

ABSTRAK

FAKTOR-FAKTOR YANG MEMPENGARUHI MINAT MASYARAKAT DALAM KEIKUTSERTAAN PROGRAM BANK SAMPAH MADANI KELURAHAN DAMPYAK KECAMATAN KRAMAT KABUPATEN TEGAL

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Latar Belakang: Sampah merupakan salah satu masalah lingkungan yang dapat menyebabkan pencemaran dan potensi masalah kesehatan jika tidak dikelola dengan baik. Salah satu solusi yang diterapkan adalah dengan mendirikan Bank Sampah Madani, yang diharapkan dapat mengurangi timbunan sampah dan memberikan manfaat ekonomi bagi masyarakat. Namun, rendahnya partisipasi masyarakat dalam program ini menunjukkan adanya faktor-faktor yang perlu dikaji lebih lanjut.

Metodologi: Penelitian menggunakan desain kuantitatif dengan pendekatan *cross-sectional*, populasi kepala keluarga di Kelurahan Dampyak berjumlah 2.251, sampel sebanyak 166, metode *stratified proportional random sampling*. Variabel yang dianalisis meliputi usia, jenis kelamin, pendidikan, pengetahuan tentang bank sampah, sikap terhadap program bank sampah, norma subjektif, dan persepsi kontrol perilaku. Instrumen berupa kuesioner. Analisis data terdiri dari analisis univariat, bivariat (*Chi-square*), dan multivariat (regresi logistik).

Hasil Penelitian: Menunjukkan bahwa pengetahuan ($p=0,000$), sikap ($p=0,000$), norma subjektif ($p=0,000$), dan persepsi kontrol perilaku ($p=0,000$) berpengaruh signifikan terhadap minat masyarakat dalam keikutsertaan program Bank Sampah Madani, sedangkan usia ($p=0,296$), jenis kelamin ($p=0,778$), dan pendidikan ($p=0,901$) tidak menunjukkan hubungan yang signifikan. Berdasarkan hasil multivariat, variabel yang paling dominan mempengaruhi minat masyarakat adalah pengetahuan ($p=0,016$; OR=8,052), sikap ($p=0,003$; OR=5,673), dan norma subjektif ($p=0,006$; OR=11,049).

Kesimpulan: Penelitian ini menyarankan untuk meningkatkan sosialisasi mengenai manfaat program Bank Sampah Madani agar partisipasi masyarakat dapat lebih maksimal.

Kata kunci: Bank Sampah, Minat Masyarakat, Keikutsertaan.

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ABSTRACT

FACTORS INFLUENCING COMMUNITY INTEREST IN PARTICIPATION IN THE MADANI WASTE BANK PROGRAM IN DAMPYAK VILLAGE, KRAMAT DISTRICT, TEGAL REGENCY

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Background: Waste is one of the environmental problems that can cause pollution and potential health issues if not managed properly. One solution implemented is the establishment of the Madani Waste Bank, which is expected to reduce waste accumulation and provide economic benefits to the community. However, the low participation of the community in this program indicates the presence of factors that need further investigation.

Methodology: This study uses a quantitative design with a cross-sectional approach. The population consists of household heads in Dampyak Village, totaling 2,251, a sample size of 166 respondents, using stratified proportional random sampling. The variables analyzed include age, gender, education, knowledge about the waste bank, attitudes toward the waste bank program, subjective norms, and perceived behavioral control. The instrument used was a questionnaire. Data analysis consisted of univariate analysis, bivariate analysis (Chi-square), and multivariate analysis (logistic regression).

Results: The results show that knowledge ($p=0.000$), attitudes ($p=0.000$), subjective norms ($p=0.000$), and perceived behavioral control ($p=0.000$) significantly affect community interest in participating in the Madani Waste Bank program, while age ($p=0.296$), gender ($p=0.778$), and education ($p=0.901$) did not show significant relationships. Based on the multivariate results, the most dominant variables influencing community interest are knowledge ($p=0.016$; OR=8.052), attitudes ($p=0.003$; OR=5.673), and subjective norms ($p=0.006$; OR=11.049).

Conclusion: This study recommends increasing socialization about the benefits of the Madani Waste Bank program to maximize community participation.

Keywords: Waste Bank, Community Interest, Participation.

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