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ENVIRONMENTAL KNOWLEDGE AND ITS IMPACT ON PURCHASE INTENTION OF ECO-FRIENDLY FASHION: A STUDY AMONG GEN Z AND MILLENNIALS IN JABODETABEK

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Abstract

The fashion industry has now become the second most polluting industry in the world in terms of threatening the environment and resources. This is because the fashion industry creates more harmful gas emissions than the shipping and aviation industries, and disposes of water waste because the manufacturing process requires a lot of clean water. Therefore, it is hoped that the fashion industry will be more concerned about the environment and also the people affected by waste, so that the business processes carried out can contribute to the environment. Some of the serious impacts of environmental damage are global warming, increasing environmental pollution, and decreasing flora and fauna. This research uses a hypothesis testing research design by testing the variables Social Responsibility, Environmental Apparel Knowledge Trust, Attitude and Perceived Consumer Effectiveness on Purchase Intention among sustainable fashion consumers. In this study, to collect data using the method of distributing questionnaires to 191 respondents in Jabodetabek. In this research, validity and reliability testing will be carried out using SPSS 25 and this research will use SEM analysis and the data will be processed using Smart PLS. This research found that there is a positive influence of Social Responsibility and Environmental Apparel Knowledge on Trust, Attitude and Perception. Consumer Effectiveness and there is a positive influence of Trust, Attitude and Perceived Consumer Effectiveness Purchase Intention on sustainable fashion consumers.

Key Words: *Social Responsibility, Trust, Attitude, Perceived Consumer Effectiveness, Enviromental Apparel Knowledge, Purchase Intention*

Introduction

The fashion industry has now become the second most polluting industry in the world in terms of threatening the environment and resources (Business of Fashion, 2015). This is because the fashion industry creates more harmful gas emissions than the shipping and aviation industries, and discharges water waste because the manufacturing process requires a lot of clean water. Therefore, the fashion industry is expected to be more concerned about the environment and also the community affected by waste, so that the business processes carried out can contribute to the environment. Some serious impacts of environmental damage are global warming, increasing environmental pollution, and decreasing flora and fauna (Chen & Chai, 2010). According to Haug and Busch, (2016) there are 3 factors in the fashion industry that have an impact on the surrounding environment, namely: (1) the rapid emergence of fashion trends which have an impact on the waste produced, (2) the decline in the value and quality of clothing, and (3) the cost of producing goods in developing countries is cheaper.

Countries around the world are beginning to recognize this threat and are beginning to make efforts to minimize the harmful impacts of business activities on the environment.

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This awareness and concern for the environment and society has led to the emergence of 'sustainable development' which emphasizes the need to promote sustainability and advocates forms of development that minimize negative impacts on the environment and society. Sustainable development is increasingly encouraging environmental innovation and green consumption. Green innovation focuses on incorporating environmentally sustainable practices at every stage of the creation of goods and services (Gani et al., 2022). 'Green consumption' on the other hand, is usually associated with environmentally responsible consumption where consumers consider the environmental impact of purchasing, using and disposing of various products, or using various environmentally friendly services (Moisander et al., 2018).

Environmentally responsible purchasing is important because unplanned purchases can damage the environment. Consumers have the ability to prevent or reduce environmental damage by purchasing environmentally friendly products. According to (Brian, 2019) said that consumers have a positive attitude towards environmental protection. So even though the number of individuals who want to buy environmentally friendly products has increased in recent years, there is little evidence to suggest that purchases of environmentally friendly products have increased, despite environmental concerns and positive customer attitudes towards sustainability and environmentally friendly products, the market share of environmentally friendly products is still limited to 1-3% of the total market (Qonita, 2019). This suggests that environmental considerations play a minor role in consumer purchasing decisions and that people generally ignore the environmental impact of their purchases (Sinulingga et al., 2023).

In terms of overcoming these problems, several fashion brands have adopted sustainability by using environmentally friendly raw materials. One brand that has adopted sustainability is the fashion brand Uniqlo. Uniqlo CO., Ltd is a subsidiary of PT Fast Retailing Japan in the field of product planning, production, distribution of casual clothing. The name Uniqlo comes from the name of the first store calledUnique Clothing in Japan on June 2, 1984. Currently, Uniqlo has created a service and also a campaign in it called "Re.Uniqlo" whose main goal is to make efforts to reduce the increasing level of carbon emissions throughout the world along with the development of the existing fashion industry. The Re.Uniqlo service is to collect used UNIQLO clothes that are no longer needed by customers in the RE.UNIQLO box placed in each store. Donations are sorted into reusable clothing and clothing that can be recycled into new products and materials. Reusable clothing is classified to meet the needs of the recipient. Recycled clothing such as down jackets is used as material for new clothing. Non-recyclable clothing is used to make insulation, soundproofing materials and more. Two ways to run the program are to process used clothing into energy sources and distribute used clothing that is still suitable for use to people in need.

