

**Exploring of Reusing, Refashioning, Renting  
Clothes, and Thrifting as Waste Management  
Strategies on Sustainable Business Performance of  
Wedding Organizer SMEs**

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**Integrative  
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— *Research* —

**ABSTRACT**

This study examines the implications of reusing, refashioning, renting, and thrifting as sustainable waste management strategies (SWMS) on the performance of small and medium-sized businesses (SMEs) that organize wedding dresses in Surabaya, Indonesia. The study is a result of the Covid-19 pandemic's negative effects on wedding planners' turnover, particularly in the renting of bridal clothes. Additionally, SMEs encountered challenges dealing with out-of-date and useless garments as a result of the community's shifting interests and lifestyles, which led to an increase in fashion and textile waste adding to Indonesia's landfill waste. Using structural equation modelling-partial least squares (SEM-PLS) to empirically investigate the connection between the foregoing sustainable waste management practices and SBP in order to address this problem. The findings show that adopting reusing, refashioning, renting clothes, and thrifting has a considerable impact on sustainable waste management strategies (SWMS), ultimately improving sustainable business performance (SBP). This study contributes to the body of knowledge by emphasizing the value of sustainable waste management techniques beyond of the confines of Surabaya, Indonesia, for wedding planners. The results indicate that adopting these strategies, such as reusing, refashioning, renting clothes, and thrifting, can enhance the sustainable business performance of wedding organizer SMEs and possibly help businesses throughout nations that are like them. This study provides important insights towards encouraging more ecologically friendly practices by minimizing fashion and textile waste, which can be applicable to the larger fashion industry and other sectors dealing with sustainability issues.

Keywords: Reusing, Refashioning, Renting Clothes, Thrifting, Sustainable Waste Management Strategies, Sustainable Business Performance, Wedding Dresses, Wedding Organizers SMEs.

Received 19 April 2023 | Revised 22 July 2023 | Accepted 19 August 2023.

## 1. INTRODUCTION

Indonesia is a country with remarkable ethnic diversity with unique cultural norms, one of which is related to marriage behavior. Despite the rapid modernization and socio-economic development in the country, the concept and norms of marriage, which is a cultural heritage are still found in contemporary society. In Indonesia, marriage is considered sacred and important, thereby having a series of rituals, followed by various elements, one of which is bridal clothing (Buttenheim and Nobles, 2009).

Marriage is not just a ceremony uniting two families, it is also regarded as a performance. Consequently, wedding dresses assume great significance, aiming to create a perfect, magnificent, nice, and beautiful appearance. According to previous studies, wedding dresses are also considered personal product that is socialized explicitly, practically, and symbolically. Some studies also show that shopping or renting wedding dresses is very satisfying for consumers because it is a psychological need and social recognition (Albers *et al.*, 2021; TU and CHANG, 2017). The wedding dress industry has undergone considerable changes recently as a result of changes in consumer preferences and lifestyle. Wedding dresses can now be used for occasions other than weddings and can be incorporated into daily activities due to the traditional rental-based model's evolution into personalized methods (JI *et al.*, 2023).

Wedding planner SMEs are challenged with the challenge of treating outmoded or irrelevant clothing properly as the interests and lifestyles of the society continue to change. Such outfits can add significantly to the amount of fashion and textile waste that ends up in landfills in Indonesia (Valent *et al.*, 2023). It is crucial to investigate sustainable waste management solutions (SWMS) that are especially suited to the wedding dress setting in order to solve this problem and lessen its negative effects on the environment.

This trend also extended to wedding organizers, who experienced a significant decrease in turnover in wedding guide services over the past two years due to Covid-19 Pandemic, specifically in the rental services. Due to the continuous change in the interests and lifestyles of the community, specifically in Indonesia, wedding organizer service providers are faced with a challenging decision with the disposal of outdated or irrelevant dresses and thus require careful consideration. On the other hand, they considered reuse (Reusing), sewing old clothes (Refashioning), renting to other wedding organizers (Renting Clothes), or even selling to fellow business people (Thrifting) (Azizah, 2022; Santosa *et al.*, 2020; Susanti *et al.*, 2020).

The environmental impact of wedding dresses, due to material selection, limited use, and clothing waste has been largely ignored by many organizers (Kwon, 2017). Therefore, it is necessary to conceptualize the theory of Sustainable Waste Management

Strategies (SWMS) to deal with environmental problems due to the large waste of wedding dresses, which are often ignored by organizers. Sustainable Waste Management Strategies is a system that focused on the process of diverting waste in the final landfill. In addition, SWMS must consider sustainable development goals, such as economic aspects, social issues, and environmental issues. The most well-known sustainable waste management method in the fashion, wedding dress, and wedding organizer industry is the 3R waste hierarchy, namely Reduce, Reuse, and Recycle. However, the dramatic increase in fashion products purchasing, specifically wedding dresses, necessitated identifying alternative ways or solutions to overcome waste problems and their management becomes a very important issue. One of the other alternative strategy adopted to implement SWMS is Refashioning, which renews old dresses (Dissanayake and Sinha, 2013, 2015; Kamble and Behera, 2021; Mishra *et al.*, 2020; Najmaei and Sadeghinejad, 2023). Therefore, this study aimed to investigate the influence of Reusing (RS), Refashioning (RF), Renting Clothes (RC), and Thrifting (TF), as SWMS elements in Wedding Dresses context on the Sustainable Business Performance of Wedding Organizer SMEs. The primary objectives are as follows: 1) to investigate the impact of Reuse, Refashioning, Renting Clothes, and Thrifting on Sustainable Waste Management Strategies, and 2) to investigate the influence of Sustainable Waste Management Strategies on Sustainable Business Performance.

