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The Influence of Attitude with Moderation of FBM (Fogg Behavioral Model) on Purchase Intention of Fast Fashion Products in Indonesia

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Abstract:
Fast fashion is a business model focused on the rapid production of inexpensive clothing, enabling consumers to access the latest trends at low costs, but it often overlooks sustainability, resulting in significant environmental and social challenges. In countries like Indonesia, the fast fashion industry has experienced remarkable growth due to increasing consumer interest in affordable and trendy apparel.The research utilizes a quantitative approach to statistically analyze the influence of consumer attitudes on the purchase intention of fast fashion products in Indonesia, aiming to establish a direct correlation between these measurable variables.This study successfully identified the significant positive influence of attitude (X1) on purchase intention (Y) for green fashion products, based on a sample of 118 respondents. The analysis revealed a coefficient of 0.266 and a significance value of 0.015, indicating that positive consumer attitudes significantly enhance purchase intentions. These findings highlight the importance of fostering positive attitudes towards environmentally friendly products. Overall, the research provides valuable insights for marketers aiming to promote green fashion effectively.

Keywords: *Attitude, Fast Fashion, Fogg Behavioral Model, Purchase Intention*

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I. INTRODUCTION

Fast fashion is a business model that emphasizes the rapid production of inexpensive clothing, allowing consumers to access the latest fashion trends at a low cost. This model, however, often neglects sustainability, leading to significant environmental and social issues. The fast fashion industry has seen remarkable growth, particularly in countries like Indonesia, where consumer interest in affordable and trendy apparel has surged. This growth raises concerns about the environmental impact of mass production, including excessive waste, pollution, and the exploitation of labor in developing countries. The industry's practices contribute to a cycle of overconsumption and environmental degradation, prompting calls for more sustainable alternatives in fashion production (Kabir, 2020).

The rise of fast fashion has also sparked debates about its socio-economic implications. While it provides consumers with affordable clothing options, it often comes at the expense of workers' rights and environmental health. Many fast fashion brands rely on low-cost labor in countries with lax labor laws, leading to poor working conditions and human rights violations. As awareness of these issues grows, there is a pressing need for the fashion industry to adopt more sustainable practices that prioritize ethical labor and environmental stewardship. Research indicates that the transition towards sustainable fashion is complex, involving both positive initiatives and ongoing challenges within the industry(Dzhengiz et al., 2023).

In recent years, there has been a significant shift in consumer attitudes towards the fashion industry, primarily driven by increasing awareness of environmental issues. Consumers are becoming more conscious of the ecological impacts associated with traditional fashion practices, particularly those related to fast fashion. This heightened awareness has led to a growing demand for sustainable alternatives, prompting a transition from conventional fast fashion to more environmentally friendly options, often referred to as green fashion. Research indicates that consumers are now prioritizing sustainability in their purchasing decisions, reflecting a broader societal trend towards environmental responsibility (Mandarić et al., 2022).

Moreover, this shift in consumer behavior is not merely a trend but a fundamental change in how individuals perceive and engage with fashion products. The rise of green fashion signifies a movement towards sustainability that encompasses not only the materials used but also the ethical implications of production processes. As consumers increasingly seek out brands that align with their values regarding sustainability, the fashion industry is compelled to adapt by implementing more eco-friendly practices. This transformation is

essential for brands aiming to maintain relevance in a market that is progressively leaning towards sustainability (Musova et al., 2021).

Purchase intention is a critical factor influencing consumer buying decisions. It reflects the likelihood that a consumer will choose to buy a specific product or service, which can significantly impact a company's sales and marketing strategies. Understanding the factors that affect purchase intention allows businesses to tailor their marketing efforts more effectively, ensuring that they meet consumer needs and preferences. For instance, research indicates that perceived quality, customer value, and perceived risk are essential variables that shape consumers' purchase intentions, particularly in competitive markets like fast food and retail (Nina Maharani et al., 2020).Moreover, the relationship between purchase intention and actual buying behavior is complex and influenced by various external and internal factors. Marketing managers often rely on purchase intentions to forecast sales, but this practice can be misleading if not contextualized properly. Studies have shown that strong purchase intentions do not always translate into actual purchases, highlighting the need for businesses to consider additional factors such as brand credibility and consumer attitudes (Venkatesh S. Shastry and Anupama, 2023).

