

# Hubungan Antara Tingkat Eco-Anxiety Dan Perilaku Membeli Produk Pakaian Ramah Lingkungan Di Indonesia = The Relationship between the Level of Eco-Anxiety and Green Fashion Products Purchase Behavior in Indonesia

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## Abstrak

Kini krisis iklim dan kerusakan lingkungan mulai ditanggulangi dengan perkembangan *sustainable fashion*. Tren perilaku membeli produk pakaian ramah lingkungan didasari oleh berbagai anteseden, salah satu yang belum marak diteliti adalah fenomena *eco-anxiety*. Penelitian ini menguji korelasi antara *eco-anxiety* beserta masing-masing dimensinya dan perilaku membeli produk pakaian ramah lingkungan. Uji korelasi pearson dilakukan dengan menggunakan alat ukur HEAS-13 (*Hogg Eco-Anxiety Scale*) dan GPB (*Green Purchase Behavior*) yang telah diadaptasi ke dalam Bahasa Indonesia dan dikontekstualisasikan dengan produk pakaian. Sebagai studi dasar, populasi penelitian ini adalah seluruh masyarakat Indonesia dengan menggunakan *accidental sampling* (n = 500). Hasil penelitian menunjukkan bahwa terdapat korelasi yang positif dan signifikan dengan *effect size* sedang antara tingkat *eco-anxiety* dan tingkat perilaku membeli produk pakaian ramah lingkungan,  $r(500) = .44, p < 0.01, \text{one-tailed}, \text{effect size } r^2 = .19$ . Individu yang mengalami *eco-anxiety* cenderung menunjukkan perilaku membeli produk pakaian ramah lingkungan. *Eco-anxiety* memiliki dampak praktikal dengan mendorong individu untuk melakukan aksi nyata menanggulangi krisis iklim dan kerusakan lingkungan.

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Climate crisis and environmental degradation are starting to be mitigated with the development of sustainable fashion. The trend of buying environmentally friendly clothing products is based on various antecedents, one of which that has not been widely studied is the phenomenon of eco-anxiety. This study examines the correlation between eco-anxiety with its respective dimensions and green fashion products purchase behavior. The Pearson correlation test was carried out using the HEAS-13 (Hogg Eco-Anxiety Scale) and GPB (Green Purchase Behavior) instruments; which have been adapted into Bahasa Indonesia and contextualized with fashion products. As a basic research, the population of this study were all Indonesian people with accidentally sampled participants (n = 500). The results showed that there is a positive and significant correlation with a moderate effect size between the level of eco-anxiety with its respective dimensions and the level of green fashion purchase behavior,  $r(500) = .44, p < 0.01, \text{one-tailed}, \text{effect size } r^2 = .19$ . Individuals who experience eco-anxiety tend to show green fashion purchase behavior. Eco-anxiety has a practical impact by encouraging individuals to take real action to tackle the climate crisis and environmental degradation.