

Hubungan Tingkat Kecemasan Lingkungan (Eco-anxiety) terhadap Intensi Membeli Produk Pakaian Ramah Lingkungan = The Relationship Between Eco-Anxiety and Green Purchase Intention in Fashion Products

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Abstrak

Tingginya produksi tekstil dan pakaian yang diikuti perilaku konsumtif masyarakat akan meningkatkan limbah pakaian yang berdampak negatif bagi lingkungan. Fenomena ini meningkatkan kecemasan individu akan kerusakan lingkungan (eco-anxiety). Penelitian ini bertujuan untuk meneliti korelasi antara tingkat eco-anxiety dengan intensi membeli produk pakaian ramah lingkungan. Peneliti menggunakan desain korelasional dengan jumlah sampel sebanyak 260 partisipan (usia 18-65 tahun). Alat ukur yang digunakan adalah The Hogg Eco-Anxiety Scale (HEAS-13) dan alat ukur green purchase intention yang telah ditranslasi ke dalam Bahasa Indonesia dan diadaptasi dengan konteks pakaian. Hasil analisis korelasi Pearson menunjukkan bahwa terdapat korelasi positif yang signifikan dengan efek kecil antara eco-anxiety dan intensi membeli produk pakaian ramah lingkungan, $r(260) = .24$, $p < .01$, $R^2 = .058$. Hasil penelitian menunjukkan bahwa semakin tinggi kecemasan akan lingkungan, semakin tinggi pula kemungkinan individu menunjukkan intensi membeli produk pakaian ramah lingkungan.

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The large production of textiles and clothing, followed by the public's consumptive behavior, will increase clothing waste, which will have a detrimental effects on environment. This phenomenon increases individual anxiety about environmental damage (eco-anxiety). The purpose of this study is to examine the correlation between the level of eco-anxiety and the intention to purchase eco-friendly clothing products. The research conducted a correlational design with 260 participants (age 18 to 65 years). The measuring instrument employed is The Hogg Eco-Anxiety Scale (HEAS-13) and a green purchase intention measuring instrument that has been translated into Indonesian and applied to the context of clothing. The Pearson correlation analysis shows a significant positive correlation with a small effect between eco-anxiety and the intentions to purchase ecofriendly clothing products, $r(260) = .24$, $p < .01$, $R^2 = .058$. The results indicated that the greater the level of environmental anxiety, the greater the chance of individuals exhibiting an intentions to purchase ecofriendly clothing products.