Humans as a social society wear fashion all the time with the aim of improving their appearance, whether in formal or non-formal events. This style of dress is very important in improving one's appearance. The fashion industry has experienced many innovations in its products as a result of the increasingly advanced development of the era. This development also has an impact on the desires of consumers who are increasingly varied when choosing and buying clothes. The many clothing brands that exist today have made many new fashion industries emerge and close permanently, this can be seen from the table of the development of the fashion industry in Indonesia.

According to Kompas.com (2022), the term "fast fashion" refers to clothing designs that are mass-produced and sold in stores with the aim of following popular fashion

trends. The existing trends will experience continuous changes following the flow of civilization and the development of technology. Business actors in the fashion world feel encouraged to be more adaptive and creative in creating fashion products that can meet the needs of society, because technological developments not only accelerate the rotation of trends but also provide enthusiasm for doing business. Based on the description above, the researcher intends to determine the influence*Social Responsibility*,*Environmental Apparel Knowledge, Trust, Attitude, Perceived Consumer Effectiveness*towards Purchase Intention on Re.uniqlo studio services.

Based on Muzammil et al., (2018) trust is a significant predictor of positive marketing outcomes, such as loyalty, customer retention and purchase intention. Therefore, it is important for companies to build trustworthy relationships with their customers. And Perceived Consumer Effectiveness influences consumer opinions about the motives behind a company's actions in social responsibility efforts. The more consumers feel that individual purchases matter, the more likely they are to buy eco-friendly clothing to contribute to solving environmental problems.

According to previous research, the reason companies carry out social responsibility to get feedback is because it will create behavior that influences consumers to buy a product. Companies will get a good reputation if their programs are implemented by paying attention to social and moral values to the community. This analysis itself has an impact on consumer behavior that will be related to buying interest (Bocia et al., 2019).

This research uses a hypothesis testing research design by testing the variables Social Responsibility, Environmental Apparel Knowledge Trust, Attitude and Perceived Consumer Effectiveness on Purchase Intention among sustainable fashion consumers.

Research Methods

This study uses a descriptive quantitative approach with a cross-sectional design to analyze the influence of Social Responsibility, Trust, Attitude, Perceived Consumer Effectiveness, Environmental Knowledge, and Purchase Intention (Abduh et al., 2023). Primary data were collected through an online survey using Google Form distributed to respondents who met the criteria: knowing Uniqlo products, familiar with re.uniqlo studio services, domiciled in Jabodetabek, and aged 18-43 years (Generation Z and Millennials). The non-probability sampling method with a purposive technique was used to determine respondents who were relevant to this study. Based on the formula of Hair et al. (2010), the minimum sample size was calculated as 120 respondents, but to minimize bias, the researcher will collect 191 respondents.

The collected data were analyzed using descriptive statistics, validity and reliability tests, and Structural Equation Modeling (SEM) analysis with Smart PLS (Risher, 2018). Descriptive statistics were used to calculate the average value of each research variable. Validity testing was carried out by comparing the calculated r value of Pearson correlation with r table at a significance level of 5%; if calculated r > r table, then the statement item is declared valid. Reliability testing was carried out using Cronbach's Alpha, where a value ≥ 0.6 indicates good reliability. Furthermore, SEM analysis on Smart PLS was carried out to test the measurement model (seeing the loading factor value) and the structural model (measuring the path coefficient and the significance of the relationship between variables). Model fit was tested using criteria such as RMSEA, CFI, and GFI to ensure the accuracy of the relationship between variables in the conceptual framework of the study.

Results and Discussion

Descriptive analysis is basically a form of explanation in the form of grouping, sorting and analyzing data based on the responses of respondents as questionnaire fillers in order to create opinions without the intention of generalizing. Descriptive statistical analysis is used to see the description of the characteristics of respondents and the description of the attitudes or perceptions of respondents in general in the form of means.

Table 1. Mean Value of Social Responsibility Variable Assessment

Variables	Indicator	Min	Max	Standard Deviation	Mean
Social Responsibility	SR1	3	7	1,018	5.72
	SR2	2	7	1.174	5.60
	SR3	2	7	1,086	5.25
	SR4	2	7	1,059	5.44
	SR5	2	7	1.110	5.41
Total Average Value					**5.48**

Source: Researcher Data Processing Results (2024)

Based on respondents' answers to the variables*Social Responsibility*obtained an average value of 5.48 as shown in the table above. There is one indicator that is higher than the other indicators, namely SR1 of 5.72. This can mean that consumers feel that the Uniqlo brand will set aside some of its profits to help social organizations and there is an indicator that is lower than the other indicators, namely SR3 of 5.25.

