

Peran *Place Attachment* terhadap Perilaku Pro-Lingkungan Mahasiswa Universitas Gadjah Mada

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ABSTRAK

Abstrak. Berbagai kebijakan global hingga lokal telah diupayakan untuk mengatasi kerusakan lingkungan dan perubahan iklim, termasuk di tingkat universitas, tetapi keberhasilan upaya-upaya pelestarian tersebut sangat bergantung pada perilaku pro-lingkungan individu. Penelitian ini mengkaji peran *place attachment* terhadap perilaku pro-lingkungan pada 192 mahasiswa Universitas Gadjah Mada berusia 18–25 tahun dari 18 fakultas dan 1 sekolah vokasi melalui pendekatan kuantitatif berbasis survei daring. Kedua variabel penelitian diukur menggunakan General Ecological Behavior Scale (GEB) dan Psychological Place Attachment Scale (PPAS). Hasil analisis regresi linear menunjukkan bahwa *place attachment* berperan positif dan signifikan terhadap perilaku pro-lingkungan. Temuan ini memberikan wawasan bagi pengembangan strategi pelestarian lingkungan berbasis perspektif psikologis di lingkungan universitas.

Kata kunci: keterikatan tempat, mahasiswa, perilaku pro-lingkungan, Universitas Gadjah Mada

Abstract. Various global and local policies have been attempted to address environmental damage and climate change, including at the university level, but the success of these conservation efforts is highly dependent on individual pro-environmental behavior. This study examines the role of place attachment on pro-environmental behavior in 192 Gadjah Mada University students aged 18–25 years from 18 faculties and 1 vocational school through a quantitative approach based on an online survey. Both research variables were measured using the General Ecological Behavior Scale (GEB) and the Psychological Place Attachment Scale (PPAS). The results of a linear regression analysis showed that place attachment plays a positive and significant role in pro-environmental behavior. This finding provides insights for the development of psychologically based environmental conservation strategies in the university environment.

Keywords: *place attachment, pro-environmental behavior, Universitas Gadjah Mada, university student*