Small and medium-sized enterprises (SMEs) engaged in wedding organizers were chosen for this study due to their direct connection to the bridal gown market, potential to have an impact on environmental sustainability, relevance to sustainable business practices, ability to address issues during the Covid-19 pandemic, cultural significance, and potential to influence market and policy development. Promoting sustainable waste management strategies in the larger fashion and service industries might benefit greatly from understanding the experiences and procedures of these SMEs in handling wedding dress waste. In terms of practical benefits, Surabaya serves as a good example of an Indonesian city due to its economic and business hub position, cultural diversity, size, population, alignment with urban fashion trends, and accessibility to research. The study's Surabaya results may not entirely reflect the diversity of the entire country, but they can nevertheless offer insightful information about sustainable waste management practices in the wedding dress business that may be useful and transferable to other Indonesian cities and regions and other similar cities.

In conclusion, the research intends to improve the sustainable business performance of these businesses while providing insightful information for broader applications in waste management across other industries. It does this by examining the potential of Reusing, Refashioning, Renting Clothes, and Thrifting as SWMS aspects.

## **2. LITERATURE REVIEW**

### **Reusing, Refashioning, Renting Clothes, Thrifting, and Sustainable Waste Management Strategies**

According to previous studies, Reusing is defined as the act of utilizing products for the same purpose as being released, redistributed, and resale (Dissanayake and Sinha, 2013, 2015; Fletcher, 2008). It is also defined as the practice of utilizing a product or component, which is not considered waste, for the same purpose within the framework of business

operational activities. Engaging in reusing is significant as it aligns with waste prevention measures (SWMS), effectively prolonging the lifespan of products or components and thereby postponing or even obviating the necessity for businesses to generate new items (Weber *et al.*, 2017; Williams and Shaw, 2017).

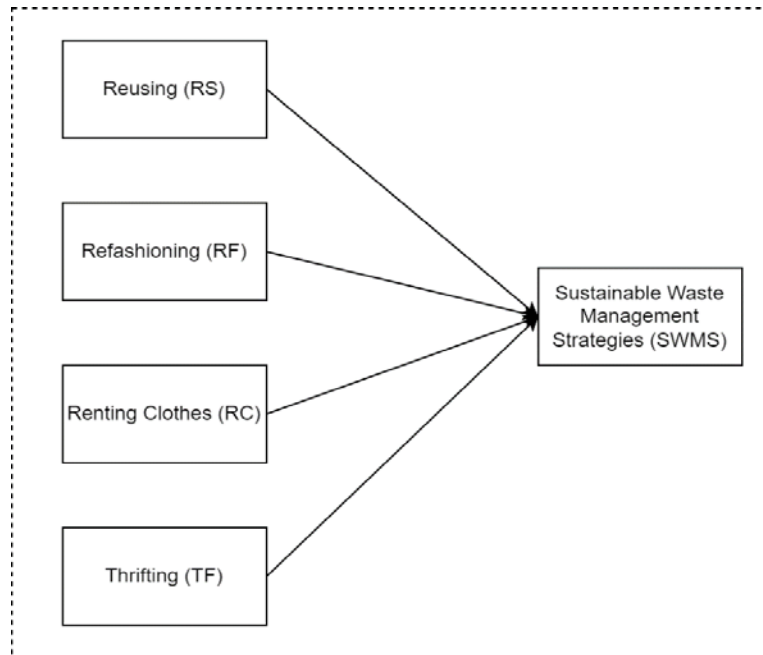
Refashioning is an alternative strategy of Sustainable Waste Management Strategies (SWMS) to reuse old clothes by extending their lifespan. In the last decade, the manufacture of new products from used items has attracted many business people both in the world of fashion, wedding dresses, and organizer SMEs. This type of waste management process is considered a form of reuse of old products that focused on restoring the added value of its products. Many business people, specifically SME wedding organizers, have developed businesses using this approach, despite the limited demand in the market for promoting this product. Refashioning is aimed at diverting fashion or textile waste from landfills and then using it as a source to make new clothes as an alternative to handling Sustainable Waste Management Strategies (SWMS) (Dissanayake and Sinha, 2013, 2015).