Table 2. Mean Value of Social Responsibility Variable Assessment

Variables	Indicator	Min	Max	Standard Deviation	Mean
Trust	T1	1	7	1.201	5.64
	T2	1	7	1.127	5.77
	T3	2	7	0.957	5.98
	T4	2	7	0.979	5.93
	T5	1	7	1,077	5.70
Total Average Value					**5.80**

Source: Researcher Data Processing Results (2024)

Based on respondents' answers to the variables*Trust*obtained an average value of 5.80 as stated in the table above. There is one indicator that is higher than the other indicators, namely T4 of 5.93. This can mean that consumers feel that Uniqlo is a reliable brand and there is an indicator that is lower than the other indicators, namely T1 of 5.64.

Table 3. Mean Value of Social Responsibility Variable Assessment

Variables	Indicator	Min	Max	Standard Deviation	Mean
Perceived Consumer Effectiveness	PCE1	2	7	1,050	5.77
	PCE2	1	7	1,052	5.80
	PCE3	3	7	0.960	5.81
	PCE4	2	7	1.142	5.51
Total Average Value					**5.72**

Source: Researcher Data Processing Results (2024)

Based on respondents' answers to the variables*Perceived Consumer Effectiveness*obtained an average value of 5.72 as shown in the table above. There is one indicator that is higher than the other indicators, namely PCE3 of 5.81. This can mean that consumer choices in buying and using goods can affect environmental problems and there is an indicator that is lower than the other indicators, namely PCE4 of 5.51.

Table 4. Mean Value of General Attitude Variable Assessment

Variables	Indicator	Min	Max	Standard Deviation	Mean
Attitude	A1	2	7	0.905	5.89
	A2	2	7	1,088	5.68
	A3	2	7	0.965	5.85
Total Average Value					**5.80**

Source: Researcher Data Processing Results (2024)

Based on respondents' answers to the variables*Attitude*obtained an average value of 5.80 as stated in the table above. There is one indicator that is higher than the other indicators, namely A1 at 5.89. This can mean that consumers feel that the Uniqlo brand is a very good brand and there is an indicator that is lower than the other indicators, namely A2 at 5.68.

Table 5. Mean Value of Environmental Knowledge Variable Assessment

Variables	Indicator	Min	Max	Standard Deviation	Mean
Environmental Knowledge	EK1	2	7	1,088	5.58
	EK2	3	7	1.146	5.75
	EK3	2	7	1,076	5.79
	EK4	3	7	1,016	5.86
Total Average Value					**5.74**

Source: Researcher Data Processing Results (2024)

Based on respondents' answers to the variables*Environmental Knowledge*obtained an average value of 5.74 as stated in the table above. There is one indicator that is higher than the other indicators, namely EK4 of 5.86. This can mean that respondents know how to choose products and packaging that can reduce the amount of waste. There is an indicator that is lower than the other indicators, namely EK1 of 5.58.

Table 6. Mean Value of Purchase Intention Variable Assessment

Variables	Indicator	Min	Max	Standard Deviation	Mean
Purchase Intention	PI1	1	7	1,014	5.75
	PI2	1	7	1,087	5.70
	PI3	2	7	1.011	5.94
Total Average Value					**5.79**

Source: Researcher Data Processing Results (2024)

Based on respondents' answers to the variables*Purchase Intention*obtained an average value of 5.79 as stated in the table above. There is one indicator that is higher than the other indicators, namely PI3 of 5.94. This can mean that consumers are interested in trying the services of re.uniqlo studio and there is an indicator that is lower than the other indicators, namely PI2 of 5.70.

Table 7. Outer Loadings Table

Variables	Indicator	Outer Loadings	Information
Social Responsibility(SR)	SR1	0.783	Valid
	SR2	0.808	Valid
	SR3	0.811	Valid
	SR4	0.785	Valid
	SR5	0.729	Valid
Trust(T)	T1	0.779	Valid
	T2	0.773	Valid
	T3	0.788	Valid

Variables	Indicator	Outer Loadings	Information
	T4	0.746	Valid
	T5	0.785	Valid
Attitude(A)	GA1	0.886	Valid
	GA2	0.706	Valid
	GA3	0.914	Valid
Perceived Consumer Effectiveness(PCE)	PCE1	0.808	Valid
	PCE2	0.832	Valid
	PCE3	0.853	Valid
	PCE4	0.782	Valid
Environmental Knowledge(OAK)	EAK1	0.747	Valid
	EAK2	0.766	Valid
	EAK3	0.805	Valid
	EAK4	0.775	Valid
Purchase Intention(PI)	PI1	0.823	Valid
	PI2	0.875	Valid
	PI3	0.842	Valid

Source: Researcher Data Processing Results (2024)

Convergent validity testing must calculate the AVE average variance extracted to determine whether the construct as a whole has met convergent validity by looking at the calculation results usingSPSS version 25.0 for a number of indicators in the AVE table. the average variance extracted (AVE) value can be obtained with its square value as in the AVE table. With the average variance extracted (AVE) value indicator greater than 0.5, it indicates good convergent validity and all data in this study meet these criteria.

