

ABSTRACT

In recent years, the fashion industry has been in the spotlight due to the impact of environmental pollution. This phenomenon is closely related to the business practices of the fast fashion industry where their production model has many negative consequences on social and environmental issues. By seeing this phenomenon, it has led to a change in consumer behavior where they become more considerate of sustainable consumption. Sustainable fashion comes as an alternative to the environmental problems produced by fast fashion. The presence of sustainable fashion which is relatively new is a challenge in the practice of consuming these products. This study aims to analyze the factors that influence the intention to purchase sustainable fashion products. The method used in the research is a quantitative method with multiple linear regression analysis techniques using the EViews 13 program. Primary data consisted of 105 respondents obtained through a Google Form questionnaire distributed online. The results of this study reveal that price, income, and Islamic religiosity have a significant effect on the intention to purchase sustainable fashion products, while customer awareness has no significant effect on the intention to purchase sustainable fashion products.

Keywords: Sustainable fashion, Price, Income, Islamic religiosity, Customer awareness, Intention to purchase