Renting Clothes is an activity in clothing ownership for the type of consumer who prioritizes the concept of shopping according to the desired style but also does not underestimate environmentally friendly problems (Johnson and Plepys, 2021). It provides consumers with an opportunity to mitigate the responsibility associated with the excessive accumulation of waste (Corvellec and Stål, 2017). Currently, clothing rentals are dominated by wedding shops or SMEs wedding organizers that provide rental services to follow banquets, important events, and traditional and modern customs in weddings (Tu and Hu, 2018). In addition, the existence of renting clothes, specifically for wedding dresses, showed that some users are open to renting, contributing to the design of their clothes, or adjusting service habits. Previous studies have also emphasized that clothing rentals can provide the latest fashion products at relatively cheap prices (Niinimäki, 2010; Tu and Hu, 2018). Other studies also state that the clothing rental business yields many environmental benefits, as it allows for the measurement of the clothing life cycle in relation to its environmental impact and SWMS (Johnson and Plepys, 2021).

In Indonesia, the term “thrifting” is derived from the phrase “frugal or thrifty” and it described the pursuit of secondhand clothing. Acquiring items within a budget entails an unexpected element characterized by an initial incentive arising from the remarkably low price. The concept of “zero waste” has a home in the thrift store. Many people have joined this movement since there are affordable, usable items available. The cycle of textile manufacture should be stopped by this action to reduce environmental contamination or sustainable waste management strategies (SWMS) (Lestari and Asmarani, 2021). Examining the current phenomenon, one prominent practice within the fashion industry is the trade of secondhand clothes, commonly referred to as thrifting. Used clothes are items that have been used by others to cover their bodies. The thrifting fashion industry exhibits a notable characteristic of swift turnover in production and sales, consequently contributing to a rapid turnover of product purchases. Moreover, the fashion industry relies on social media socialization, a way of communication that influences purchasing (Nurdin, 2021).

The idea for this study emerged from the utilization of used clothing (thrifting), which has become a habit in Indonesia and perhaps the entire world. This new behavior is known to lower global spending on textile waste (Dima Sampurno *et al.*, 2022). The thrifting campaign is a Fashion Waste solution aimed at reducing the impact of Fast Fashion. Thrifting is the activity of buying used goods, through which people can explore

fashion wisely without having to buy new items. It is also a way to extend the service life of a garment by selling or buying used clothes that are still suitable for use and without going through the redesign process. Thrifting can be an alternative for fashionistas to explore fashion trends including wedding dresses. Through this medium, fashionistas can obtain clothing models that are very varied and unexpected. It also helps to extend the life of fashionistas' unused clothes, such as by selling used clothes that are still suitable for use or overhauling damaged used clothes to make them better and worth selling, specifically wedding dresses (Balqies and Jupriani, 2022).

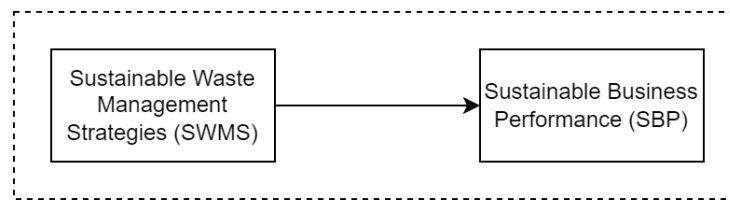


**Figure 1.** Reusing, Refashioning, Renting Clothes, Thrifting, and Sustainable Waste Management Strategies Framework

### **Sustainable Waste Management Strategies (SWMS) and Sustainable Business Performance (SBP)**

Sustainable Waste Management Strategies (SWMS) is a strategic concept that always ensures environmental safety and human health to protect the community, specifically to avoid the spread of disease. It also makes the operational level of the environment more economical, cheaper, and socially satisfying (Wilson *et al.*, 2020). A sustainable waste management system aimed to safeguard against improper waste disposal practices, thereby mitigating potential hazards and improving the overall standard of living in the community (Adeogun *et al.*, 2021). The sustainable waste management strategies (SWMS) comprise several components. The first component, “reduce”, emphasized changes in consumption behavior to prevent the creation of waste, specifically fashion or textile waste to keep consumers away from purchasing fast fashion products (Arrigo, 2016). The second is reuse, which focuses on extending the life span of the fashion product in several ways, such as by reusing the item, transforming it into other models, or donating to those in need (Nayak and

Patnaik, 2021). The last component is recycled, which involves utilizing products that are used as inputs to load new products (Nayak and Patnaik, 2021).



**Figure 2.** Sustainable Waste Management Strategies (SWMS) and Sustainable Business Performance (SBP) Framework

According to previous studies, Sustainable Waste Management Strategies (SWMS) promote sustainability and offer business opportunities (Sustainable Business Performance). The diversity of processes in development to recycle fashion and textile waste is an important aspect of sustainable business performance (SBP) because it directs the fashion business, specifically the profitable wedding dress business. Sustainable business performance has been created to illustrate how businesspeople range from initial to fully integrated strategies. Furthermore, sustainable business performance helps businesspeople define their goals, measure performance, and manage any changes to ensure operations are more sustainable (Fahmi, 2022a; Haseeb *et al.*, 2019; Nayak and Patnaik, 2021).