Table 8. AVE Table

	Average Variance Extracted (AVE)	Information
Attitude	**0.707**	**Valid**
Environmental Knowledge	**0.598**	**Valid**
Perceived Consumer Effectiveness	**0.671**	**Valid**
Purchase Intention	**0.717**	**Valid**
Social Responsibility	**0.614**	**Valid**
Trust	**0.599**	**Valid**

Source: Researcher Data Processing Results (2024)

The Average Variance Extracted (AVE) value in this study has shown the extent to which indicators in a construct can explain the variance in the construct. All constructs in this model have an AVE value greater than 0.50, this result indicates good validity. All data in this study using the Average Variance Extracted (AVE) value shows valid data. Attitude variable (A) 0.707> 0.05, Environmental Knowledge (EK) 0.598> 0.05, Perceived Consumer Effectiveness (PCE) 0.671> 0.05, Purchase Intention (PI) 0.717> 0.05, Social Responsibility (SR) 0.614> 0.05 and Trust variable (T) 0.599> 0.05

Table 9. Fornell-Larcker Criterion Table

	A	OAK	PCE	PI	SR	T
A	0.841					
OAK	-0.020	0.774				
PCE	0.075	0.404	0.819			
PI	0.259	0.287	0.433	0.847		
SR	0.328	0.378	0.368	0.465	0.784	
T	0.465	0.222	0.162	0.440	0.506	0.774

Source: Researcher Data Processing Results (2024)

Based on Table 9, it can be seen that the diagonal value which is the square root of AVE when compared to the correlation value between constructs has a higher AVE square value than the correlation value. Based on this, it can be concluded that the model meets the rule of thumb for the discriminant validity test.

Table 10. Cross Loading Table

Indicator	A	EAK	PCE	PI	SR	T
A1	**0.886**	-0.004	0.018	0.186	0.219	0.388
A2	**0.706**	-0.051	0.118	0.076	0.127	0.296
A3	**0.914**	-0.014	0.074	0.298	0.378	0.450
EK1	0.052	**0.747**	0.313	0.212	0.367	0.247
EK2	0.050	**0.766**	0.285	0.241	0.249	0.213
EK3	-0.079	**0.805**	0.309	0.243	0.322	0.155
EK4	-0.097	**0.775**	0.343	0.190	0.218	0.056
PCE1	0.075	0.339	**0.808**	0.377	0.373	0.096
PCE2	0.056	0.297	**0.832**	0.381	0.292	0.131
PCE3	0.038	0.340	**0.853**	0.330	0.295	0.171
PCE4	0.074	0.348	**0.782**	0.326	0.235	0.138
PI1	0.168	0.238	0.318	**0.823**	0.385	0.394
PI2	0.243	0.231	0.353	**0.875**	0.421	0.354
PI3	0.242	0.258	0.422	**0.842**	0.377	0.370
SR1	0.303	0.174	0.246	0.348	**0.783**	0.394
SR2	0.356	0.291	0.317	0.368	**0.808**	0.457
SR3	0.203	0.299	0.330	0.403	**0.811**	0.400
SR4	0.170	0.365	0.279	0.300	**0.785**	0.325
SR5	0.218	0.373	0.263	0.397	**0.729**	0.385
T1	0.379	0.131	0.104	0.271	0.412	**0.779**
T2	0.321	0.115	0.125	0.349	0.368	**0.773**
T3	0.328	0.195	0.094	0.277	0.304	**0.788**
T4	0.315	0.210	0.119	0.338	0.349	**0.746**
T5	0.431	0.205	0.167	0.430	0.484	**0.785**

Source: Researcher Data Processing Results (2024)

Based on Table 10, it can be seen that the diagonal value which is the square root of AVE when compared to the correlation value between constructs has a higher AVE square value than the correlation value. Based on this, it can be concluded that the model meets the rule of thumb for the discriminant validity test.

The cross loading value for each item against its construct is greater than the loading value against other constructs. This indicates that there is no problem in testing discriminant validity. Furthermore, testing can be completed by conducting a discriminant validity test using the Fornell-Larcker Criterion method, which is shown in Table 11 below.

Table 11. Heterotrait-Monotrait Ratio (HTMT) Table

	A	OAK	PCE	PI	SR	T
A						
OAK	0.136					
PCE	0.103	0.502				
PI	0.268	0.362	0.523			
SR	0.331	0.468	0.432	0.563		
T	0.527	0.268	0.190	0.524	0.582	

Source: Researcher Data Processing Results (2024)

Based on table 12, it can be seen that based on the HTMT value, the variables are declared to have passed the discriminant validity test, indicated by the correlation between variables having a value of less than 0.9.