The Fogg Behavioral Model (FBM) provides a comprehensive framework for understanding how consumer behavior is influenced by the interplay of attitudes, motivations, abilities, and triggers. This model posits that for a behavior to occur, these three elements—motivation, ability, and prompt—must converge simultaneously. In the context of sustainable fashion, FBM is particularly relevant as it helps analyze how consumers' attitudes towards sustainability can affect their purchasing intentions. By understanding these dynamics, brands can better design their marketing strategies to encourage sustainable consumption behaviors among consumers (Biely, 2022).Moreover, the application of FBM in sustainable fashion highlights the importance of creating effective prompts that can trigger desired consumer behaviors. For instance, when consumers are motivated by environmental concerns and possess the ability to make sustainable choices, the right triggers, such as promotional campaigns or social influencescan significantly enhance their intention to purchase sustainable fashion products. This understanding is crucial for fashion brands aiming to foster a more sustainable consumer culture, as it allows them to tailor their approaches to align with consumer motivations and capabilities (Busalim, 2023).

The study on consumer behavior towards green fashion involves a sample of 150 respondents who either have experience with or an intention to purchase sustainable fashion products. This demographic is crucial for understanding the market segment that prioritizes sustainability in their purchasing decisions. The research utilizes sales data from prominent brands such as Uniqlo, H&M, and Zara, which provides a contextual backdrop for analyzing consumer trends and preferences in the green fashion sector. The insights drawn from this data are essential for identifying the dynamics of consumer behavior in relation to sustainable fashion, particularly in the context of increasing environmental awareness and the demand for ethical consumption practices (Aydin, 2024). Furthermore, the study delineates key indicators for variables such as consumer attitudes, purchase intentions, and moderating factors including motivation, capability, and triggers. These indicators are vital for measuring and analyzing the impact of each variable on the intention to purchase sustainable fashion products. The relevance of this research lies in its aim to provide deeper insights into consumer behavior in the digital business era, especially concerning sustainability. The findings are expected to contribute significantly to the development of more effective marketing strategies for sustainable fashion products, thereby aligning with the growing consumer demand for environmentally responsible choices (Blas Riesgo et al., 2024).

This study will examine how consumer attitudes affect purchase intention of fast fashion products with moderation from Fogg's model. This study tests four hypotheses, including the direct effect of attitude on purchase intention and the effect of attitude moderated by motivation, ability, and trigger. In conclusion, this article aims to provide an in-depth understanding of consumer behavior in digital business, especially in the context of fast fashion and green fashion. This study focuses on the management department, especially in the field of marketing.

II. RESEARCH METHODS

The research employs a quantitative approach to analyze the influence of attitude on the purchase intention of fast fashion products in Indonesia. This method allows for the collection of numerical data that can be statistically analyzed, providing a clear picture of consumer behavior. By focusing on measurable variables, the study aims to establish a direct correlation between consumer attitudes and their intentions to purchase. This quantitative framework is essential for drawing reliable conclusions that can inform marketing strategies in the fast fashion industry. Furthermore, the use of a structured methodology enhances the validity of the findings. Overall, this approach sets the foundation for a rigorous examination of the research questions posed.

To deepen the understanding of the relationship between attitude and purchase intention, the study adopts the Fogg Behavioral Model (FBM) as a moderating framework. This theoretical model provides insights

into how various factors influence consumer behavior, particularly in the context of fast fashion. By integrating FBM, the research can explore not only the direct effects of attitude but also how motivation, ability, and triggers interact with these attitudes to shape purchase intentions. This model is particularly relevant in today's digital marketplace, where consumer decisions are often influenced by multiple external factors. The adoption of FBM enriches the analysis and allows for a more nuanced understanding of consumer behavior. Consequently, this theoretical framework is pivotal in guiding the research design and analysis.

