

## Korespondensi Artikel

Judul : Understanding the role of curiosity, green technology perceptions, and creativity in shaping task performance and environmental impact in fashion industry

Identitas Artikel : Sidharta, I., Hadian, D., & Machmud, S. (2026). Understanding the role of curiosity, green technology perceptions, and creativity in shaping task performance and environmental impact in fashion industry. *Multidisciplinary Science Journal*, 8(9), 2026507. <https://doi.org/10.31893/multiscience.2026507>

Identitas Jurnal : *Multidisciplinary Science Journal*

DOI : <https://10.31893/multiscience.2026507>

Indeks : Scopus Q3



Sebagai Penulis Pertama dari 3 Penulis

## Proses Publikasi

No	Proses	Tanggal
1	Submit Artikel	5 Oktober 2025
2	Artikel masuk tahapan initial review	3 November 2025
3	Artikel masuk tahapan review	3 November 2025
4	Hasil Reviwe	3 Desember 2025
5	Perbaikan Hasil Artikel	12 Desember 2025
6	Proses Revisi	5 Mei
7	Accepted	19 Desember 2025
8	Proses Copyedit dan Production	4 Februari 2026
9	Publish Online	28 Maret 2026

## Bukti Submit Artikel

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Dedi Hadian:

Thank you for submitting the manuscript, "Understanding the Role of Curiosity, Green Technology Perceptions, and Creativity in Shaping Task Performance and Environmental Impact in Fashion Industry" to Multidisciplinary Science Journal. With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

Submission URL: <https://malque.pub/ojs/index.php/msj/authorDashboard/submission/13600>

Username: dedi

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Dr. Maiko Dantas - Editor-in-chief

↶ Balas

↶ Balas ke semua

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## Bukti Artikel Memasuki Proses Initial Review

**Title: Understanding the role of curiosity, green technology perceptions, and creativity in shaping task performance and environmental impact in fashion industry**

Dear Dr. Iwan Sidharta, Dedi Hadian, Senen Machmud:

Thank you for submitting your article to Multidisciplinary Science Journal. After a thorough review, we have reached the *first decision*.

We appreciate the relevance of your research to our readership. However, **significant improvements are required** before we can consider it for publication. Please see the reviewers' comments at the end of this email.

Please resubmit the manuscript for further consideration, including a detailed **Response to the Reviewers' letter** addressing each point raised.

Both reviewers commented that your article requires a thorough language revision. We recommend conducting a thorough language revision to enhance the clarity and readability of the text. You may consider utilizing our professional proofreading services to assist you in the language revision process.

Note: **Malque Publishing Team** offers language editing services to its authors for just USD 150. Please let us know if you want to use our service. If you are interested in our service, request it at <https://malque.pub/author-services> and provide your submission ID.

You must send us the revised article by **December 17, 2025**.

We look forward to receiving your updated submission.

Best regards,

**Dr. Maiko Dantas**  
Editor-in-Chief  
Multidisciplinary Science Journal

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## Bukti Hasil Review

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Reviewer A:

Focusing on Bandung's creative sector, it offers a novel intersection of behavioral psychology, sustainability, and digital transformation, thus contributing meaningfully to sustainable innovation literature. However, improvements are warranted to enhance clarity and scientific soundness.

Methodology: Though the CB-SEM is appropriate, the instrument design and validation process are insufficiently detailed. Please elaborate on the scale origins, pre-testing, and ethical procedures (beyond brief mentions). Also, consider discussing limitations of self-reported measures.

Discussion & Contributions: The discussion section reiterates results but lacks critical interpretation. Authors should delve deeper into theoretical implications and real-world applicability, especially how curiosity can be operationalized in fashion industry HR strategies.

While readable, the manuscript contains stylistic redundancies and awkward phrasing. A thorough language edit is recommended to ensure academic fluency and professionalism. Overall, this is a commendable contribution, rich in potential. Upon addressing the above issues, the manuscript would be suitable for publication.

Recommendation: Revisions Required

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Reviewer B:

The manuscript offers a relevant exploration of how curiosity and creativity shape green technology adoption and environmental outcomes in the fashion industry. Its methodological soundness and use of CB-SEM are commendable. However, the discussion section should better link findings to broader theoretical and managerial implications. With revisions to language, and critical depth, the paper holds strong potential for publication.