Table 12. Reliability Test Results

Variables	Reliability Coefficient	Information
Social Responsibility	0.878	Reliable
Trust	0.870	Reliable
Perceived Consumer Effectiveness	0.720	Reliable
Attitude	0.826	Reliable
Environmental Knowledge	0.801	Reliable
Purchase Intention	0.876	Reliable

Source: Researcher Data Processing Results (2024)

Table 13. Cronbach'Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability
A	0.816	0.877
OAK	0.776	0.856
PCE	0.836	0.891
PI	0.803	0.884
SR	0.844	0.888
T	0.834	0.882

Based on the results of the Composite Reliability and Cronbach's Alpha tests, it can be seen that each variable has a Cronbach's Alpha value greater than 0.7 and a Composite Reliability value greater than 0.7, so it can be concluded that the research model meets the rule of thumb of the reliability test.

After evaluating the construct/variable measurement model, the next stage is to evaluate the structural model or inner model. Structural model analysis (inner model) is a technique for predicting causal relationships between latent variables that cannot be measured directly with the aim of testing the distance of each variable connected to the measurement indicators. There are several tests for the structural model, such as R square, Estimate for Path Coefficients, Effect Size (F Square) Prediction relevance (Q square).

Structural model analysis (Inner Model) includes examining the Composite Reliability, Convergent Validity, Average Variance Extracted (AVE), and Cronbach's Alpha values to assess the validity and reliability of the model. The relationship between each social responsibility variable has a strong positive influence on trust. The trust variable has a moderate positive influence on purchase intention, attitude has a very small influence on purchase intention. Environmental knowledge provides a moderate positive contribution to perceived consumer effectiveness, perceived consumer effectiveness has a moderate positive influence on purchase intention.

Table 14. R Square Table

Variables	R-square	R-square adjusted
Attitude	0.132	0.123
Perceived Consumer Effectiveness	0.217	0.209
Purchase Intention	0.332	0.321
Trust	0.257	0.249

Source: Researcher Data Processing Results (2024)

Table 15. Results of the F2 Effect Size Test

	A	OAK	PCE	PI	SR	T
A				0.006		
OAK	0.028		0.105			0.002
PCE				0.201		
PI						
SR	0.151		0.069			0.280
T				0.138		

(Source: Researcher Processing, 2024)

Based on the F^2 (Effect Size) value given, the influence between the variables in the model can be explained that the General Attitude variable has a small influence on Purchase Intention with an effect size of (0.006), Environmental Knowledge has a small influence on General Attitude.have effect size as big as(0.028) and towards Trustwith effect size as big as(0.002), but has a large influence on Perceived Consumer Effectiveness (0.105). Perceived Consumer Effectiveness has a large influence on Purchase Intention (0.201). Social Responsibility shows a large influence on General Attitude (0.151) and is very large on Trustwith effect size as big as(0.280). Meanwhile, Perceived Consumer Effectiveness has an influence of (0.069). Trust has an influence on Purchase Intention with an effect size value of (0.138).

Table 16. Fit Model

	Saturated Model
SRMR	0.073

(Source: Researcher Processing, 2024)

This model fit test is used to determine whether a model has a good fit with the data. In the model fit test, it can be seen from the SRMN value of the model. The PLS model is declared to have met the model fit test criteria if the SRMN value is <0.1 and the model is declared perfect SRMN <0.08.

Table 17. Results of Q^2 Table Test

	SSO	SSE	Q^2 (=1-SSE/SSO)
A	573,000	532,538	0.071
OAK	764,000	764,000	
PCE	764,000	659,583	0.137
PI	573,000	445,980	0.222
SR	955,000	955,000	
T	955,000	822,740	0.138

Source: Researcher Data Processing Results (2024)

Q-square can be seen in the results of the blindfolding calculation in the construct cross validated redundancy section. From the calculation results above, the Q^2 value is more than zero, so the model has met the predictive relevance where the model has been reconstructed well.