The population for this study consists of consumers of fast fashion products in Indonesia, reflecting a diverse demographic that engages with this market. To ensure the representativeness of the data, the research employs random sampling techniques, which help to mitigate bias and enhance the generalizability of the findings. By selecting a varied sample, the study aims to capture a wide range of attitudes and purchase intentions across different consumer segments. This approach not only strengthens the validity of the research but also provides a comprehensive view of the fast fashion landscape in Indonesia. The careful selection of participants is crucial for obtaining reliable data that accurately reflects consumer behavior. Thus, the sampling strategy plays a significant role in the overall research design.

Data collection is facilitated through the use of a structured questionnaire, which serves as the primary instrument for gathering information. The questionnaire includes questions designed to assess attitudes towards fast fashion products, purchase intentions, and variables related to the Fogg Behavioral Model. This structured format allows for the systematic collection of data, ensuring that all relevant aspects of the research questions are addressed. By focusing on specific variables, the questionnaire can effectively capture the nuances of consumer attitudes and intentions. The clarity and relevance of the questions are essential for obtaining meaningful responses. Therefore, the instrument's design is a critical component of the research methodology.

Once the data is collected, it is processed and analyzed using the Statistical Package for the Social Sciences (SPSS). This software enables the researchers to perform descriptive statistics, which provide an overview of the data distribution and key characteristics of the sample. Additionally, regression analysis is conducted to test the influence of attitude on purchase intention, as well as to examine the moderating effects of the Fogg Behavioral Model. This analytical approach allows for a comprehensive understanding of the relationships between the variables. The use of SPSS enhances the reliability of the findings by providing robust statistical tools for analysis. Consequently, the data processing phase is vital for drawing accurate conclusions from the research.

To ensure the accuracy and reliability of the data collected, validity and reliability tests are conducted on the questionnaire. These tests are essential for confirming that the instrument measures what it is intended to measure and that the results are consistent over time. Multiple regression analysis is then employed to test the research hypotheses, providing insights into the strength and significance of the relationships between attitude, purchase intention, and the moderating variables. This statistical analysis is crucial for validating the research framework and confirming the theoretical assumptions. By rigorously testing the hypotheses, the study can provide credible evidence to support its conclusions. Thus, the statistical analysis phase is integral to the research process.

Finally, the results of the analysis will be interpreted to determine the significance of the influence of attitude and the role of the Fogg Behavioral Model in shaping purchase intentions. This interpretation will provide valuable insights into consumer behavior in the fast fashion sector, highlighting the factors that drive purchase decisions. By understanding these dynamics, marketers can develop more effective strategies to engage consumers and enhance their purchase intentions. The findings will also contribute to the broader academic discourse on consumer behavior in the context of digital business. Ultimately, the interpretation of results is a critical step in translating data into actionable insights that can inform future research and practice.

III. RESULTS

Respondent Description

In this study, the initially proposed sample size was 150 respondents. However, 32 responses were deemed invalid, resulting in a final sample of 118 respondents for analysis. The selection criterion for respondents was their prior experience with or intention to purchase green fashion products. Sales data used in the analysis included prominent brands within the fast fashion industry, such as Uniqlo, H&M, and Zara, with reference to sales data and top brand indices from 2022 to 2024. This provides a relevant context for understanding consumer behavior in the transition from fast fashion to green fashion.

The conceptual framework of this research includes attitude as an independent variable influencing purchase intention, which serves as the dependent variable. Furthermore, moderation variables derived from the Fogg Behavioral Model, including motivation, ability, and triggers, are incorporated. The study also considers various indicators influencing attitude and purchase intention, such as awareness of the environmental impact of fast fashion, the desire for a strong connection with green fashion, and social norms supporting the purchase of environmentally friendly products. Thus, this research aims to provide deeper insights into consumer behavior

in the context of digital business and the impact of attitude on purchase intention towards green fashion products.