### 3. METHODS

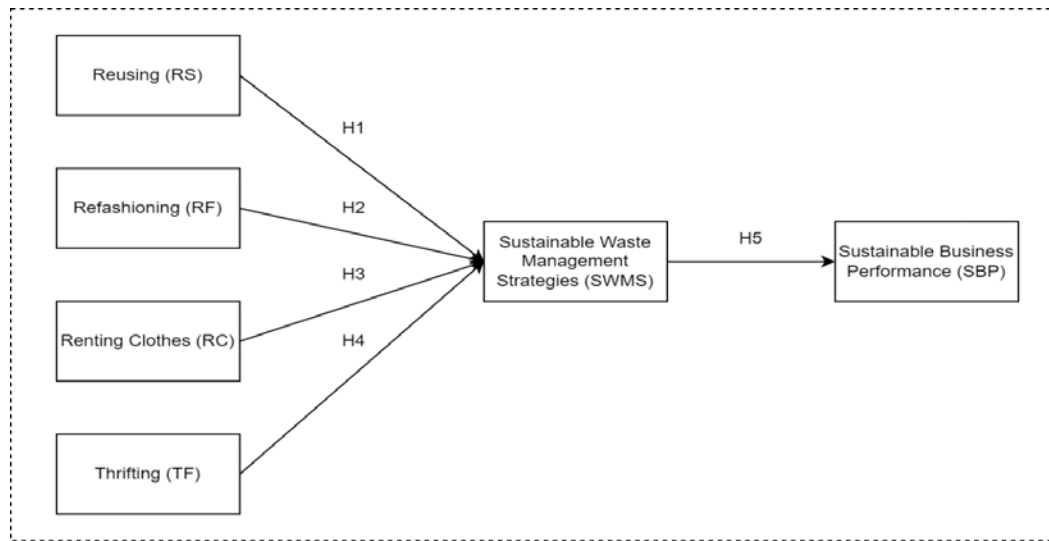
This study is aimed at determining the role of Reusing (RS), Refashioning (RF), Renting Clothes (RC), and Thrifting (TF) as Sustainable Waste Management Strategies (SWMS) in the Sustainable Business Performance (SBP) of Wedding Dresses from Organizer SMEs in Surabaya City. Some models were identified as Reusing (RS), Refashioning (RF), Renting Clothes (RC), and Thrifting (TF), Sustainable Waste Management Strategies (SWMS), and Sustainable Business Performance (SBP). Several studies develop a new synthesis model of the function of Reusing, Refashioning, Renting Clothes, and Thrifting as Sustainable Waste Management Strategies (SWMS) on Sustainable Business Performance (SBP) of Wedding Dresses from Organizer SMEs (Adeogun *et al.*, 2021; Dissanayake and Sinha, 2013, 2015; Lestari and Asmarani, 2021; Nayak and Patnaik, 2021; Tu and Hu, 2018), as shown in Figure 3.

A new synthesis model that will be put to the test is shown in Figure 3. The following hypotheses were formulated from Figure 3:

- H1: RS significantly and positively influences SWMS.
- H2: RF significantly and positively influences SWMS.
- H3: RC significantly and positively influences SWMS.
- H4: TF significantly and positively influences SWMS.
- H5: SWMS significantly and positively influences SBP.

This study was conducted quantitatively using a survey method by distributing closed questionnaires with multiple-choice options and a Likert scale (see Appendix A). Furthermore, a purposive selection technique was used to select 51 respondents from

wedding organizer SMEs in Surabaya City as samples (Eko Nurseto and Fahmi, 2023; Hair Jr *et al.*, 2021). The relationship between the variables was examined statistically using Partial Least Square (PLS) and Structural Equation Model (SEM) was also applied.



**Figure 3.** New Model of Research Proposal

#### 4. DATA ANALYSIS AND DISCUSSION

##### Descriptive Analysis

Considering all components of the test used to measure Sustainable Business Performance (SBP) factors in Wedding Organizer SMEs in Surabaya City, it is evident that the respondents' impressions are highly influenced by agreement with the statements on the presented instruments (Table 1). Furthermore, the RF4 statement, "The process of distributing and selling wedding clothes to others" exhibited the highest index, while SBP1 "lowest index", is the least Improve operational performance."

**Table 1.** Descriptive Variables

Name	Mean	Standard deviation	Excess kurtosis	Skewness
RS1	4.016	0.8	-0.221	-0.491
RS2	3.867	0.896	-0.5	-0.459
RS3	4.297	0.617	-0.625	-0.294
RF1	4.266	0.679	-0.119	-0.541
RF2	4.266	0.69	-0.208	-0.553
RF3	4.023	0.723	-0.336	-0.287
RF4	4.312	0.622	-0.645	-0.339
RF5	3.977	0.775	-0.826	-0.163
RC1	3.734	0.939	-0.601	-0.473
RC2	3.773	0.903	-0.832	-0.177

RC3	3.828	0.801	-0.142	-0.414
RC4	3.781	0.809	-0.21	-0.382
TF1	3.914	0.74	-0.625	-0.095
TF2	4	0.857	-0.209	-0.603
TF3	4.086	0.707	-0.536	-0.259
TF4	4.094	0.744	1.083	-0.845
SWMS1	4.07	0.782	-0.474	-0.422
SWMS2	4.133	0.689	-0.34	-0.327
SWMS3	4.289	0.731	0.636	-0.879
SBP1	3.719	0.829	-0.596	-0.097
SBP2	3.859	0.908	-0.613	-0.414
SBP3	3.977	0.805	0.106	-0.412