Table 18. Path Coefficient Test Results

Hypothesis	Path Coefficients	Original	T-Value	P-Value	Conclusion
H1	**SR->T**	**0.492**	5.933	0.000	Significant
H2	**SR ->A**	**0.392**	5.927	0.000	Significant
H3	**SR ->PCE**	**0.251**	3.019	0.003	Significant
H4	**EK->T**	**0.036**	0.356	0.722	Not Significant

Hypothesis	Path Coefficients	Original	T-Value	P-Value	Conclusion
H5	**EK->A**	**-0.168**	2,024	0.044	Significant
H6	**EK->PCE**	**0.309**	3,531	0.000	Significant
H7	**T->PI**	**0.347**	3.326	0.001	Significant
H8	**A->PI**	**0.069**	0.943	0.346	Not Significant
H9	**PCE->PI**	**0.372**	4.878	0.000	Significant

Source: Researcher Data Processing Results (2024)

Hypothesis 1

H1 : *Social Responsibility* Variable has a significant positive influence on *Trust*

According to the results in the table, it can be seen that the p value is 0.000, which means <0.005, so H1 is accepted, which means that *Social Responsibility* has a positive and influential influence on the Trust variable on re.uniqlo services on generation z and millennials in Jabodetabek.

Hypothesis 2

H2 : *Social Responsibility* Variable has a positive and significant influence on *Attitude*

According to the results in the table, it can be seen that the p values is 0.000 which means < 0.005, then H2 is accepted which means that *Social Responsibility* has a positive and influential influence on the variables *Attitude* on re.uniqlo services for generation z and millennials in Jabodetabek.

Hypothesis 3

H3 : *Social Responsibility* Variable has a positive and significant influence on Perceived Consumer Effectiveness

According to the results in the table, it can be seen that the p values is 0.003 which means < 0.005, then H3 is accepted which means that*Social Responsibility* has a positive and influential influence on the variables *Perceived Consumer Effectiveness* on re.uniqlo services for generation z and millennials in Jabodetabek.

Hypothesis 4

H4 : *Environmental Knowledge* Variable does not have a significant positive influence on the Trust

According to the results in the table, it can be seen that the p value is 0.722 which means > 0.005, then H4 is rejected which means that *Environmental Knowledge* does not have a positive influence and does not affect the Trust variable on re.uniqlo services on generation z and millennials in Jabodetabek.

Hypothesis 5

H5 : *Environmental Knowledge* Variable has a positive and significant influence on the *Attitude*

According to the results in the table, it can be seen that the p value is 0.044 which means <0.005, so H5 is accepted, which means that Environmental Knowledge has a positive influence and influences the Attitude variable on re.uniqlo services for generation z and millennials in Jabodetabek.

Hypothesis 6

H6 : *Environmental Knowledge* Variable has a positive and significant influence on the perceived consumer effectiveness

According to the results in the table, it can be seen that the p values as big as0.000 which means < 0.005, then H6 is accepted which means that *Environmental Knowledge* has a positive and influential influence on the variable perceived consumer effectiveness on re.uniqlo services for generation z and millennials in Jabodetabek.

Hypothesis 7

H7: Trust variable has a significant positive influence on the purchase intention.
According to the results in the table, it can be seen that the p value is 0.001, which means <0.005, so H7 is accepted, which means that Trust has a positive influence and influences the purchase intention variable on re.uniqlo services for generation z and millennials in Jabodetabek.

Hypothesis 8

H8: *Attitude* Variable does not have a positive and significant influence on the *Purchase Intention*
According to the results in the table, it can be seen that the p value is 0.346, which means > 0.005, so H8 is rejected, which means that Attitude does not have a positive influence and does not affect the variable. *Purchase Intention* on re.uniqlo services for generation z and millennials in Jabodetabek.

Hypothesis 9

H9 : *Perceived Consumer Effectiveness* Variable has a significant positive influence on the *Purchase Intention*
According to the results in the table, it can be seen that the p value is 0.000, which means <0.005, so H9 is accepted, which means that *Perceived Consumer Effectiveness* has a positive and influential influence on the variables*Purchase Intention*on re.uniqlo services for generation z and millennials in Jabodetabek.

The Influence between Social Responsibility and Trust

The results of the analysis show that social responsibility has a significant positive effect on trust in re.uniqlo services among Generation Z and Millennials in Jabodetabek. This is evidenced by the T-statistics value of 5.933, which is much greater than the critical value of 1.645, and the significance value of 0.000, which is below the threshold of 0.05. Thus, the hypothesis (H1) which states that social responsibility has a significant positive effect on trust is accepted.

Social responsibility and good customer service includes quick responses, satisfactory solutions, and interactions that demonstrate concern for customer needs (Mansur & Putra, 2023). This signals to consumers that the company is highly committed to providing quality service and values every customer. Generation Z and Millennials, who are known to have high expectations for transparency and corporate responsibility, tend to give more appreciation to this effort, which ultimately increases their trust in re.uniqlo's services. In this context, trust is one of the important elements to drive loyalty and repurchase intentions. When consumers believe that the company will continue to provide solutions to every problem they face, they feel safer and more confident to continue using the service. Therefore, companies need to make social responsibility an integral part of their customer relationship management strategy, by ensuring that every complaint is handled professionally and reflects the sustainability values carried by re.uniqlo.

