

THE IMPACT OF FAST FASHION ON THE DEVELOPMENT OF LOCAL FASHION BRANDS IN BANDA ACEH

Fitriana¹, Dinda Salsabilla², Agung Rorhi Prayudha³

^{1,2,3}Universitas Syiah Kuala

E-mail: fitriana@usk.ac.id

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ABSTRACT

The rise of new trends in the fashion industry, particularly fast fashion, has accelerated the fashion cycle's pace. Fast fashion aims to follow the latest styles and attract consumers at low prices. This study aims to determine the influence of fast fashion on the marketing of local fashion brands in Banda Aceh, the development of fashion among university students, and the impact of fast fashion on student consumerism culture. The study employs a quantitative research method with a correlational approach, using a sample of 63 Fashion Design students selected based on Slovin's formula. Data were collected online and analyzed using the Likert Scale. The results, based on the Pearson product-moment correlation test, indicate that fast fashion significantly influences the marketing and development of local fashion brands in Banda Aceh. The consumerism culture among students, who tend to prefer fast fashion products, is influenced by several factors, including relatively lower prices and the technological expansion of online sales through e-commerce platforms widely used today. The student's economic condition, primarily relying on allowances from their parents, also plays a role. Despite facing challenges in pricing and production capacity, local brands in Banda Aceh have significant opportunities to grow by leveraging sustainable fashion trends. Local brands must remain competitive in production and marketing strategies and collaborate with the government and other stakeholders to support the development of local products.

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INTRODUCTION

The changes and developments in the fashion world occur rapidly. The fast-paced evolution of fashion is driven by the fact that fashion has become one of the basic human needs. Additionally, the diverse fashion styles of society, along with various driving factors such as the internet and other media publications, also contribute to the rapid growth of fashion. Ever-changing fashion trends make people eager not to be left behind. People compete to follow the existing trends by seeking the latest clothing styles. This societal demand has led to the rapid development of the fast fashion concept [1]. Fashion producers continuously innovate by creating new trends in the fashion world.

Along with the development of the times, many fashion trends have emerged to meet market demands. One of the factors contributing to the acceleration of fashion trends is the fast fashion trend. Fast fashion is a concept applied by clothing retailers, where the direction and objectives of business strategy follow the latest trends with the best response to consumer demand through price [2].



The business's direction and strategic objectives follow the latest trends with the best response to consumer demand through pricing strategies [2]. Fast fashion also plays a significant role in environmental pollution, both from waste generated during the production process and from the rapid turnover of fast fashion products. According to [3], the fast fashion strategy consists of three main elements: quick response (rapid turnover of clothing), enhanced design (designs that follow current trends), and price.

As the fashion industry continues to evolve, students also follow the latest styling and fashion trends. Dressing up for campus is essential for a student [4]. Fashion trends indirectly influence a person's behavior, as people always want to keep up with the latest developments and follow the existing fashion trends, such as students [5]. Therefore, students are considered consumers of fast fashion products.

The researcher aims to examine the influence of fast fashion on the development of local fashion brands in Banda Aceh by exploring the culture of consumerism among fashion design students. This study was conducted by distributing online questionnaires through WhatsApp, focusing on Fixed Price Stores and e-commerce platforms. Fashion Design students are expected to become owners or producers of local brands in the coming years. Fostering a love for local brand products from an early stage will significantly impact fashion development in the future. Local brands refer to products developed and promoted within a relatively small region, encompassing brands originating locally and owned by local individuals or companies [6]. Many large stores have thrived in Banda Aceh, with some even producing their products, thus establishing them as local brands manufactured in Banda Aceh.

Based on an initial survey in January 2024 of several local fashion brands in Banda Aceh, some brands promote and sell their products and include imported products from other producers, such as Bangkok products. For instance, Dindinshop sells casual products that attract students as customers. The researcher also surveyed Banda Aceh-based local brands that exclusively produce their products, such as Bijeh Rumeh and CLY (Cut Yolanda) Boutique Aceh. These brands predominantly produce more elegant designs, attracting a broader audience. Prices vary depending on the product.

The fast fashion referred to in this study involves domestically produced collections manufactured in bulk with low-quality materials. Examples include fashion products from Fixed-Price Stores and items marketed on e-commerce platforms like Shopee and Lazada, typically priced below IDR 100,000. These are currently popular among students and consumers of various backgrounds. These products are marketed online through e-commerce platforms and sold directly in retail stores commonly found in local neighborhoods.

