.469 > 1.96$) or a P-value of $0.000 < 0.05$, and a positive correlation with the original sample of 0.237. Therefore, the second hypothesis in this study is accepted, meaning that Green Perceived Value influences Environmental Awareness. The higher a consumer's perception of a product's eco-friendly values, the higher their awareness of environmental issues. Green Perceived Value can be a key factor in increasing environmental awareness, which is crucial for encouraging sustainable fashion consumption behavior.

The Effect of Enviromental Awareness on Purchase Intention (H3)

Based on the results of the third hypothesis test (H3) of this study, *environmental awareness* has a positive and significant effect on *purchase intention*. This is evidenced by the T-value being greater than the T-table ($2.390 > 1.96$) or a P-value of $0.009 < 0.05$, with the original sample size being 0.157. Therefore, the third hypothesis of this study is accepted, meaning that *environmental awareness* influences *purchase intention*. The higher a consumer's awareness of environmental issues, the higher their intention to purchase environmentally friendly products. This awareness encourages more responsible and sustainable purchasing behavior. In this case, *environmental awareness* is a factor that drives consumer behavior to shift from fast fashion habits to more environmentally friendly fashion practices, such as buying secondhand clothing or thrifting, which extends the lifespan of clothing.

The Influence of Social Media on Purchase Intention (H4)

The results of the fourth hypothesis test (H4) in this study indicate that *social media influence* has a positive and significant influence on *purchase intention*. This is evidenced by a T-value greater than the T-table ($5.167 > 1.96$) or a P-value of $0.000 < 0.05$, and a positive relationship with the original sample of 0.360. Therefore, the fourth hypothesis in this study is accepted, meaning that *social media influence on purchase intention*. The greater the influence of social media perceived by individuals, whether through educational content, promotions, testimonials, or digital trends, the higher their intention to purchase products, especially thrifting products. In this context, social media serves as a highly effective communication channel, such as influencer collaborations and thrifting communities on Instagram, TikTok, and YouTube, which often educate consumers, shape positive perceptions, and increase consumer trust in a more environmentally friendly lifestyle, including choosing thrifting products over fast fashion.

The Effect of Green Perceived Value on Purchase Intention (H5)

The results of the fifth hypothesis (H5) test in this study indicate that *Green Perceived Value* has a positive and significant effect on *Purchase Intention*. This is evidenced by the T-value being greater than the T-table ($5.745 > 1.96$) or a P-value of $0.000 < 0.05$, and the original sample value of 0.318,

indicating a positive relationship. Therefore, the fifth hypothesis in this study is accepted, meaning that *Green Perceived Value* influences *Purchase Intention*. The more consumers perceive sustainability values, such as environmental benefits, material quality, or reduced textile waste, the greater their intention to purchase the product. *Green Perceived Value* reflects the extent to which consumers perceive their purchases to have a positive contribution to sustainability. Thrifting products are considered to have green value because they extend the life cycle of clothing, reduce the exploitation of natural resources, and minimize waste in the fashion industry. Consumers feel that buying thrifting products is not only an alternative choice, but also a form of participation in protecting the environment.

Enviromental Awareness Mediating the Relationship Between Social Media Influence on Purchase Intention (H6)

Based on the results of the sixth hypothesis test (H6) in this study, the results indicate that *Social Media Influence* has a positive and significant influence on *Purchase Intention* through the mediation of *Environmental Awareness*. This result is evident from the P-value of $0.029 < 0.05$, and the original sample value of 0.062, indicating a positive relationship. Therefore, the sixth hypothesis in this study is accepted. It can be concluded that this study is a full mediation, where *Environmental Awareness* mediates the relationship between *Social Media Influence* and *Purchase Intention*. This research demonstrates that communication strategies through social media focus not only on promotional aspects but also on environmental education, which can build environmental awareness, increasing awareness of textile waste, the impact of mass-produced fast fashion, and the benefits of buying secondhand goods (thrifting and preloved items), creating emotional and ideological value that strengthens purchase intention. This means that *environmental awareness* becomes a bridge that strengthens the impact of social media (*Social Media Influence*) on *purchase intention*.

Enviromental Awareness Mediating the Relationship Between Green Perceived Value on Purchase Intention (H7)

Based on the results of the seventh hypothesis test (H7) in this study, the results indicate that *Green Perceived Value* has a positive and significant influence on *Purchase Intention* through the mediation of *Environmental Awareness*. This result is evident from the P-value of $0.027 < 0.05$, and with the original sample of 0.037, indicating a positive relationship. Therefore, the seventh hypothesis in this study is accepted. *Environmental Awareness* fully mediates the influence of *Green Perceived Value* on *Purchase Intention* in the context of thrifting product purchases. Consumers may be aware of the environmentally friendly value of the products they purchase, and this awareness is strong enough to lead them to make sustainable purchase decisions. This research suggests the need for a more in-depth approach to building environmental awareness as an intermediary in consumer behavior toward sustainable fashion.

CONCLUSION AND RECOMMENDATIONS

Conclusion

This study aims to determine the influence of *Social Media* and *Green Perceived Value* on *purchase intention to sustainable fashion*, with *Enviromental awareness* as a mediating

variable. Based on the results of data analysis using the Partial Least Squar (PLS) method on 119 respondents in the Greater Jakarta area, it can be concluded that:

1. The hypothesis test results show that Social Media Influence has a positive and significant effect on Environmental Awareness. The greater the influence of social media, the higher an individual's awareness of environmental issues and the importance of consuming environmentally friendly fashion.
2. The hypothesis test results show that Green Perceived Value has a positive and significant effect on Environmental Awareness. The higher the consumer's perception of a product's eco-friendly value, the greater their awareness of environmental issues. Green Perceived Value is a key factor in promoting sustainable fashion consumption.
3. The hypothesis test results show that Environmental Awareness has a positive and significant effect on Purchase Intention. This awareness encourages more responsible and sustainable buying behavior, such as shifting from fast fashion to eco-friendly options like buying secondhand or thrifted clothing.
4. The hypothesis test results show that Social Media Influence has a positive and significant effect on Purchase Intention. The greater the perceived influence through education, promotions, testimonials, or digital trends the stronger the individual's intention to buy, especially thrifted products. Social media serves as an effective communication channel, with collaborations between influencers and thrifting communities on platforms like Instagram, TikTok, and YouTube helping shape positive perceptions and build consumer trust in an eco-friendly lifestyle.
5. The hypothesis test results show that Green Perceived Value has a positive and significant effect on Purchase Intention. The perceived green value reflects consumers' belief that their purchases contribute to sustainability. Thrifting products are seen as green because they extend the clothing life cycle, reduce resource exploitation, and minimize fashion waste. Buying thrifted items is viewed as a form of participation in environmental protection.
6. The hypothesis test shows that Environmental Awareness positively and significantly mediates the relationship between Social Media Influence and Purchase Intention. Social media strategies not only focus on promotion but also on environmental education, raising awareness of textile waste, fast fashion impacts, and the benefits of thrifting creating emotional and ideological values that strengthen purchase intention.
7. From The hypothesis test shows that Environmental Awareness positively and significantly mediates the relationship between Green Perceived Value and Purchase Intention. This awareness bridges the effect of green value on consumers' sustainable purchase intention for thrifted products. The findings highlight the need for a deeper approach in fostering environmental awareness as a mediator in shaping sustainable fashion.

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