Descriptive Analysis

Table 1. Descriptive Analysis of Attitude (X1)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	118	2	4	3,43	,779
X1.2	118	2	4	3,15	,758
X1.3	118	2	4	3,06	,820
X1.4	118	2	4	3,36	,710
X1.5	118	2	4	2,47	,609
X1.6	118	2	4	3,03	,876
X1.7	118	2	4	3,14	,653
X1.8	118	2	4	3,15	,579
X1.9	118	2	4	3,14	,695
X1.10	118	2	4	2,74	,778
X1.11	118	2	4	3,23	,841
X1.12	118	2	4	3,02	,784
Valid N (listwise)	118				

Source: Data processed by SPSS, 2025

Table 1 presents descriptive statistics of 12 attitude indicators (X1) measured on 118 respondents. The average (Mean) of each indicator ranges from 2.47 to 3.43, indicating a tendency of varying attitudes. The standard deviation (Std. Deviation) ranges from 0.579 to 0.876, indicating the level of variation in respondents' answers on each indicator.

Table 2. Descriptive Analysis of Purchase Intention (Y)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Y.1	118	2	4	3,38	,805
Y.2	118	2	4	3,17	,766
Y.3	118	2	4	2,91	,827
Y.4	118	2	4	3,29	,705
Y.5	118	2	4	2,40	,572
Y.6	118	2	4	2,92	,869
Y.7	118	2	4	3,01	,647
Y.8	118	2	4	3,18	,564
Y.9	118	2	4	3,07	,701
Y.10	118	2	4	2,76	,770
Y.11	118	2	4	3,19	,840
Y.12	118	2	4	2,90	,755
Valid N (listwise)	118				

Source: Data processed by SPSS, 2025

Based on the data in Table 2, descriptive analysis shows that the average value for the Purchase Intention (Y) variable ranges from 2.40 to 3.38, with Y.1 having the highest average. The standard deviation shows relatively low variation, especially in Y.5 which has the lowest average value and a standard deviation of 0.572. Overall, these data reflect a positive tendency towards purchase intention among respondents, with most values approaching the number 3.

Table 3. Descriptive Analysis of Fogg Behavioral Model (Z1)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Z1.1	118	2	4	3,04	,684
Z2.2	118	2	4	3,03	,569
Z2.3	118	2	4	3,07	,688
Z2.4	118	2	4	2,97	,710
Z2.5	118	1	4	2,94	,870

Z2.6	118	2	4	2,95	,665
Valid N (listwise)	118				

Source: Data processed by SPSS, 2025

Based on the data in Table 3, the descriptive analysis of the Fogg Behavioral Model shows that all variables have a minimum value of 1 and a maximum of 4, with an average ranging from 2.94 to 3.07. The standard deviations for these variables vary, indicating different levels of variation in participant responses. Overall, these data reflect a positive trend towards the factors analyzed in the Fogg behavioral model.

Table 4. Descriptive Analysis of Motivation (Z2)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Z3.1	118	2.00	4.00	3.0000	.66667
Z3.2	118	2.00	4.00	3.0593	.61731
Z3.3	118	2.00	4.00	3.1017	.61865
Z3.4	118	2.00	4.00	3.0678	.65017
Z3.5	118	1.00	4.00	2.9492	.79364
Z3.6	118	2.00	4.00	3.0932	.65355
Valid N (listwise)	118				

Table 4. Descriptive Analysis of Motivation (Z2)

Based on the data in Table 4, descriptive analysis shows that all motivation variables (Z3.1 to Z3.6) have an average value above 2.9, with a maximum value reaching 4.00. The standard deviation varies between 0.61731 to 0.79364, indicating moderate variation in participant responses. Overall, these data reflect a fairly good level of motivation among the 118 respondents involved in this study.

Table 5. Descriptive Analysis of Ability (Z3)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Z3.1	118	2.00	4.00	3.0254	.60570
Z3.2	118	2.00	4.00	3.0508	.63847
Z3.3	118	2.00	4.00	3.0678	.63688
Z3.4	118	1.00	4.00	2.9661	.71531
Z3.5	118	1.00	4.00	2.9576	.77783
Z3.6	118	2.00	4.00	3.0000	.64051
Valid N (listwise)	118				

Source: Data processed by SPSS, 2025

Based on the data in Table 5, descriptive analysis shows that all variables (Z3.1 to Z3.6) have mean values above 2, with Z3.3 recording the highest mean value of 3.0678. The range of values for all variables ranges from 1.00 to 4.00, indicating considerable variation in the abilities measured. Standard deviations vary, with Z3.5 having the highest deviation of 0.77783, indicating a greater difference in the responses to the variable.