Fixed Price Store is a business focusing on clothing sales that began thriving during COVID-19. Fixed-price stores continue to grow in popularity due to their affordability compared to other clothing stores [7]. According to [8], fast fashion is characterized by various models, adherence to the latest trends, rapid turnover, low-quality raw materials, and a lack of durability. Thus, fixed-price stores and inexpensive, fast fashion products sold on e-commerce platforms represent examples of fast fashion based on these characteristics.

This study aims to identify fast fashion's influence on the marketing of local fashion brands in Banda Aceh, analyze its development among students, and evaluate its broader impact on fashion evolution.



METHOD

This study employs a quantitative research method. The data in this research focuses on numerical values obtained through questionnaires distributed to students. This method is used to gather more accurate information from respondents regarding the extent of fast fashion's influence on the development of local fashion brands in Banda Aceh, viewed from the perspective of students' consumerism behavior. This research falls under the category of correlational studies. Understanding the relationships and levels of these variables is crucial, as it allows the researcher to develop them according to the research objectives.

The population chosen consisted of students from the Family Welfare Education Study Program, specializing in Fashion Design, from the 2020 and 2021 cohorts, totaling 169 individuals. The calculation was based on the Slovin formula, considering the total population and a sampling error (e) of 10%. This margin of error was chosen to account for the relatively small population size and the researcher's constraints. Based on this consideration, the sample size for this study was determined using the Slovin formula, resulting in 63 students.

$$n = \frac{N}{1 + Ne^2}$$

Catatan:

n : *sample size*
 N : *populations*
 e : toleransi kesalahan (*sampling error*)

Sumber: [9]

Data collection was conducted using surveys or questionnaires. The questionnaire instrument was based on the Likert Scale, consisting of a list of statements describing the influence of fast fashion on the development of local fashion brands in Banda Aceh. The measured variables were broken down into variable indicators. Each response from the five available alternatives was assigned a weighted score as in table 1.

Table 1. Weighted Scores for Response Options

Response	Score
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

Before presenting data on the influence of fast fashion on the development of local fashion brands in Banda Aceh, the research instrument underwent validity and reliability tests. Following this, prerequisite tests were conducted, including normality and linearity tests. Subsequently, data analysis techniques such as descriptive analysis, simple regression analysis, Pearson product-moment correlation tests, determination coefficient tests, and significance tests were employed to address the research hypotheses.

1. Research Instrument Testing

- a. Validity Test. The validity test was conducted using SPSS (Statistical Program for Social Science) 23 for Windows to determine whether the measurement tools used in the study were valid.



- b. Reliability Test. The reliability test was conducted to ensure that the questionnaire used to collect research data was reliable. The results demonstrate the consistency of the research instrument. Data is reliable if the Cronbach's Alpha value is >0.6 [10].
2. Prerequisite Test
 - a. Normality Test. The normality test aims to determine whether the residual values are normally distributed. A good regression model has residuals that are normally distributed. A regression model meets the normality assumption if the probability value is >0.05 ; conversely, the data is considered not normally distributed if the probability value is <0.05 .
 - b. Linearity Test. The linearity test was conducted to determine whether there is a linear relationship between the independent variable x (the influence of fast fashion) and the dependent variable y (the development of local fashion brands).
3. Data Analysis Techniques
 - a. Descriptive Analysis Test. Descriptive statistics were used to describe the data, making it more transparent and easier to understand. This test provides insights into the relationship between the two variables. Data analysis includes the mean, minimum, maximum, and standard deviation.
 - b. Simple Regression Test. The simple regression test examines the effect of one independent variable (the influence of fast fashion) on one dependent variable (the development of local fashion brands). This test is performed after conducting instrument tests (validity and reliability tests) and prerequisite tests (normality and linearity tests).
 - c. Pearson Product-Moment Correlation Test. The Pearson product-moment correlation test measures the strength of the relationship between two correlated variables, considering other variables that may influence the results. This technique is used for interval data.
 - d. Coefficient of Determination. The coefficient of determination (R^2) is used to measure how much the independent variable (the influence of fast fashion) affects the dependent variable (the development of local fashion brands). A high determination value is indicated by an *R square*, value above 0.05.
 - e. Significance Test. The significance test determines whether the research hypothesis is accepted or rejected based on probability values. This test measures whether the observed differences between the sample and the population are due to chance or significant differences.

