

ABSTRAK
PENGARUH EWOM, SIKAP, KEPEDULIAN LINGKUNGAN, DAN DAYA
TARIK ESTETIKA YANG DIRASAKAN TERHADAP MINAT BELI
PAKAIAN BEKAS

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Tujuan dari penelitian ini adalah untuk mengetahui: 1) pengaruh eWOM, sikap sikap, kepedulian lingkungan, dan daya tarik estetika yang dirasakan secara simultan terhadap minat beli pakaian bekas, 2) pengaruh eWOM terhadap minat beli pakaian bekas, 3) pengaruh sikap terhadap minat beli pakaian bekas, 4) pengaruh kepedulian lingkungan terhadap minat beli pakaian bekas, 5) pengaruh daya tarik estetika yang dirasakan terhadap minat beli pakaian bekas. Metode *purposive sampling* dilakukan untuk memilih sampel yang tepat dari populasi. Data dikumpulkan melalui kuesioner elektronik yang disebarakan kepada 100 responden. Sebanyak 100 kuesioner diperoleh, kemudian dianalisis dengan metode analisis regresi linear berganda, menggunakan aplikasi IBM SPSS Statistics 24. Hasil penelitian ini menunjukkan bahwa: 1) eWOM, sikap sikap, kepedulian lingkungan, dan daya tarik estetika yang dirasakan berpengaruh secara simultan terhadap minat beli pakaian bekas, 2) eWOM tidak berpengaruh terhadap minat beli pakaian bekas, 3) sikap berpengaruh terhadap minat beli pakaian bekas, 4) kepedulian lingkungan tidak berpengaruh terhadap minat beli pakaian bekas, 5) daya tarik estetika yang dirasakan berpengaruh terhadap minat beli pakaian bekas.

Kata kunci: eWOM, sikap, kepedulian lingkungan, daya tarik estetika yang dirasakan, pakaian bekas, keberlanjutan

ABSTRACT
**THE INFLUENCE OF EWOM, ATTITUDE, ENVIRONMENTAL CONCERN,
AND PERCEIVED AESTHETIC APPEAL ON INTENTION TO PURCHASE
SECOND-HAND CLOTHES**

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The purpose of this study is to examine: 1) the influence of eWOM, attitude, environmental concern, and perceived aesthetic appeal simultaneously on intention to purchase second-hand clothes, 2) the influence of eWOM on intention to purchase second-hand clothes, 3) the influence of attitude on intention to purchase second-hand clothes, 4) the influence of environmental concern on intention to purchase second-hand clothes, 5) the influence of perceived aesthetic appeal on intention to purchase second-hand clothes. The purposive sampling method was conducted to choose the suitable samples from the population. The data were gathered through an electronic questionnaire distributed to 100 respondents. Then the filled questionnaires were analyzed using the multiple regression analysis method, utilizing IBM SPSS Statistics 24. The results of this study indicates: 1) eWOM, attitude, environmental concern, and perceived aesthetic appeal simultaneously affect the intention to purchase second-hand clothes, 2) eWOM has no effect on the intention to purchase second-hand clothes, 3) attitude affects the intention to purchase second-hand clothes, 4) environmental concern has no effect on the intention to purchase second-hand clothes, 5) perceived aesthetic appeal affects the intention to purchase second-hand clothes.

Keywords: eWOM, attitude, environmental concern, perceived aesthetic appeal, second-hand clothes, sustainability