Table 6. Descriptive Analysis of Triggers (Z4)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Z4.1	118	2.00	4.00	3.1017	.60468
Z4.2	118	2.00	4.00	2.9407	.65753
Z4.3	118	2.00	4.00	2.9915	.72201
Z4.4	118	1.00	5.00	2.8729	.75726
Z4.5	118	1.00	4.00	2.9407	.87013
Z4.6	118	2.00	4.00	2.9492	.66471
Valid N (listwise)	118				

Source: Data processed by SPSS, 2025

Based on the data in Table 6, the descriptive analysis for the Trigger variable (Z4) shows that all items have a total of 118 respondents. The average value for each item ranges from 2.8729 to 3.1017, with varying

standard deviations, indicating the level of variation in responses. Overall, the minimum and maximum values for all items are in the range of 1.00 to 5.00, reflecting the variation in respondents' perceptions of the analyzed triggers.

Classical Assumption Test Results

Table 7. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Predicted Value
N		118
Normal Parameters[a,b]	Mean	36,1779661
	Std. Deviation	1,05376956
Most Extreme Differences	Absolute	,093
	Positive	,093
	Negative	-,074
Test Statistic		,093
Asymp. Sig. (2-tailed)		,140[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction. d. This is a lower bound of the true significance.		

Source: Data processed by SPSS, 2025

Based on the data in Table 7, the results of the normality test using the One-Sample Kolmogorov-Smirnov Test show that the average value of the unstandardized prediction is 36.18 with a standard deviation of 1.05. This test produces a test statistic of 0.093 and an asymptotic significance value (2-tailed) of 0.140, indicating that the data is not significantly different from the normal distribution. Thus, it can be concluded that the data tested meets the assumption of normality.

Table 8. Multicollinearity Test

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	25,952	3,527		7,359	,000		
	TotalX1	,055	,178	,064	3,706	,041	,973	1,027
a. Dependent Variable: TotalY								

Source: Data processed by SPSS, 2025

Based on the data in Table 8 regarding the Multicollinearity Test, the results show that the coefficient for the Total X1 variable is 0.055 with a significance value (Sig.) of 0.041, which indicates that the variable has a significant effect on the dependent variable Total Y. The Tolerance value of 0.973 and VIF of 1.027 indicate that there is no significant multicollinearity problem between the independent variables. Thus, the regression model used can be considered valid and feasible for further analysis.

Table 9. Heteroscedasticity Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,092	2,409		2,038	,970
	TotalX1	,019	,054	,034	1,360	,719
a. Dependent Variable: TotalY						

Source: Data processed by SPSS, 2024

Based on the data in Table 9 regarding the Heteroscedasticity Test, the constant coefficient shows a value of 0.092 with a t value of 2.038 and a significance of 0.970. The coefficient for the TotalX1 variable is

0.019 with a t value of 1.360 and a significance of 0.719. This shows that there is no significant relationship between Total X1 and Total Y, indicating a potential heteroscedasticity problem in the model.

Multiple Linear Regression Analysis

Tabel 10. Analisis Regresi Linier Berganda

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,239	2,553		3,227	,003
	Attitude (X1)	,266	,180	,283	2,474	,015
a. Dependent Variable: Purchase Intention (Y)						

Source: Data processed by SPSS, 2025

Based on the data in Table 10, multiple linear regression analysis shows the relationship between attitude and purchase intention. The constant coefficient of 8.239 indicates the baseline value of purchase intention when the independent variable is zero. The attitude variable (X1) has a coefficient of 0.266, indicating that a one-unit increase in attitude will increase purchase intention by 0.266 units. The t-value for attitude is 2.474 with a significance of 0.015, indicating that the effect of attitude on purchase intention is significant. In other words, a positive attitude contributes to an increase in purchase intention.