RESULTS AND DISCUSSION

Results

The development of the fast fashion industry has significantly impacted various aspects of the fashion world, including local brands. This study aims to analyze how fast fashion influences the growth of local fashion brands in Banda Aceh. Data was collected from 63 respondents who are students of the Family Welfare of Study Program, specializing in Fashion Design at Teacher Training and Education Faculty, Syiah Kuala



University. Data processing was conducted using SPSS 23 for Windows, employing a Likert Scale of 1-5. The data underwent validity and reliability tests and various other statistical tests. By examining the independent variable (the influence of fast fashion) and the dependent variable (the growth of local fashion brands), this study seeks to provide insights into the interaction between global trends and the sustainability of regional brands in the future.

Before conducting the research, the author carried out a questionnaire trial to ensure the validity of the measurement tool used. According to [9], trials should involve at least 30 respondents to ensure the results approach a normal curve. In line with the criteria for determining the value of r table, df ($N-2$, 0.05), where N is the total data tested, the r table is calculated as df ($30-2$)= 28 , resulting in an r table value of 0.361. Based on the Pearson Correlation Coefficient calculations, items are deemed valid if $r^{\text{calculated}} > r^{\text{table}}$ of 38 items, 35 were declared valid and could be used as instruments in the research, while three invalid items were excluded.

The reliability test demonstrated that the research instrument is consistent. Consistent instrument testing results correlate with the accuracy of findings [11]. Data is reliable if the Cronbach's Alpha value is >0.6 [10]. Conversely, if the Cronbach's Alpha value is <0.6 , the research instrument is deemed unreliable for data collection.

Based on calculations using SPSS (Statistical Program for Social Science) 23 for Windows, the reliability coefficient for the variable "influence of fast fashion" was 0.944. The variable "growth of local fashion brands" was 0.908. It can be concluded that the research instruments are reliable and meet the requirements for use as data collection tools. The reliability test results are shown in table 2.

Table 2. Reliability Test Results

No	Variable	Test Result	Description
1.	The influence of fast fashion (X)	0,944	Reliabel
2.	Local fashion brand development (Y)	0,908	Reliabel

Source: Research Data (2024)

Next, to determine whether the data follows a normal distribution, a normality test can be performed using the one-sample Kolmogorov-Smirnov test on the residuals of the equation. The testing criterion is: if the probability value > 0.05 , then the data follows a normal distribution; if the probability value < 0.05 , then the data does not follow a normal distribution. Based on the normality test results, the significance value obtained was 0.068 > 0.05 , indicating that the residuals follow a normal distribution. The results of the normality test are shown in table 3.

Table 3. Results of the Normality Test

<i>Kolmogorov-Smirnov</i>	Interpretation
0,068	Normal

Source: Research Data (2024)

Next, linearity testing was conducted to determine the linear relationship between variable x (influence of fast fashion) and variable y (development of local fashion brands). Based on the significance value of Deviation From Linearity, if the significance value of



Deviation From Linearity < 0.05 , there is a linear correlation between the two variables. The results of the linearity test are shown in table 4.

Table 4. Linearity Test Results (ANOVA Table)

	Nilai Sig.	Interpretation
<i>Linearity</i>	0,000	Linear
<i>Deviation From Linearity</i>	0,165	Linear

Source: Research Data (2024)

The test results shown in Table 4 indicate that the significance value for Deviation From Linearity is $0.165 > 0.05$, which leads to the conclusion that there is a significant linear relationship between variable X and variable Y in the respondent data. This indicates that the analyzed data meet the assumption of linearity, allowing the correlation test results to be reliable and scientifically interpretable.

Product Moment correlation test is used to analyze the relationship between two variables. Variables X and Y are tested to determine positive and negative influences by examining the significance value. If the significance value is < 0.05 , it can be concluded that variables X and Y have a positive impact. The level of influence between variables X and Y can be determined from the correlation coefficient r interval table. The results of the Product Moment correlation test are shown in table 5.