The Influence between Social Responsibility and Attitude

The results of the analysis show that social responsibility has a significant positive effect on attitude towards re.uniqlo services among Generation Z and Millennials in Jabodetabek. This is evidenced by the T-statistics value of 5.927, which is much greater than the critical value of 1.645, and the significance value of 0.000, which is below the threshold of 0.05. Thus, the hypothesis (H2) which states that social responsibility has a significant positive effect on Attitude is accepted. Social responsibility plays an important role in shaping attitudes and views that can reflect behavioral patterns in responding to situations (attitude). Research by (Magfiroh, 2021) found that responsibility and caring attitudes significantly influence behavior, emotions and thought patterns in students, with a contribution of 40%. This shows that the higher a person's sense of social responsibility, the more likely they are to have a positive attitude towards the environment. Therefore, efforts to increase social responsibility, such as through education and awareness campaigns, can be an effective strategy in shaping and strengthening attitudes among the community.

The Influence between Social Responsibility and Perceived Consumer Effectiveness

Social responsibility is closely related to perceived consumer effectiveness (PCE), which refers to an individual's belief that their actions can have a positive impact on the environment. Individuals who have a high awareness of social responsibility are more likely to believe that their personal actions, such as supporting environmentally friendly services or choosing sustainable products, can help address global environmental issues. According to the results in the table, it can be seen that the T-statistics value is 3.019, which means > 1.645 and the sig. value is 0.003 below the value of 0.05, so H3 is accepted, which means that social responsibility has a significant positive effect on perceived consumer effectiveness in re.uniqlo services for generation z and millennials in Jabodetabek. In this context, social responsibility encourages individuals to act consciously towards their consumption choices, thereby strengthening PCE. Consumers with a high sense of social responsibility tend to have greater confidence that their behavior, such as supporting brands with sustainable practices, can have a positive impact on the environment. This is in line with research Gunawan and Bernardo, (2022) that social responsibility influences perceived consumer effectiveness.

The Influence between Environmental Knowledge and Trust

The results of the analysis show that environmental knowledge does not have a significant positive effect on trust in re.uniqlo services among Generation Z and Millennials in Jabodetabek. This is indicated by the T-statistics value of 0.356, which is smaller than the critical value of 1.645, and the significance value of 0.722, which exceeds the threshold of 0.05. Thus, the hypothesis (H4) states that there is no significant effect between environmental knowledge and trust. This finding suggests that although individuals have knowledge of environmental issues, it does not automatically increase their trust in re.uniqlo services. Other factors, such as direct experience with services, brand reputation, product quality, and the effectiveness of marketing communications, may play a more dominant role in shaping consumer trust. Research by (Chang et al., 2013) shows that consumer trust in green products is more influenced by perceived quality and brand image than environmental knowledge alone. In addition, knowledge of environmental issues, such as sustainability and recycling, can increase individuals'

awareness, but does not necessarily make them believe a company's environmental claims. Generation Z and Millennials, for example, are often skeptical of greenwashing practices, which is when companies appear to care about the environment but are not fully transparent or consistent in their practices (Nguyen & Pervan, 2020).

The Influence between Environmental Knowledge and Attitude

Environmental knowledge plays an important role in shaping attitudes and views. Research shows that individuals with higher environmental knowledge tend to have more positive attitudes towards environmental conservation. This is due to a better understanding of the impact of human activities. This is supported by the T-statistics value of 2.024, which is greater than the critical value of 1.645, and the significance value of 0.044, which is below the significance threshold of 0.05. Thus, the hypothesis (H5) which states that environmental knowledge has a significant positive effect on attitude is accepted. This is in line with research Kusuma and Handayani (2018) environmental knowledge has an influence on *attitude*.

The Influence between Environmental Knowledge and Perceived Consumer Effectiveness

Individual environmental knowledge plays an important role in shaping their beliefs about the effectiveness of personal actions in addressing environmental issues, known as perceived consumer effectiveness (PCE). PCE refers to the extent to which consumers believe that their behavior can contribute to sustainable outcomes (Hanss, 2022). According to the results in the table, it can be seen that the T-statistics value is 3,531, which means> 1,645 and the sig. value is 0.000 below 0.05, then H6 can be accepted, which means that environmental awareness knowledge has a significant positive effect on perceived consumer effectiveness in re.uniqlo services for generation z and millennials in Jabodetabek. A study by Fan et al. (2020) shows that good environmental knowledge significantly increases consumer awareness of environmentally friendly products and services. In addition, research by Michel et al., (2023) found that perceived environmental knowledge has a positive effect on PCE.