Recommendation: Revisions Required

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## Bukti Perbaikan Artikel

Dedi Hadian <hdedihadian@gmail.com>  
kepada Malque ▾

12 Des 2025, 07:39 ☆ 😊 ↶

To the Editor of the Multidisciplinary Science Journal:

We have revised the article and made improvements in accordance with the reviewer and editor comments. The article was revised using a language editing service as recommended. We hope the article meets the editor's requirements. We have also uploaded the article to the journal website.

Regards,  
Author

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Satu lampiran • Dipindai oleh Gmail 📄 🗄️ Tambahkan ke Drive



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Article ID : 13600

Authors : Iwan Sidharta, Dedi Hadian, Senen Machmud

No	Reviewer A Comment	Author's Correction or Comment
1	Methodology: Though the CB-SEM is appropriate, the instrument design and validation process are insufficiently detailed. Please elaborate on the scale origins, pre-testing, and ethical procedures (beyond brief mentions). Also, consider discussing limitations of self-reported measures.	We have added narratively the arguments developed in the instrument design and validation process are insufficiently detailed. Please elaborate on the scale origins, pre-testing, and ethical procedures. We improve the limitation of the self-reported measures.
2	The discussion section reiterates results but lacks critical interpretation. Authors should delve deeper into theoretical implications and real-world applicability, especially how curiosity can be operationalized in fashion industry HR strategies.	We improve articles by adding the explanation of study result. We have added narratively the arguments of theoretical implications and real-world applicability, especially how curiosity can be operationalized in fashion industry HR strategies to create an appropriate discussion.
3	While readable, the manuscript contains stylistic redundancies and awkward phrasing. A thorough language edit is recommended to ensure academic fluency and professionalism.	We have used professional language editing services to improve readability and to ensure academic fluency and professionalism of the article.
	<b>Reviewer B Comment</b>	<b>Author's Correction or Comment</b>
1	The discussion section should better link findings to broader theoretical and managerial implications	We have added narratively the arguments of the findings to broader theoretical and managerial implications.
2	Revisions to language	We have used professional language editing services to improve readability and to ensure academic fluency and professionalism of the article.
<b>Note: We have marked all changes by highlighting them in yellow in the revised article.</b>		

**Bukti Accepted artikel**

[Multidiscip. Sci. J.] Editorial Decision Kotak Masuk x dedi@stiepas.id x

**Malque Publishing** <contact@malque.pub>  
kepada Iwan, Dedi, Senen ▾

19 Des 2025, 00.30 ☆ 😊

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**Title: Understanding the role of curiosity, green technology perceptions, and creativity in shaping task performance and environmental impact in fashion industry**

Dear Dr. Iwan Sidharta, Dedi Hadian, Senen Machmud:

Thank you for sending your manuscript to the *Multidisciplinary Science Journal*. I have completed my evaluation. I am pleased to inform you that your above-mentioned article has been **Accepted for Publication**.

Your article is already mentioned on our website: [Accepted Articles | Multidisciplinary Science Journal \(malque.pub\)](#)

Best regards,

**Dr. Maiko Dantas**  
*Editor-in-Chief*


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## Proses Perbaikan Artikel Copyedit dan Production

[Multidiscip. Sci. J.] Editor Decision Kotak Masuk x dedi@stiepas.id x ✕

**Malque Publishing** <contact@malque.pub>  
kepada Iwan, Dedi, Senen ▾

Rab, 24 Des 2025, 01.21 ☆ 😊

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Dear Dr. Iwan Sidharta, Dedi Hadian, Senen Machmud:

The editing of your submission, "Understanding the role of curiosity, green technology perceptions, and creativity in shaping task performance and environmental impact in fashion complete. We are now sending it to production.

Submission URL: <https://malque.pub/ojs/index.php/msj/authorDashboard/submission/13600>

Best regards,

**Malque Publishing Team**

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**Malque Publishing** <contact@malque.pub>  
kepada Dedi ▾

Rab, 4 Feb, 06.18 ☆ ☺

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There is new activity in the discussion titled "[Proof Reading [MultiScience-2026507]" regarding the submission "Understanding the role of curiosity, green technology perceptions, an creativity in shaping task performance and environmental impact in fashion industry".

