

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.