HUBUNGAN ANTARA SIKAP TERHADAP LINGKUNGAN HIDUP DENGAN MINAT MEMBELI SEPEDA ELEKTRIK

Oleh: Johny Aryo Permadi (02810116)
Psychology
Dibuat: 2008-04-02 , dengan 3 file(s).

Keywords: Sikap Terhadap Lingkungan Hidup, Minat Membeli Sepeda Elektrik

Kendaraan bermotor merupakan salah satu sumber pencemaran udara yang penting di daerah perkotaan. Mempertimbangkan sektor transportasi sebagai kontributor pencemaran udara dan dampak pencemaran udara terhadap kesehatan dan pemanasan serta perubahan iklim global, maka polusi udara merupakan salah satu permasalahan lingkungan saat ini. Dalam bidang pemasaran, permasalahan lingkungan bukan hanya menjadi tanggung jawab pemasar saja, namun juga seluruh konsumen. Isu lingkungan dapat menjadi kriteria keunggulan kompetitif yang mempengaruhi perilaku pembelian konsumen. Peningkatan kualitas lingkungan dapat dikendalikan oleh individu konsumen dengan melakukan perubahan memilih dan mengkonsumsi barang tertentu yang ramah terhadap lingkungan. Konsumen yang memiliki kesadaran tinggi terhadap lingkungan akan memilih produk-produk yang ramah lingkungan walaupun harganya relatif lebih mahal. Sepeda elektrik menjadi sarana transportasi yang ramah lingkungan karena tidak mengeluarkan emisi gas buang sehingga digolongkan sebagai kendaraan tanpa emisi. Penelitian ini bertujuan untuk mengetahui hubungan antara sikap terhadap lingkungan hidup dengan minat membeli sepeda elektrik.

Penelitian ini termasuk dalam penelitian kuantitatif korelasional yaitu hubungan antara sikap terhadap lingkungan hidup dengan minat membeli sepeda elektrik. Sampel dalam penelitian ini adalah sebagian pengunjung toko sepeda elektrik. Pengambilan sampel menggunakan teknik sampel aksidental. Karakteristik sampel yang digunakan adalah responden yang mengetahui bahwa sepeda elektrik merupakan produk ramah lingkungan. Dalam penelitian ini instrumen yang digunakan adalah skala, yakni (1) skala sikap terhadap lingkungan hidup, (2) skala minat membeli sepeda elektrik. Jenis data yang digunakan dalam penelitian ini adalah data interval. Berdasarkan hal tersebut maka teknik statistik yang digunakan dalam menganalisis data yang diperoleh adalah korelasi Product Moment.

Berdasarkan hasil penelitian dapat diambil kesimpulan bahwa ada hubungan positif dan sangat signifikan antara sikap terhadap lingkungan dengan minat membeli sepeda elektrik. Hal ini ditunjukkan dengan nilai r sebesar 0.807 dengan taraf signifikansi 0.000<0.001. Nilai r sebesar 0.807 menunjukkan bahwa semakin positif sikap terhadap lingkungan maka semakin tinggi minat membeli sepeda elektrik. Sebaliknya, semakin negatif sikap terhadap lingkungan maka semakin rendah minat membeli sepeda elektrik. Sumbangan efektif variabel sikap terhadap lingkungan terhadap minat membeli sepeda elektrik sebesar 65.1%, sedangkan 34.9% sisanya dipengaruhi variabel lain yang tidak diteliti.

Motor vehicles were one of the sources of air pollution that was important in the area of urban areas. Considered the sector of the transport as the air pollution contributor and the impact of air pollution towards the health and the global warming and climate exchange, then pollution of air was one of the problems of the environment at this time. In the marketing field, the problem of the environment not only became the marketer's responsibility, but also all the consumer. Rumours of the environment could become the competitive superiority criterion that influenced

the behaviour of the purchase of the consumer. The increase in the quality of the environment could be controlled by the consumer's individual by carrying out the change chose and consumed the certain thing that was friendly to the environment. The consumer who had the high awareness towards the environment will choose environment-friendly products although his price was relative more expensive. The electric bicycle became transport means that were environment-friendly because of not dismissing gas emissions discarded so as to be classed as the vehicle without emissions. This research aimed at knowing relations between the attitude towards the environment and the interest in buying the electric bicycle.

This research including in the quantitative correlation research that is relations between the attitude towards the environment and the interest in buying the electric bicycle. The sample in this research was some electric visitors of the bicycle shop. The taking of the sample used the accidental sample technique. The characteristics of the sample that was used were the respondent who learned that the electric bicycle was the environment-friendly product. In this research the instrument that was used was the scale, that is (1) the scale of the attitude towards the environment, (2) the scale of the interest in buying the electric bicycle. The data kind that was used in this research was the interval data. Was based on this matter then the statistical technique that was used in analysing the data that was received is Product Moment correlation.

Was based on results of the research could be taken by the conclusion that there is positive relations and very significant between the attitude towards the environment and the interest in buying the electric bicycle. This was shown with the value r of 0,807 with the level of the significance 0.000<0.001. Thought r of 0,807 showed that increasingly positive the attitude towards the environment then increasingly high the interest bought the electric bicycle. On the other hand, increasingly negative the attitude towards the environment then increasingly low the interest bought the electric bicycle. The effective contribution the attitude variable towards the environment towards the interest in buying the electric bicycle of 65,1%, whereas 34,9% the rest of them were affected the other variable that was not researched.