

## Hubungan Kecemasan Lingkungan (Eco-Anxiety) dan Sikap terhadap Produk Ramah Lingkungan Sabun Organik = The Relationship Between Eco-Anxiety and Attitude Toward Green Product in Organic Soap

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### Abstrak

Krisis iklim yang sedang terjadi cukup menjadi alasan bagi masyarakat untuk peduli terhadap lingkungan. Salah satu caranya dengan menerapkan perilaku pro-lingkungan dalam masyarakat melalui perilaku konsumsi produk ramah lingkungan. Untuk mendorong konsumsi produk ramah lingkungan, masyarakat diharapkan memiliki sikap terhadap produk ramah lingkungan. Peneliti ingin melihat hubungan antara kecemasan lingkungan (eco-anxiety) dan sikap membeli sabun organik. Penelitian ini menyoasar masyarakat Indonesia yang merupakan WNI dan berkategori usia dewasa muda sebagai partisipan (n = 229). Alat ukur yang digunakan untuk mengukur kedua variabel adalah HEAS-13 mengukur kecemasan lingkungan dan ATGP mengukur sikap terhadap sabun organik. Untuk membuktikan adanya hubungan antara kedua variabel maka dilakukan pengujian korelasi antara variabel kecemasan lingkungan dan variabel sikap membeli sabun organik menggunakan uji korelasi pearson. Berdasarkan hasil uji korelasi pearson, terdapat korelasi yang positif dan signifikan antara kecemasan lingkungan dan sikap membeli sabun organik,  $r(229) = 0.384$ ,  $p < 0.01$ , one tailed dengan effect size  $r^2 = 0.148$  yang tergolong dalam kategori sedang. Secara keseluruhan dapat disimpulkan bahwa individu yang memiliki eco-anxiety cenderung memiliki sikap membeli sabun organik yang positif. Dengan begitu, penelitian ini telah berkontribusi dan sejalan dengan penelitian sebelumnya yang bertujuan untuk meneliti tentang hubungan antara kecemasan lingkungan dan sikap terhadap produk ramah lingkungan.

.....The current climate crisis is enough reason for people to care about the environment. One way is by implementing pro-environmental behavior in society through consumption behavior of environmentally friendly products. To encourage the consumption of environmentally friendly products, people are expected to have an attitude toward green products. Researchers want to see the relationship between eco-anxiety and the attitude of buying organic soap. This research targets Indonesian citizens who are Indonesian citizens and in the young adult age category as participants (n = 229). The measurement tools used to measure both variables are HEAS-13 measuring environmental anxiety and ATGP measuring the attitude of buying organic soap. To prove that there is a relationship between the two variables, a correlation test was used between the eco-anxiety variable and the attitude variable to buy organic soap using Pearson correlation test. Based on the results of the Pearson, there is a positive and significant correlation between eco-anxiety and the attitude of buying organic soap,  $r(229) = 0.384$ ,  $p < 0.01$ , one tailed with an effect size of  $r^2 = 0.148$  which is in the medium category. Overall it can be concluded that individuals who have eco-anxiety tend to have a positive attitude towards buying organic soap. That way, this research has contributed to and is in line with previous research which aims to examine the relationship between eco-anxiety and attitude toward green products.