ABSTRACT

The development of fashion trends in Indonesia is currently undergoing rapid growth, one of the trends that are growing in the fashion industry today is commonly known as "thrifting". Thrifting is an activity shopping for used clothes that are still worthy of wear with the aim of helping to reduce textile waste, increase environmental awareness and create more unique fashion styles. Therefore, this study aims to find out what factors influence the intention of the Z generation to buy used clothes on social media in Indonesia. The sampling technique in this study is purposive or judgment samplings and the number of samples as many as 200 respondents. The data collection technique is done by distributing questionnaires online to Generation Z who live in Indonesia. The multivariate analysis method to be used is Structural Equation Modeling (SEM). This method was chosen because it allows researchers to test complex relationships between variables and estimate the strength and direction of relationships among variables being tested. The variables in this study are Social Environmental Awareness, Preconception with Second Hand Clothing, Need for uniqueness, Brand awareness and Social prestige of Intention to buy Second Hand Clothing in influencing Purchase Behavior. The results of this study show that Social Environnemental Awarness, Needs for Uniqueness and Brand awarness have influence on Intentions to buy second hand clothing in affecting purchase behavior with a P-Value value in sequence on this hypothesis is 0,000.

Keywords: Thrifting, Gen Z, SEM, Purchase Intention, Purchase Behavior