

Peran nilai schwartz dan perceived self efficacy pada konsumen AMDK (air minum dalam kemasan): dilema sosial terkait penggunaan plastik =  
The role of schwartz's value and perceived self efficacy on consumers of AMDK (bottled mineral water): social dilemma related to the dangerous of using plastics

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Abstrak

Mengonsumsi air mineral dalam kemasan (AMDK) merupakan hal biasa yang dilakukan sehari-hari, walaupun telah diketahui bahwa sampah plastik sisa kemasannya mengancam kelestarian lingkungan. Situasi tersebut merupakan salah satu contoh dilema sosial. Hal ini menarik peneliti untuk menguji Nilai Schwartz (konformitas, kebajikan, universalisme, kekuasaan, dan keamanan) sebagai prediktor alasan mengonsumsi AMDK (kepraktisan, terpaksa) dan peran perceived efficacy dalam memoderasi prediksi tersebut. Penelitian dilakukan melalui Google Form secara online pada Mahasiswa Universitas Indonesia (N: 132) yang mengalami dilema ketika mengonsumsi AMDK. Adapun hasil penelitian menunjukkan bahwa Nilai Schwartz tidak signifikan memprediksi alasan mengonsumsi AMDK dan perceived efficacy tidak memberi efek moderasi yang signifikan dalam prediksi tersebut. Kelima jenis nilai tersebut ditemukan sebagai nilai yang dominan pada responden secara umum, yang mana nilai universalisme dan kebajikan bertentangan dengan konformitas, kekuasaan dan keamanan, dan nilai yang bertentangan tidak dapat memotivasi perilaku. Penelitian botol plastik selanjutnya disarankan menyertakan faktor perilaku konsumsi AMDK yang lebih kaya.

*Consuming bottled mineral water (AMDK) has been a regular activity in our daily life, although we have known that the plastics waste has threatened our environment. That situation has been a kind of social dilemma. This issue has attracted the researcher to test Schwartz's Values (i.e. conformity, benevolence, universalism, power, and security) as a predictor in reasons why people have consumed AMDK (for a practical reason and compulsion), and the role of perceived self-efficacy to moderate that prediction. This study conducted by using Online Google Form to Universitas Indonesia's students (N: 132) who have been in a dilemma in consuming AMDK. The result of this research has shown that Schwartz's Values were not significant to predict the reasons of consuming AMDK. Moreover, perceived self-efficacy did not have significant effect of moderation in that prediction. In general, all types of values have found as dominated values on respondents. In which, universalism and benevolence conflicted with conformity, power, and security. In fact, these conflicted values cannot motivate specific behavior. Future study should address another representative factors of consuming AMDK.*