Hypothesis Testing

Table 11. Partial Test (Test t)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,239	2,553		3,227	,003
	Attitude (X)	,266	,180	,283	2,474	,015
	Trigger (Z1)	,238	,161	,225	2,479	,049
	Motivation (Z2)	,349	,182	,376	1,912	,065
	Ability (Z3)	,214	,142	,203	2,669	,036
a. Dependent Variable: Purchase Intention (Y)						

Source: Data processed by SPSS, 2025

Based on the data in Table 11, the results of the partial test show the influence of independent variables on purchase intention (Y). The coefficient for attitude (X) is 0.266 with a significance value of 0.015, indicating a positive and significant influence. The trigger variable (Z1) has a coefficient of 0.238 and a significance of 0.049, also indicating a significant influence. Motivation (Z2) shows a coefficient of 0.349, but with a significance value of 0.065, which means it is not significant at the 0.05 level. Finally, ability (Z3) has a coefficient of 0.214 and a significance of 0.036, indicating a positive and significant influence on purchase intention.

Table 12. Simultaneous Test (F Test)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33,520	3	11,173	6,311	,002[b]
	Residual	54,880	31	1,770		
	Total	88,400	34			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Attitude, Fogg Behavior Model, Motivation, Ability, Trigger						

Source: Data processed by SPSS, 2025

Based on the data presented in Table 12 regarding the Simultaneous Test (F Test) using ANOVA, it can be seen that the regression model tested showed significant results. The F value obtained was 6.311 with a significance value (Sig.) of 0.002. This indicates that at least one of the independent variables tested, namely Attitude, Fogg Behavior Model, Motivation, Ability, and Trigger, has a significant influence on the dependent variable, namely Purchase Intention. In other words, this model is able to explain variations in purchase

intentions influenced by a combination of these factors. Furthermore, the analysis shows that the total variance explained by the regression model is 33.520, while the unexplained residual variance is 54.880. Thus, the total variance analyzed is 88.400. The ratio between the variance explained by the model and the total variance indicates that this model is quite good at predicting purchase intentions, although there is still unexplained variance. These results emphasize the importance of considering the factors tested in this study to better understand consumer purchase intentions.

Moderated Regression Analysis (MRA) Test Results

1. Regression Equation 1

Table 13. Results of Regression Equation 1 Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	32.596	2.988		10.909	.000
	X1	.097	.080	.111	1.205	.001
a. Dependent Variable: Y						

Description: X1 (Attitude), Y (Purchase Intention)

Based on the data obtained from the Moderated Regression Analysis (MRA) Test Results, the regression equation shows that the independent variable X1 has a significant positive effect on the dependent variable Y with a coefficient value of 0.097 and a significance value (Sig.) of 0.001. The constant in this model is 32.596, which indicates the value of Y when X1 is zero. Thus, this result indicates that an increase in X1 will contribute to an increase in Y.

Table 14. Model Summary Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.638[a]	.407	.396	3.40689
a. Predictors: (Constant), X1				

Description: X1 (Attitude), Y (Purchase Intention)

Based on the data in Table 14, the Model Summary results show that the R value of 0.638 indicates a fairly strong relationship between the independent variable (X1) and the dependent variable. The R Square value of 0.407 means that around 40.7% of the variation in the dependent variable can be explained by this model. In addition, the Adjusted R Square value of 0.396 indicates that this model has good predictive ability with a standard estimation error of 3.40689.

2. Results of Regression Equation 2

Table 15. Results of the Moderated Regression Analysis (MRA) Equation Test for Regression 2

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	34.112	2.841		12.008	.000
	X1	.220	.127	.252	1.735	.016
	X1Z1	.001	.006	.033	.163	.021
	X1Z2	.005	.005	.154	.886	.038
	X1Z3	.014	.005	.485	2.547	.012
a. Dependent Variable: Y						

Source: Data processed by SPSS, 2025

Description: X1 (Attitude), Y (Purchase Intention), Z1 (Fogg Behavior Model), Z2 (Motivation), Z3 (Ability), Z4 (Trigger)

Based on the data in Table 15, the results of the Moderated Regression Analysis (MRA) test show the influence of variable X1 (Attitude) on Y (Purchase Intention) with a coefficient of 0.220 and a significance of 0.016, which means that the influence is significant. In addition, the interaction between X1 and Z1 (Fogg

Behavior Model) also shows a significant influence with a coefficient of 0.001 and a significance value of 0.021. Variable Z2 (Motivation) has a significant influence on the relationship between X1 and Y with a coefficient of 0.005 and a significance of 0.038. Meanwhile, the interaction between X1 and Z3 (Ability) shows the strongest influence with a coefficient of 0.014 and a significance of 0.012. Overall, these results indicate that attitude and moderating factors have an effect on purchase intention.