## Measurement Model Analysis

### Outer Model

The measurement model indicates the ability of the manifest or observed variables to represent the latent variables to be measured. In addition, the loading factor value is ascertained to have high validity when greater than 0.5 (Eko Nurseto and Fahmi, 2023; Fahmi, 2022a, 2022b; Fahmi, Arifianti and Hakim, 2023; Fahmi, Arifianti, Nurfauzia, *et al.*, 2023; Fahmi *et al.*, 2021; Fahmi, Luh Darmayanti, *et al.*, 2023; Fahmi, Nurfauzia and Yulyadin, 2023; Fahmi, Nurfauzia, Yulita, *et al.*, 2023; Fahmi, Nurfitriani, Nurfauzia, *et al.*, 2023; Ghozali and Latan, 2015; Novanda Sari and Ainul Fahmi, 2022). Table 2 shows the result from the outer measurement model using the PLS analysis tool for each indicator.

**Table 2.** Convergent Validity

Variable	Indicator	Outer Loading	AVE	Result
Reusing (RS)	RS1	0.862	0.713	Valid
	RS2	0.895		Valid
	RS3	0.772		Valid
Refashioning (RF)	RF1	0.910	0.815	Valid
	RF2	0.918		Valid
	RF3	0.870		Valid
	RF4	0.914		Valid
Renting Clothes (RC)	RC1	0.829	0.730	Valid
	RC2	0.849		Valid
	RC3	0.862		Valid
	RC4	0.879		Valid
Thrifting (TF)	TF1	0.752	0.689	Valid
	TF2	0.814		Valid
	TF3	0.893		Valid



	TF4	0.854		Valid
Sustainable Waste Management Strategies (SWMS)	SWMS1	0.872	0.780	Valid
	SWMS2	0.869		Valid
	SWMS3	0.908		Valid
Sustainable Business Performance (SBP)	SBP1	0.846	0.679	Valid
	SBP2	0.823		Valid
	SBP3	0.802		Valid

Based on the data in Table 2, it can be observed that all the measurement items have met the criteria of the outer loading test. These items effectively measure each latent variable as indicated by their values, which exceed 0.60. Furthermore, the average variance extracted (AVE) values for these items are greater than 0.50.

Since convergent validity is unaffected, the next step is to assess the issue with discriminant validity for each construct using the correlation value between constructs in the model (Fahmi, Ana Khalisa, *et al.*, 2022; Fahmi, Kostini, *et al.*, 2022; Fahmi, Novel, *et al.*, 2022; Garson, 2016). The method is frequently referred to as “Cross-loading”. According to the result (Table 3), all cross-loading values within each of the desired constructs have a greater significance than other constructs. It is possible to claim that all indicators are valid, and discriminant validity is unhampered.

**Table 3.** Cross Loading

Indicator	RS	RF	RC	TF	SWMS	SBP
RC1	0.580	0.230	0.829	0.603	0.529	0.611
RC2	0.642	0.141	0.849	0.700	0.665	0.606
RC3	0.513	0.097	0.862	0.608	0.550	0.596
RC4	0.540	0.236	0.879	0.592	0.565	0.623
RF1	-0.060	0.910	0.055	0.333	0.232	0.152
RF2	-0.053	0.918	0.077	0.322	0.252	0.155
RF3	0.260	0.870	0.338	0.520	0.447	0.358
RF4	-0.018	0.914	0.136	0.345	0.273	0.206
RS2	0.895	0.045	0.644	0.402	0.527	0.508
RS3	0.772	0.093	0.533	0.464	0.433	0.384
SBP1	0.447	0.278	0.639	0.528	0.660	0.846
SBP2	0.558	0.137	0.594	0.553	0.633	0.823
SBP3	0.321	0.253	0.519	0.399	0.541	0.802
SWMS1	0.561	0.212	0.649	0.573	0.872	0.766
SWMS2	0.469	0.394	0.568	0.657	0.869	0.592
SWMS3	0.427	0.367	0.581	0.636	0.908	0.604
TF1	0.409	0.283	0.750	0.752	0.503	0.533
TF2	0.345	0.470	0.589	0.814	0.544	0.490

TF3	0.399	0.330	0.551	0.893	0.640	0.485
TF4	0.464	0.410	0.590	0.854	0.632	0.510
RS1	0.862	0.063	0.505	0.374	0.433	0.477

Cronbach's alpha and composite reliability scores were used to assess the reliability of each latent construct. However, the rho value can also be used to assure the reliability of the PLS construction score, as defined in (Dijkstra and Henseler, 2015). Cronbach's alpha and composite reliability are both greater than 0.70 (Hair Jr *et al.*, 2021), while composite reliability is indicated by the rho a number, which must be 0.70 or higher (Table 4). Based on the Cronbach Alpha and Composite Reliability coefficient values which are both higher than 0.7 ( $> 0.7$ ), the table illustrates that all the variables used in this study have ideal validity and reliability.

