

ABSTRACT

AN ANALYSIS OF WILLINGNESS TO PAY A HOUSEHOLD WASTE FEE FOR THE HOUSEHOLD WASTE MANAGEMENT SERVICES IN RAJABASA SUB-DISTRICT USING THE CONTINGENT VALUATION METHOD APPROACH

By

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The increase in community activity has led to an increase in the level of public consumption, resulting in an increase in the amount of waste generation and a lack of public awareness in managing waste, which has given rise to various environmental problems. This study aims to (1) analyze the characteristics of residents in the Rajabasa District. (2) estimating the value of the willingness to pay (WTP), (3) looking at the correlation between the independent variables (type of work, number of family members, education) with the dependent variable, namely the willingness to pay (WTP). The analysis used is the Contingent Valuation Method (CVM) and Pearson correlation analysis. The results of the study showed that (1) the characteristics of residents in Rajabasa Subdistrict were the most numerous, namely employees, high school education, and 2 family members. (2) the average WTP obtained is Rp. 23,529 with a total WTP of Rp. 1,600,000, (3) the independent variables of type of work and the number of family members have a low and significant correlation with the willingness to pay (WTP) and education variables have a moderate and significant correlation with the willingness to pay (WTP), the amount of money that residents in Rajabasa District are willing to pay can be used as assistance to improve waste management in Rajabasa District to avoid environmental pollution.

Keywords: Contingent Valuation Method (CVM), Household Waste, Pearson Product Moment, Willingness to pay

ABSTRAK

KESEDIAAN MEMBAYAR (*WILLINGNESS TO PAY*) IURAN UNTUK PENGELOLAAN SAMPAH RUMAH TANGGA DI KECAMATAN RAJABASA DENGAN PENDEKATAN *CONTIGENT VALUATION METHOD (CVM)*

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Meningkatnya aktivitas masyarakat menyebabkan bertambahnya tingkat konsumsi masyarakat sehingga menimbulkan pertambahan jumlah timbulan sampah serta minimnya kesadaran masyarakat dalam mengelola sampah sehingga menimbulkan berbagai permasalahan lingkungan. Penelitian ini bertujuan untuk (1) menganalisis karakteristik warga di Kecamatan Rajabasa. (2) mengestimasi nilai kesediaan membayar (*WTP*), (3) melihat korelasi antara variabel bebas (jenis pekerjaan, jumlah anggota keluarga, pendidikan) dengan variabel terikat yaitu kesediaan membayar (*WTP*). Analisis yang digunakan adalah *Contigent Valuation Method (CVM)* dan analisis korelasi *Pearson*. Hasil penelitian menunjukkan bahwa (1) karakteristik warga di Kecamatan Rajabasa yang paling banyak yaitu pegawai/karyawan, pendidikan SMA, dan jumlah anggota keluarga sebanyak 2 orang. (2) *WTP* rata-rata yang didapatkan adalah sebesar Rp. 23.529 dengan total *WTP* sebesar Rp. 1.600.000, (3) variabel bebas jenis pekerjaan dan jumlah anggota keluarga memiliki korelasi rendah dan signifikan dengan kesediaan membayar (*WTP*) dan variabel pendidikan memiliki korelasi yang sedang dan signifikan dengan kesediaan membayar (*WTP*). besaran nilai uang yang bersedia dibayarkan warga di Kecamatan Rajabasa dapat digunakan sebagai bantuan untuk peningkatan pengelolaan sampah di Kecamatan Rajabasa agar terhindar dari pencemaran lingkungan.

Kata Kunci: *Contigent Valuation Method (CVM), Pearson Product Moment, Sampah Rumah Tangga, Willingness to pay*