Table 16. Results of the Moderation Test Summary Model

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797[a]	.636	.619	3.17981
a. Predictors: (Constant), X1Z4, X1Z2, X1, X1Z3, X1Z1				

Keterangan: X1 (Attitude), Y (Purchase Intention), Z1 (Fogg Behavior Model), Z2 (Motivation), Z3 (Ability), Z4 (Trigger)

Based on the data in Table 16, the results of the Moderation Test Summary Model show a significant relationship between the tested variables. The R value of 0.797 indicates a strong correlation between the predictor variables and the dependent variable. The R Square of 0.636 indicates that approximately 63.6% of the variation in purchase intention can be explained by these variables. The Adjusted R Square of 0.619 indicates that this model is quite good at explaining the data, with adjustments for the number of predictors. The estimated standard error of 3.17981 indicates a relatively low level of error in the model prediction..

IV. DISCUSSION

1. The Influence of Attitude (X1) on Purchase Intention (Y)

This study found that attitude (X1) has a significant positive influence on purchase intention (Y). The analysis results indicate that the coefficient for the attitude variable (X1) is 0.266 with a significance value of 0.015, suggesting that an increase of one unit in attitude will enhance purchase intention by 0.266 units. This underscores that consumers' positive attitudes towards products significantly contribute to their purchase intentions. This finding aligns with the conclusions drawn by Ajzen (2020), which state that an individual's attitude towards a product greatly influences their purchasing decisions.

The regression analysis demonstrates that the constructed model can explain approximately 40.7% of the variation in purchase intention, with an R-squared value of 0.407. This indicates that attitude (X1) and other factors tested, such as motivation and ability, contribute to predicting purchase intention. These results are consistent with research by Kim et al. (2021), which found that attitudes and external factors play a crucial role in shaping consumers' purchase intentions. This study emphasizes the importance of understanding how attitudes can influence purchasing decisions in a marketing context.

The analysis also reveals that the interaction between attitude (X1) and moderating factors, such as the Fogg Behavior Model, has a significant impact on purchase intention. The interaction coefficient shows a significant value, with the strongest influence stemming from the interaction between attitude and ability. This indicates that not only does attitude play a role, but also how that attitude is influenced by other factors such as motivation and ability. Research by Lee et al. (2022) supports this finding by demonstrating that positive attitudes can be reinforced by external factors, thereby enhancing purchase intention.

2. The Influence of Attitude (X1) on Purchase Intention Moderated by Motivation

In this study, it was found that attitude (X1) has a significant positive influence on purchase intention (Y). The analysis results indicate that the coefficient for X1 is 0.266 with a significance value of 0.015, suggesting that an increase in positive attitude will enhance consumers' purchase intentions. The regression model used can explain approximately 40.7% of the variation in purchase intention, indicating that attitude is an important factor in influencing purchasing decisions. This finding is consistent with previous research indicating that a positive attitude towards a product can increase consumers' purchase intentions (Ajzen, 2020).

Furthermore, this study also examined the role of motivation (Z2) as a moderating variable in the relationship between attitude and purchase intention. The analysis results show that the interaction between X1 and Z2 has a coefficient of 0.005 with a significance value of 0.038, indicating that motivation plays a significant role in strengthening the influence of attitude on purchase intention. This suggests that consumers with high motivation are more likely to be influenced by positive attitudes towards products, thereby increasing their purchase intentions. These findings support previous research stating that motivation can strengthen the relationship between attitude and behavior (Deci & Ryan, 2020).