**Table 4.** Reliability Test

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Reusing (RS)	0.797	0.811	0.881
Refashioning (RF)	0.929	1.010	0.946
Renting Clothes (RC)	0.877	0.883	0.915
Thrifting (TF)	0.848	0.859	0.898
Sustainable Waste Management Strategies (SWMS)	0.859	0.862	0.914
Sustainable Business Performance (SBP)	0.764	0.770	0.864

### Inner Model

The general Inner Model established the causal connection between the variables studied. Figure 4 and Table 4 showed the outcomes of the study's factors (Eko Nurseto and Fahmi, 2023; Fahmi, 2022a, 2022b; Fahmi, Ana Khalisa, *et al.*, 2022; Fahmi, Arifianti and Hakim, 2023; Fahmi, Arifianti, Nurfauzia, *et al.*, 2023; Fahmi *et al.*, 2021; Fahmi, Kostini, *et al.*, 2022; Fahmi, Luh Darmayanti, *et al.*, 2023; Fahmi, Novel, *et al.*, 2022; Fahmi, Nurfauzia and Yulyadin, 2023; Fahmi, Nurfauzia, Yulita, *et al.*, 2023; Fahmi, Nurfitriani, Nurfauzia, *et al.*, 2023; Novanda Sari and Ainul Fahmi, 2022).

Figure 4 and Tables 5-6 showed that Reusing (RS), Refashioning (RF), Renting Clothes (RC), and Thrifting (TF) have a positive and significant influence on SWMS. The test results indicate the path coefficient value for Reusing (RS), Refashioning (RF), Renting Clothes (RC), and Thrifting (TF) with Sustainable Waste Management Strategies (SWMS) to be 0.195, 0.135, 0.264, and 0.353, respectively, which are close to +1. The corresponding T-Statistic are 2.591, 2.043, 2.924, and 3.423 ( $> 1.96$ ), and f-square values are 0.050, 0.033, 0.054, and 0.109 (Table 5). Furthermore, the associated p-values to the path coefficients are 0.010, 0.041, 0.003, and 0.001 ( $< 0.05$ ).

**Table 5. F-Square**

<b>Correlation</b>	<b>f-Square</b>	<b>Effect Size</b>
RS -> SWMS	0.050	Small
RF -> SWMS	0.033	Small
RC -> SWMS	0.054	Small
TF -> SWMS	0.109	Small
SWMS -> SBP	1.256	Large

The data in Figure 4 and Table 5-6 showed that Sustainable Waste Management Strategies (SWMS) has a positive and significant influence on Sustainable Business Performance (SBP). This is evident in the test results with path coefficient of 0.746, close to +1. T-Statistic, f-square, and P-value are 19.084 (>1.96), 1.256, and 0.000 (<0.05), respectively.

**Table 6. Hypothesis Test**

<b>Hypothesis Testing</b>	<b>Path Coefficient</b>	<b>Standard deviation (STDEV)</b>	<b>t-statistics</b>	<b>p-values</b>
Reusing (RS) -> Sustainable Waste Management Strategies (SWMS)	0.195	0.075	2.591	0.010
Refashioning (RF) -> Sustainable Waste Management Strategies (SWMS)	0.135	0.066	2.043	0.041
Renting Clothes (RC) -> Sustainable Waste Management Strategies (SWMS)	0.264	0.090	2.924	0.003
Thrifting (TF) -> Sustainable Waste Management Strategies (SWMS)	0.353	0.103	3.423	0.001
Sustainable Waste Management Strategies (SWMS) -> Sustainable	0.746	0.039	19.084	0.000