The Influence between Trust and Purchase Intention

According to the results in the table, it can be seen that the T-statistics value is 3.326, which means > 1.645 and the sig. value is 0.001 below the value of 0.05, so H7 is accepted, which means that trust has a significant positive effect on purchase intention on re.uniqlo services for generation z and millennials in Jabodetabek. This finding is in line with previous studies that highlight the importance of trust in shaping consumer purchasing intentions. Study by (Hana, 2019) found that trust has a significant influence on online shopping interest in the millennial generation. In addition, research by amarullah, (2022) shows that trust plays an important role in the repurchase intention of Generation Z consumers. In the context of re.uniqlo, consumer trust can be built through transparency of the service process, consistency of quality, and effective communication of the sustainability values carried. Generation Z and Millennials, who are known to have high concern for environmental and social issues, tend to trust and intend to buy from brands that show a real commitment to sustainable practices.

The influence between *Attitude* with Purchase Intention

The results of the analysis show that Attitude does not have a significant effect on purchase intention on re.uniqlo services among Generation Z and Millennials in Jabodetabek. The T-statistics value of 0.943, which is smaller than the critical value of 1.645, and the significance value of 0.346, which is above the threshold of 0.05, confirms that the hypothesis (H8) is rejected. This finding indicates that although consumers may have a positive attitude towards environmental issues, it is not enough to drive their intention to use re.uniqlo services. Other factors such as price, convenience, service experience, or direct perception of the environmental impact of the service are likely to play a more dominant role. Therefore, re.uniqlo needs to highlight the real benefits and relevance of their services to consumer needs to encourage increased purchase intention.

Research conducted by Anandya and Werastuti, (2020) found that attitude does not have a positive and significant influence on purchase intention among the Indonesian millennial generation. Generation Z and Millennials are known to be more dynamic and tend not to always rely on general attitudes towards a brand or product as a basis for purchasing decisions. They are more influenced by direct experience, online reviews, promotions, or recommendations from friends and influencers on social media (Pinto & Paramita, 2021). These results indicate that although attitudes toward the service exist, these attitudes are not strong enough to be a determining factor in driving purchase intentions among the study respondents.

The Influence of Perceived Consumer Effectiveness with Purchase Intention

According to the results in the table, it can be seen that the T-statistics value is 4.878, which means <1.645 and the sig. value is 0.000 below the value of 0.05, so H9 is accepted, which means that perceived consumer effectiveness has a significant positive effect on purchase intention on re.uniqlo services for generation z and millennials in Jabodetabek. This finding shows that consumer confidence in the effectiveness of their actions in supporting environmental sustainability influences their decision to use re.uniqlo services. Generation Z and Millennials, who are known to be more concerned about sustainability issues, tend to have a greater intention to use services that they believe can have a positive impact on the environment. This is in line with a study by Kumar (2022), which shows that PCE has a significant influence on purchasing intentions for green products among young consumers.

Conclusion

Based on the results of the analysis, it was concluded that the variable*Attitude* does not have a significant influence on purchase intention on re.uniqlo services among Generation Z and Millennials in Jabodetabek. This shows that although consumers are aware of certain issues and situations, this awareness is not enough to drive purchase intention. The Environmental Knowledge variable has a significant positive influence on*Attitude* on re.uniqlo services among Generation Z and Millennials in Jabodetabek. This finding shows that consumer knowledge, views, and mindsets play an important role in increasing their awareness of the sustainability values promoted by re.uniqlo services. The Environmental Knowledge variable has a significant positive effect on perceived consumer effectiveness (PCE) on re.uniqlo services among Generation Z and Millennials in Jabodetabek. This finding shows that consumer knowledge of environmental issues increases their belief that individual actions, such as choosing environmentally friendly services, can have a positive impact on sustainability. The Environmental Knowledge

variable does not have a significant effect on trust in re.uniqlo services among Generation Z and Millennials in Jabodetabek. This finding explains that although consumers have knowledge about environmental issues, it is not enough to increase trust in re.uniqlo services. The Perceived Consumer Effectiveness (PCE) variable has a significant positive effect on purchase intention on re.uniqlo services among Generation Z and Millennials in Jabodetabek. These findings indicate that consumers' belief in the effectiveness of their actions in supporting environmental sustainability is an important factor in driving the decision to use re.uniqlo services. Thus, companies can increase purchase intention through strategies that strengthen PCE, such as providing clear information about the positive impact of services on the environment, promoting concrete results of sustainability programs, and educating consumers about the importance of their contribution in creating positive environmental change. Social Responsibility has a significant positive influence on*Attitude*on re.uniqlo services among Generation Z and Millennials in Jabodetabek. Social Responsibility has a significant positive effect on perceived consumer effectiveness on re.uniqlo services among Generation Z and Millennials in Jabodetabek. Social Responsibility has a significant positive effect on trust received.*Trust*significantly has a positive effect on*Purchase Intention* on re.uniqlo services for generation z and millennials in Jabodetabek.

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