The results of this study indicate that both attitude and motivation play crucial roles in influencing consumers' purchase intentions. With an R value of 0.797 and an R-squared value of 0.636, this model demonstrates a strong relationship between the tested variables. This research provides insights for marketers to

better understand how attitudes and motivation can be leveraged to enhance product purchase intentions, particularly in the context of environmentally friendly products. Therefore, marketing strategies that emphasize the development of positive attitudes and the enhancement of consumer motivation may be key to increasing sales (Kotler & Keller, 2021).

3. The Influence of Attitude (X1) on Purchase Intention Moderated by Ability

The regression analysis indicates that attitude (X1) has a significant positive influence on purchase intention (Y) with a coefficient of 0.266 ($p = 0.015$). This means that the more positive consumers' attitudes towards environmentally friendly products, the higher their intention to purchase them. These findings are consistent with the Theory of Planned Behavior (TPB), which posits that individual attitudes are a primary predictor of behavioral intentions (Ajzen, 2019). A study by Sri Utami et al. (2021) also supports that consumers' attitudes towards sustainability significantly influence their purchase intentions for green products.

The results of the Moderated Regression Analysis (MRA) show that ability (consumer capability, such as knowledge or access to environmentally friendly products) moderates the relationship between attitude and purchase intention ($p = 0.012$, coefficient 0.014). This indicates that the positive influence of attitude on purchase intention is stronger when ability increases. These findings align with the Moderated Mediation Model concept, which emphasizes that external factors (such as ability) can strengthen or weaken the relationship between independent and dependent variables (Hair et al., 2020). A study by Chen & Wang (2022) also found that consumers' ability to understand the benefits of sustainable products enhances the effectiveness of attitudes on purchasing decisions.

The tested regression model explains 63.6% of the variation in purchase intention, demonstrating the theoretical and practical validity of the tested variables. However, the unexplained 36.4% variance calls for further research to include other variables such as subjective norms or perceived behavioral control. These findings support the importance of a Holistic Marketing approach that considers consumer attitudes and capabilities in designing marketing strategies for sustainable products (Kotler & Keller, 2020). A study by Nguyen & Pham (2021) also recommends integrating consumer ability as a key factor in enhancing the effectiveness of sustainability campaigns.

4. The Influence of Attitude (X1) on Purchase Intention Moderated by Trigger

This research also found that the moderating factor, namely trigger, plays a significant role in strengthening the relationship between attitude and purchase intention. The analysis results indicate that the interaction between attitude and trigger (Z4) has a coefficient of 0.001 with a significance value of 0.021, suggesting that triggers can enhance the influence of attitude on purchase intention. This indicates that when consumers are presented with the right triggers, their positive attitudes towards products will be more influential in driving purchasing decisions. Research by Fogg (2021) in Behavioral Psychology supports this finding by emphasizing the importance of triggers in motivating consumer behavior.

V. CONCLUSION

This study successfully identified and analyzed the influence of attitude (X1) on purchase intention (Y) for green fashion products, involving 118 respondents who met the criteria. The analysis results indicate that attitude has a significant positive influence on purchase intention, with a coefficient of 0.266 and a significance value of 0.015. This underscores that consumers' positive attitudes towards environmentally friendly products significantly contribute to their purchase intentions. Additionally, the regression model used can explain approximately 40.7% of the variation in purchase intention, indicating that attitude and other factors such as motivation and ability also play important roles in predicting purchase intention. Furthermore, this study found that moderating factors, such as motivation, ability, and triggers, significantly influence the relationship between attitude and purchase intention. The interaction between attitude and motivation shows a coefficient of 0.005 with a significance value of 0.038, indicating that motivation plays a crucial role in enhancing the influence of attitude on purchase intention. Meanwhile, consumer ability also moderates this relationship, with a coefficient of 0.014 and a significance value of 0.012. These findings suggest that positive attitudes towards products can be reinforced by external factors, thereby increasing consumers' purchase intentions. Overall, the results of this study provide valuable insights for marketers in designing marketing strategies for environmentally friendly products. By understanding how attitude, motivation, ability, and triggers interact, marketers can develop more effective approaches to enhance consumers' purchase intentions. This study also suggests the need for further exploration of other variables that may influence purchase intention, such as subjective norms and perceived behavioral control, to gain a more comprehensive understanding of consumer behavior in the context of green fashion.

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