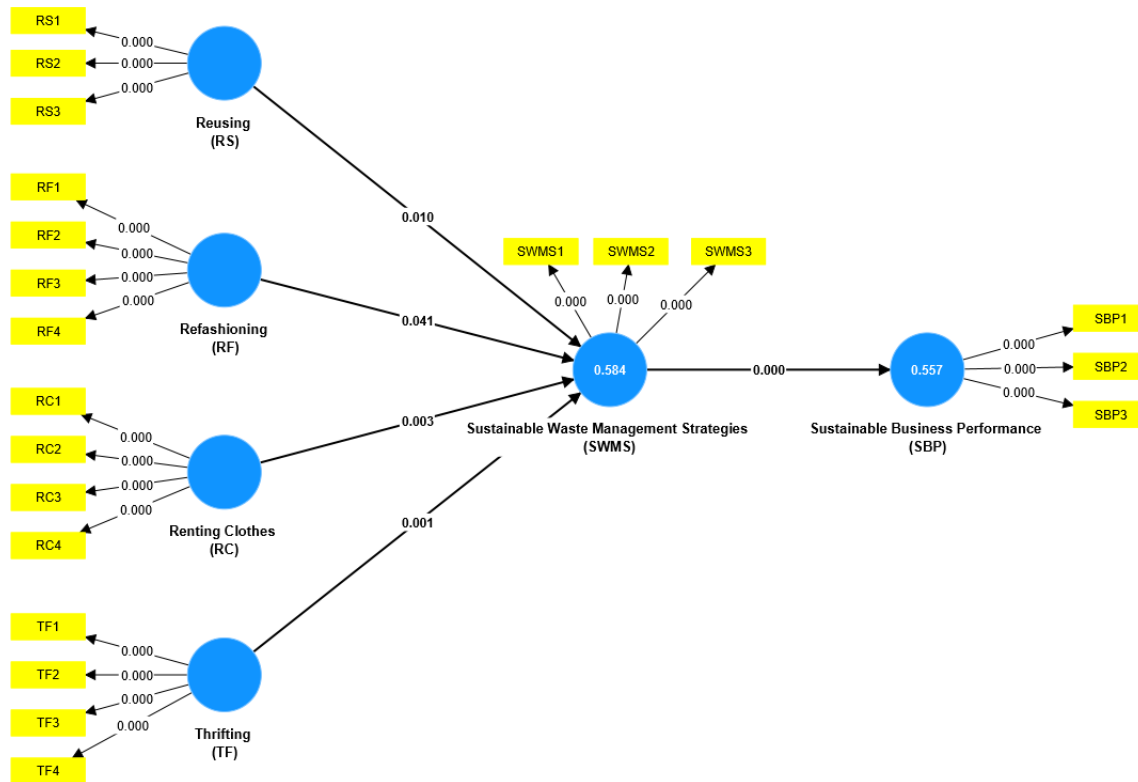
Business Performance (SBP)				
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### Discussion

This study aimed to examine the influence of Reusing (RS), Refashioning (RF) Renting Clothes (RC), and Thrifting as Sustainable Waste Management Strategies (SWMS) on the Sustainable Business Performance (SBP) of Wedding Dresses from Organizer SMEs in Surabaya City.

The results showed that Reusing (RS), Refashioning (RF), Renting Clothes (RC), and Thrifting (TF) have a positive and significant influence on Sustainable Waste Management Strategies (SWMS). This is evident in the corresponding path coefficient values of 0.195, 0.135, 0.264, and 0.353, which are close to the +1. Furthermore, the associated T-Statistic values are 2.591, 2.043, 2.924, and 3.423 ( $>1.96$ ), with f-squares of 0.050, 0.033, 0.054, and 0.109 (Table 5). Furthermore, the p-values 0.010; 0.041, 0.003, and 0.001 ( $<0.05$ ) indicate that hypotheses H1, H2, H3, and H4 are recognized. In this case, Reusing (RS), Refashioning (RF), Renting Clothes (RC), and Thrifting (TF) significantly and positively influence the Sustainable Waste Management Strategies (SWMS). This result is consistent with previous studies (Adeogun *et al.*, 2021; Dissanayake and Sinha, 2013, 2015; Lestari and Asmarani, 2021; Nayak and Patnaik, 2021; Tu and Hu, 2018). In addition, the result of this study showed that collaboration between Reusing (RS), Refashioning (RF), Renting Clothes (RC), and Thrifting (TF) encouraged Wedding Organizer SMEs to establish Sustainable Waste Management Strategies (SWMS). Previous studies also showed that collaboration with Reusing (RS) activities can increase the success of waste prevention (SWMS) (Weber *et al.*, 2017; Williams and Shaw, 2017). According to (Dissanayake and Sinha, 2013), Refashioning (RF) is a different strategy that allows companies to enhance Sustainable Waste Management Strategies (SWMS). Meanwhile, the clothing rental business (RC) is essential for better environmental performance and SWMS (Johnson and Plepys, 2021). Based on these results, thrifting activity (TF) is crucial to suppress the textile production cycle since it contributes to environmental damage or Sustainable Waste Management Strategies (SWMS) (Lestari and Asmarani, 2021).

The test results on SWMS against SBP showed a T-Statistic, f-square, and p-value of 19.084 ( $>1.96$ ), 1.256, and 0.000 ( $<0.05$ ), respectively. Therefore, it can be concluded that the third hypothesis (H5) is accepted. This indicated that Sustainable Waste Management Strategies (SWMS) had a significant and positive influence on the Sustainable Business Performance (SBP) of Wedding Organizer SMEs. This result is consistent with previous studies (Adeogun *et al.*, 2021; Fahmi, 2022a; Nayak and Patnaik, 2021) which showed SWMS influenced Sustainable Business Performance (SBP) activities. It was also proved by (Kuo *et al.*, 2021; Sekarningrum *et al.*, 2020; Yudistya Wardhana Universitas Atma Jaya Yogyakarta, 2021), that Sustainable Waste Management Strategies (SWMS) promotes sustainability and offers business opportunities (SBP). The diversity of processes in development to recycle fashion and textile waste is an important aspect of business performance sustainability (SBP) because it directs fashion, specifically in terms of the profitable wedding dress business (Nayak and Patnaik, 2021).



