

# **Hubungan Tingkat Kecemasan Lingkungan (Eco-Anxiety) dengan Intensi Membeli Sabun Organik = The Relationship Between Eco-Anxiety and Green Purchase Intention in Organic Soap**

Shaqina Andira Devi Prasetyo, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920516474&lokasi=lokal>

---

## **Abstrak**

Kesadaran masyarakat akan krisis iklim dan degradasi lingkungan yang terjadi di berbagai wilayah di dunia terus mengalami peningkatan. Hal itu pun memicu munculnya kecemasan lingkungan (eco-anxiety). Dalam upaya menumpas kecemasan tersebut, individu mulai terdorong untuk berpartisipasi aktif pada perilaku pro-lingkungan dengan mengadaptasi intensi membeli produk ramah lingkungan. Penelitian ini bertujuan untuk meneliti hubungan antara tingkat kecemasan lingkungan (eco-anxiety) dengan intensi membeli sabun organik. Partisipan dalam penelitian ini adalah warga negara Indonesia (WNI) yang berada pada rentang usia dewasa muda (20-40 tahun) ( $N=231$ ). Terdapat dua alat ukur yang digunakan dalam penelitian ini, yakni alat ukur HEAS-13 yang digunakan dalam mengukur variabel kecemasan lingkungan (eco-anxiety) dan alat ukur green purchase intention yang digunakan dalam mengukur intensi membeli produk sabun organik. Dalam meninjau korelasi antara kedua variabel, penelitian ini menggunakan korelasi pearson. Hasil analisis korelasi pearson mendapati bahwa terdapat hubungan yang positif dan signifikan antara kecemasan lingkungan (eco-anxiety) dan intensi membeli sabun organik  $r(231) = .428$ ,  $p <0.01$ , one-tailed dengan effect size yang tergolong sedang, yakni sebesar  $r^2 = .183$  ( $0.25 > r^2 > 0.09$ ). Berdasarkan temuan tersebut, diketahui bahwa semakin tingginya tingkat kecemasan lingkungan (eco-anxiety) maka intensi membeli produk sabun organik pun juga akan mengalami peningkatan.

.....Public awareness of the climate crisis and environmental degradation that occurs in various regions of the world continues to increase which triggers the emergence of eco-anxiety. In order to quell these anxieties, people begin to actively participate in pro-environmental action by adapting green purchase intention. This study aims to examine the relationship between the level of eco-anxiety and the intention to purchase organic soap. Participants in this study were Indonesian citizens (WNI) who were in the age range of young adults (20-40 years) ( $N = 231$ ). There are two measuring instruments used in this study, which are HEAS-13 to measure the environmental anxiety variables (eco-anxiety) and Green Purchase Intention to measure the intention to purchase organic soap. Pearson correlation analysis were used in this study to examine the relationship between the two variables. The results found that there is a positive and significant relationship between eco-anxiety and the intention to purchase organic soap  $r(231) = .428$ ,  $p <0.01$ , one-tailed with a relatively moderate effect size  $r^2 = .183$  ( $0.25 > r^2 > 0.09$ ). Based on these findings, it is known that the higher the level of eco-anxiety, the intention to purchase organic soap will also increase.