

ABSTRACT

Environmental issues caused by fast Fashion practices have encouraged the emergence of eco-Fashion as a sustainable solution in the Fashion industry. This study aims to analyze how consumers' perceptions of Social Responsibility influence Purchase Intention, by considering the mediating roles of Trust, Attitude, and Perceived Consumer Effectiveness (PCE) in the context of eco-Fashion consumers in Indonesia.

This research adopts a quantitative approach using Structural Equation Modeling based on Partial Least Squares (SEM-PLS). The respondents are consumers who have previously purchased eco-Fashion products. Data were collected through an online questionnaire.

The results show that Social Responsibility has a significant influence on Trust, Attitude, and PCE, but does not directly affect Purchase Intention. These three mediating variables are proven to play an important role in bridging the influence of Social Responsibility on consumers' Purchase Intentions.

Keywords: *Eco-Fashion, Social Responsibility, Trust, Attitude, Purchase Intention.*