Table 5. Pearson Product Moment Correlation Test Results

Pengaruh <i>fast fashion</i> (x)	Pearson Correlation	0,445**
Perkembangan <i>fast fashion</i> (y)	Sig. (2-tailed)	0,000

Source: Research Data (2024)

Table 5 shows that the Pearson Product Moment correlation test result gives a value of 0.445 and a significance value of $0.000 < 0.05$, so we can conclude that there is a positive influence between variable x and variable y. The strength of the influence between variables x and y can be seen in the following interval table for the Pearson Correlation coefficient.

Table 6. Pearson Correlation Coefficient Interpretation

Coefficient Intervals	Interpretation
0,800-1,00	Very strong
0,600-0,799	Strong
0,400-0,599	Strong enough
0,200-0,399	Weak
0,000-0,0199	Very weak

Source: (Priyatno, 2016)

Table 6 shows that the Pearson correlation value of 0.445 falls within the range of 0.400-0.599, meaning that fast fashion strongly influences the development of local fashion brands in Banda Aceh. After knowing the results of the correlation test between variables, it can be concluded that the hypothesis in this study has been answered. With the positive relationship between variable x and variable y, it can be stated that the null hypothesis (H0) is rejected, as is the alternative hypothesis.

(Ha) is accepted: fast fashion has a significant impact on the development of local fashion brands.



Subsequently, the coefficient of determination test was performed after several tests were conducted. The coefficient of determination test determines how much the independent variable can explain the dependent variable. The results of the coefficient of determination can be seen in the SPSS output with the R square value. The coefficient of determination results are shown in the following table:

Table 7. Coefficient of Determination Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.445 ^a	.198	.185	7.430

a. Predictors: (Constant), The influence of Fast fashion

Source: Research Data (2024)

Based on Table 7, the correlation value (R) is 0.445, and the coefficient of determination (R square) is 0.198, which explains that the influence of variable x on variable y is 19.8%. The significance test determines whether the research hypothesis can be accepted or rejected based on the probability value. The significance test measures the observed difference between the sample and the population, whether it occurs due to chance or a real difference. The significance test tests the null and alternative hypotheses, using the p-value as the decision-making criterion. If $p < 0.05$: The null hypothesis is rejected, meaning the result is statistically significant. If $p > 0.05$: The null hypothesis is accepted, meaning the result is insignificant. The significance test results can be seen in the following table:

Table 8. Significance Test Results

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	50.939	3.875		13.144	.000
	The influence of Fast fashion	.251	.065	.445	3.878	.000

Source: Research Data (2024)

Based on Table 8, the p-value at a significance level of $0.000 < 0.05$, it can be concluded that the independent variable (influence of fast fashion) has a significant impact on the dependent variable (development of local fashion brands), and the null hypothesis is rejected. This result shows that the observed difference or relationship is substantial and not due to chance.

Discussion

In general, it is understood that the influence of fast fashion on the development of local fashion brands in Banda Aceh, as observed through the consumerism behavior of students toward fast fashion products such as Fixed Price Store and products marketed on e-commerce platforms like Shopee, Lazada, etc., can be understood that the fast fashion trend has a strong influence on the development of local fashion brands in Banda Aceh.

The Pearson correlation test results in this study show that fast fashion significantly affects the development of local fashion brands in Banda Aceh, particularly through competitive pricing, easy product accessibility, and the ability to quickly follow trends. In



other words, the higher the consumer preference for fast fashion, the lower their interest in local brand products. This positive relationship indicates that fast fashion is shifting some consumer attention away from local brands. Local brands in Banda Aceh must adapt to this situation with innovation and business strategies regarding products and marketing.

The questionnaire data from 63 respondents show that the popularity of fast fashion is relatively high among students. This preference reflects the consumerism trend among students, which is influenced by affordable prices and the easy accessibility of fast fashion products via e-commerce. One reason for frequent online shopping is the busy class schedule, as shopping online helps save time and effort. In addition, social media provides space for millennials and other consumers to interact socially [12].

Online shopping offers several advantages for customers, such as saving money, the convenience of home delivery, and the possibility of payment through transfers using e-money [13]. Therefore, shopping online is considered more efficient and time-saving. Business transactions, which were conducted conventionally, have shifted to online platforms because consumers believe online shopping is time-saving and available 24 hours a day without time limitations [14]. This has become one of the driving factors behind fast fashion growth among students busy with college assignments and other activities.