**Figure 4.** Bootstrapping Test Results; Source: Smart PLS 4.0 Output Results (2023)

## 5. CONCLUSION

In conclusion, the five hypotheses tested in this study were judged to be valid. From the conceptual model of the study, it was found that four SWMS practices, namely Reusing (RS), Refashioning (RF), Renting Clothes (RC), and Thrifting (TF), significantly affected Green Waste Management Strategies of Wedding Organizer SMEs in Surabaya City. Sustainable Waste Management Strategies (SWMS) also had a significant and positive effect on the Sustainable Business Performance (SBP) of Wedding Organizer SMEs customers in Surabaya City. Finally, the results of this study showed that Reusing (RS), Refashioning (RF), Renting Clothes (RC), and Thrifting (TF) practices had a significant effect on SWMS, thereby encouraging the increase of SBP.

The results of this study have several important managerial applications and policy implications for decision-makers in the wedding sector. The findings demonstrate the significance and value of sustainable waste management strategies (SWMS) for enhancing the sustainable business performance (SBP) of wedding planner SMEs in Surabaya City. Following are some managerial procedures and policy implications based on the study's findings:

- **Regulatory Measures:** Governments may think about enacting rules that require or promote the use of sustainable waste management techniques by wedding planners,

such as recycling, upcycling, renting clothing, and thrifting. Targets for reducing waste or industry-specific sustainability standards can help with this.

- Education and Awareness: Policymakers may play a significant role in educating the public about the negative effects of wedding dress waste on the environment and the advantages of implementing SWMS. Public campaigns and educational initiatives can persuade people to support small businesses that organize eco-friendly weddings.
- Collaboration: The development of sustainable practices along the whole fashion value chain, including the wedding dress business, can result from collaboration between policymakers and the fashion industry. This might involve encouraging research and development for eco-friendly products and manufacturing processes.
- Sustainable Business Models: The study's findings highlight the importance of incorporating sustainable waste management into company strategies. SME wedding planners can create business plans that emphasize recycling, repurposing, renting clothing, and thrifting, which will save money and have a good effect on the environment.
- Engaging consumers in environmental initiatives can increase their pleasure and loyalty. SMEs that specialize in planning weddings can inform clients about their environmentally friendly options while promoting their own sustainable practices.
- Market Differentiation: By implementing SWMS, SMEs can distinguish themselves in the marketplace as ethical companies. This can draw in environmentally aware clients and enhance their brand's reputation.

In conclusion, the study's findings have significant implications for managerial strategies and public policy in the wedding sector. The adoption of sustainable waste management practices by SMEs can improve operational efficiency, lessen environmental impact, and boost customer satisfaction. Sustainable practices can be promoted and encouraged by policymakers, and SMEs can use unique techniques to set themselves apart and have a good impact on the environment. It is advised to conduct more research to examine these tactics' long-term consequences and to improve them for even bigger advantages.

### ACKNOWLEDGEMENT

The authors thank the anonymous reviewer for his/her helpful comments and suggestions.

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#### APPENDIX A. OPERATIONAL VARIABLE TABLE

Variable	Indicator	Items	Reference
<b>Reusing (RS)</b>	Wedding clothes collection will be carried out for the process of reusing wedding clothes	RS1	(Dissanayake and Sinha, 2013, 2015)
	A wedding clothes sorting process was carried out for fashion waste management using the reusing method	RS2	
	The process of distributing wedding clothes for reuse by others is carried out	RS3	
<b>Refashioning (RF)</b>	The process of collection, sorting, grading and storage of wedding clothes for fashion waste management is carried out using the refashioning method	RF1	(Dissanayake and Sinha, 2013, 2015)

	The process of disassembling wedding clothes is carried out for the refashioning process	RF2	
	The process of redesigning wedding clothes for the refashioning process	RF3	
	The process of distributing and selling wedding clothes to others is carried out	RF4	
<b>Renting Clothes (RC)</b>	Instead of buying clothes, I prefer to rent them	RC1	(Tu and Hu, 2018)
	I make an effort to rent clothes instead of buying them	RC2	
	I will rent clothes in the future instead of buying them.	RC3	
	I will voluntarily share my opinions on clothes renting in the future.	RC4	
<b>Thrifting (TF)</b>	By thrifty habits, people's cultures are changing	TF1	(Lestari and Asmarani, 2021)
	The desire to save money while yet looking unique, fashionable, and special, as well as the growing consciousness of environmental protection, are driving forces behind thrifting	TF2	
	Thrifting is more than just a dress activity, it's also a way to help the environment and cut down on waste in the fashion industry	TF3	
	The action and ideal ideas promoted by the thrifting movement as a counterbalance to the wedding dress trend are an adaptive response to the need to save the environment	TF4	
<b>Sustainable Waste Management Strategies (SWMS)</b>	Perform the reduced process	SWMS1	(Nayak and Patnaik, 2021)
	Doing the reuse process	SWMS2	
	Doing the recycling process	SWMS3	
<b>Sustainable Business Performance (SBP)</b>	Improve operational performance	SBP1	(Fahmi, 2022a; Haseeb <i>et al.</i> , 2019)
	Improving economic performance	SBP2	
	Improving environmental performance	SBP3	