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Dr. Maiko Dantas - Editor-in-chief

[Multidisciplinary Science Journal](#)

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## Bukti Artikel Publish Online





You have a new notification from Multidisciplinary Science Journal:

You have been added to a discussion titled "Congratulations! Your article has been published" regarding the submission "Understanding the role of curiosity, green technology perceptions, and creativity in shaping task performance and environmental impact in fashion industry".

Link: [https://malque\\_pub/ojs/index.php/msj/authorDashboard/submission/13600](https://malque_pub/ojs/index.php/msj/authorDashboard/submission/13600)

Dr. Maiko Dantas - Editor-in-chief

[Multidisciplinary Science Journal](#)

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RESEARCH ARTICLE | VOL. 8 ISSUE 9 (2026), e2026507 | Published in 28 March 2026

# Understanding the role of curiosity, green technology perceptions, and creativity in shaping task performance and environmental impact in fashion industry

Iwan Sidharta ✉, Dedi Hadian ✉, Senen Machmud ✉  
<https://10.31893/multiscience.2026507>



**Keywords:** curiosity, perceptions, green, technology, creativity, environmental.

[ABSTRACT](#) [REFERENCES](#)

### Abstract

This study focuses on digitalization within the creative industry sector in Bandung, specifically examining how the use of green technology enhances performance output. This research investigates the role of curiosity in preparing human resources in the fashion creative industry to effectively utilize digital green technology and foster creativity to complete tasks and improve environmental conditions. To achieve this goal, the research employs a survey method in which data from 353 employees actively engaged in the creative industry are gathered. The analysis is conducted via covariance-based structural equation modeling (CB SEM), a robust statistical technique that allows for a nuanced understanding of the relationships among the variables involved. The findings of this study reveal a noteworthy and significant influence of curiosity on how employees perceive green technology. Additionally, the results highlight the vital role of creativity in shaping both task

### How to cite

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## Understanding the role of curiosity, green technology perceptions, and creativity in shaping task performance and environmental impact in fashion industry



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<sup>✉</sup>Sekolah Tinggi Ilmu Ekonomi Pasundan, Bandung, Indonesia

## Understanding the role of curiosity, green technology perceptions, and creativity in shaping task performance and environmental impact in fashion industry



Iwan Sidharta<sup>✉</sup> | Dedi Hadian<sup>✉</sup> | Senen Machmud<sup>✉</sup>

<sup>✉</sup>Sekolah Tinggi Ilmu Ekonomi Pasundan, Bandung, Indonesia.

**Abstract** This study focuses on digitalization within the creative industry sector in Bandung, specifically examining how the use of green technology enhances performance output. This research investigates the role of curiosity in preparing human resources in the fashion creative industry to effectively utilize digital green technology and foster creativity to complete tasks and improve environmental conditions. To achieve this goal, the research employs a survey method in which data from 353 employees actively engaged in the creative industry are gathered. The analysis is conducted via covariance-based structural equation modeling (CB SEM), a robust statistical technique that allows for a nuanced understanding of the relationships among the variables involved. The findings of this study reveal a noteworthy and significant influence of curiosity on how employees perceive green technology. Additionally, the results highlight the vital role of creativity in shaping both task performance and the overall environmental impact of the industry. This research contributes novel insights to the existing body of literature by addressing the previously limited exploration of perceptions surrounding green technology and their subsequent effects on both performance and environmental outcomes in the fashion sector. By focusing on these aspects, this study fills a gap in understanding how curiosity and creativity can drive the effective use of green technology in a rapidly evolving industry. The implications of the findings are profound, emphasizing that a synergistic combination of green technology, creativity, and task performance is essential for achieving improved environmental outcomes. Organizations in the fashion creative industry are encouraged to cultivate a culture that nurtures curiosity and creativity among employees. By doing so, they can not only enhance their operational efficiency but also contribute positively to environmental sustainability. This research ultimately underscores the importance of integrating innovative