In research by [2] on the fast fashion phenomenon among youth in Surabaya, which contributes to consumerist culture, it was found that fast fashion influences the purchasing decisions of young consumers, including students. This study refers to consumerism patterns among the youth as one of the causes of the rapid spread of fast fashion. The findings of this study align with previous studies by [15], which also showed that fast fashion is driven by rapidly changing trends and increased demand for affordable fashion models. The findings from this study align with earlier research by [2], [15], showing that fast fashion dominates the market due to affordable prices and the speed of introducing new trends. However, this study adds a new perspective by examining this influence in the regional context of Banda Aceh.

Unlike the research by [16], which used a qualitative descriptive method through literature collection and analysis, this study focuses on sustainable and ethical fashion in an effort to address the impacts of fast fashion trends. Sustainable and ethical fashion emphasizes environmental, social, economic, aesthetic, and cultural aspects. Applying sustainable and ethical fashion has many benefits, including reducing environmental pollution, saving costs, providing better comfort, and improving human welfare.

The results of this study show that fast fashion has a strong impact on fashion development, especially in accelerating fashion cycles and altering consumer preferences or views. Based on the results of this study, local brands need to be more adaptive to the fast-paced trend changes brought about by fast fashion. To address the significant influence of fast fashion, initiatives from the government or creative economic institutions are needed to encourage the growth of local fashion brands through funding support, promotion, and increased market access. This research can serve as a reference for future studies exploring similar topics, both locally and nationally.

The research results, which show that fast fashion affects consumer views of local brands, can reinforce theories about consumer behavior, brand loyalty, and the influence of pricing on trends in purchasing decisions. The results of this study also open up opportunities for further research, both on a larger scale or with more in-depth methods, to



better understand the mechanisms and impacts of fast fashion on local fashion brands in various regions. This research contributes to the academic field and has practical implications for developing fashion knowledge and regional business practices.

Fast fashion has a significant impact on fashion development. As highlighted by research [17], fast fashion also has environmental consequences[17], explaining that the fashion industry uses more water than any other industry, except agriculture, releases chemical waste containing toxins, and consumes large amounts of energy, thus contributing significantly to global warming. Society and the environment have been impacted by carbon emissions, which cause extreme weather changes. Therefore, increasing awareness of environmental issues and challenges for the fashion industry can create more sustainable business models in the future without sacrificing consumer needs for innovation and accessibility.

CONCLUSION

As the final part of this research, this chapter presents the conclusions and recommendations formulated based on the research findings. Therefore, fast fashion's influence on local brands' development is quite strong. The fast fashion trend has caused a shift in consumer interest towards fast fashion products, affecting marketing and the economic cycle. There are still significant opportunities for local fashion brands in Banda Aceh to grow, especially by leveraging sustainable fashion trends.

The influence of fast fashion on the development of local brands is quite strong. The fast fashion trend has caused a shift in consumer interest towards fast fashion products, affecting marketing and the economic cycle. There are still significant opportunities for local fashion brands in Banda Aceh to grow, especially by leveraging sustainable fashion trends.

This study also found that consumer attention is shifting from local brands to fast fashion, particularly among students. Students are more attracted to fast fashion products that offer trendy styles at affordable prices. However, a consumer segment remains loyal to local brands, especially those who are highly aware of environmentally friendly products and cultural values.

The presence of fast fashion has made local fashion brands more competitive in product innovation and marketing strategies. Local brands in Banda Aceh still face challenges maintaining their market segments due to limited production capacity and the high cost of raw materials, which are often considered less competitive than fast fashion products. An online marketing strategy implemented via social media platforms like Instagram can increase shopping interest by using innovative content to attract consumer attention.

Based on the results and discussion of this study, there are considerable prospects for theoretical and practical development. The research findings can serve as a foundation for formulating marketing strategies for local brands that are more responsive to changing trends, particularly by leveraging the power of social media and e-commerce platforms.

In addition, the results of this study may encourage collaboration between local fashion industry players, the government, and educational institutions in developing culturally based and sustainability-oriented local fashion products. Such an approach is



essential to strengthening the identity and competitiveness of local brands in the face of fast fashion's dominance.

For future research, it is recommended to include other variables such as consumer loyalty, perceptions of local product quality, and the influence of lifestyle on fashion preferences. The research can also be expanded to include respondents from diverse backgrounds to obtain more representative results. Furthermore, a qualitative or mixed-method approach can be used to explore the motivations behind consumers' choices between fast fashion and local brands in greater depth.

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