

ABSTRAK

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Program Studi : Teknik Lingkungan
Judul : Strategi Peningkatan Pelayanan Persampahan Berbasis 3R di Kelurahan Jatihandap Melalui Penerapan *Contingent Valution Method “CVM”*
Pembimbing : Iwan Juwana, S.T., M.E.M., Ph.D

Bertambahnya populasi di Indonesia berbanding lurus dengan bertumbuhnya permukiman-permukiman baru. Sejalan dengan hal itu pertumbuhan volume sampah di Indonesia sangat berkaitan dengan pertumbuhan penduduknya. Timbulan sampah yang setiap harinya meningkat sangat dipengaruhi oleh gaya hidup masyarakat dan tingkat kesejahteraan masyarakat. Jatihandap menjadi salah satu daerah di Kecamatan Mandalajati, Kota Bandung yang mengalami dampak dari adanya timbulan sampah setiap harinya dan ingin meningkatkan kualitas pelayanan persampahannya untuk mengurangi dampak tersebut. Salah satu metode yang bisa diterapkan untuk mengukur kesediaan warga untuk berpartisipasi dalam meningkatkan pelayanan persampahan adalah Contingent Valuation Method (CVM). Alur penelitian ini diawali dengan studi literature, pengumpulan data primer dan sekunder, penentuan pasar hipotesis, perancangan kuesioner, penentuan variable yang berpengaruh, analisis dan pembahasan, lalu diakhiri dengan rekomendasi dan saran. Berdasarkan hasil penelitian ini didapatkan nilai Willingness to Pay (WTP) sebanyak 138 orang dari 153 sampel yg terpilih. Nilai Estimasi WTP (EWTP) didapatkan sebesar Rp 12.971 dan Total WTP (TWTP) didapatkan sebesar Rp 80.385.000/bulan. Berdasarkan analisis regresi linier berganda, nilai WTP Kelurahan Jatihandap dipengaruhi oleh besarnya iuran sampah dan kesamaan jenis kelamin dari hasil kuesioner yang sudah dilakukan.

Kata Kunci: *Contingent Valuation Method, Willingness to Pay, Peningkatan Pelayanan Persampahan, Faktor yang mempengaruhi, Kelurahan Jatihandap*

ABSTRACT

Name : Muhammad Dimas Zulri

Study Program: Environmental Engineering

Title : Strategy for Improving 3R-Based Solid Waste Services in Jatihandap Village through the Application of the Contingent Valuation Method "CVM"

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The increase in population in Indonesia is directly proportional to the growth of new settlements. In line with this, the growth in waste volume in Indonesia is closely related to population growth. The waste generation which increases every day is greatly influenced by the lifestyle of the community and the level of community welfare. Jatihandap is one of the areas in Mandalajati District, Bandung City that experiences the impact of the daily waste generation and wants to improve the quality of its solid waste services to reduce this impact. One method that can be applied to measure the willingness of citizens to participate in improving solid waste services is the Contingent Valuation Method (CVM). The flow of this research begins with literature study, primary and secondary data collection, hypothesis market determination, questionnaire design, determination of influential variables, analysis and discussion, then ends with recommendations and suggestions. Based on the results of this study, it was found that the Willingness to Pay (WTP) value was 138 people from the selected 153 samples. The estimated value of the WTP (EWTP) was Rp. 12,971 and the total WTP (TWTP) obtained was Rp. 80,385,000 / month. Based on multiple linear regression analysis, the WTP value of Jatihandap Village is influenced by the amount of waste contributions and gender equality from the results of the questionnaire that has been conducted.

Keywords: Contingent Valuation Method, Willingness to Pay, Improvement of Solid Waste Services, Influencing Factors, Jatihandap Village