

RINGKASAN

Pertumbuhan jumlah ritel modern di Indonesia mengakibatkan lonjakan yang signifikan dalam produksi sampah plastik. Perkembangan sektor ritel ini tidak hanya memperluas akses konsumen terhadap beragam produk, tetapi juga mendorong konsumsi plastik yang tinggi. Akibatnya, masalah penumpukan limbah plastik di lingkungan semakin mendesak. Semakin banyak ritel modern yang hadir, tantangan dalam pengelolaan limbah plastik pun menjadi semakin rumit. Penelitian ini merupakan studi survei yang dilakukan pada konsumen Supermarket Rita Supermal Purwokerto.

Tujuan penelitian ini adalah (1) Menghitung nilai WTP konsumen terhadap kantong belanja berbayar di Purwokerto, (2) Menganalisis pengaruh variabel pendapatan, usia, tingkat pendidikan, dan kesadaran lingkungan terhadap WTP kantong belanja berbayar di Purwokerto, (3) Menganalisis variabel yang paling berpengaruh terhadap WTP kantong belanja berbayar di Purwokerto.

Berdasarkan hasil penelitian dan analisis data menggunakan CVM dan regresi linear berganda menunjukkan bahwa: (1) Nilai WTP konsumen terhadap kantong belanja berbayar di Purwokerto sebesar Rp4.954, (2) Variabel pendapatan dan kesadaran lingkungan berpengaruh terhadap WTP, sedangkan usia dan tingkat pendidikan tidak berpengaruh terhadap WTP kantong belanja berbayar di Purwokerto, (3) Variabel yang paling berpengaruh terhadap WTP kantong belanja berbayar di Purwokerto adalah pendapatan.

Implikasi dari hasil penelitian ini menunjukkan bahwa pendapatan konsumen dan kesadaran lingkungan menjadi faktor penting yang perlu diperhatikan dalam penerapan kebijakan kantong belanja berbayar. Mayoritas responden, yakni 65 dari 155 orang (41,94%), memiliki pendapatan di bawah Rp1.500.000 perbulan, sehingga penetapan harga kantong belanja ramah lingkungan perlu mempertimbangkan keterjangkauan agar tidak menimbulkan penolakan. Selain itu, tingkat kesadaran lingkungan yang relatif tinggi pada konsumen menjadi peluang bagi pihak supermarket dan instansi terkait untuk mendorong perilaku ramah lingkungan melalui pendekatan *non-ekonomi*, seperti penyediaan kantong belanja yang dapat dipakai berulang kali, nyaman digunakan, serta memperbanyak fasilitas tempat sampah terpilah. Upaya ini dapat diperkuat melalui kampanye edukasi yang berkesinambungan, baik melalui media sosial, poster, maupun kegiatan langsung di area belanja, guna meningkatkan kepedulian dan partisipasi masyarakat terhadap pengurangan plastik sekali pakai.

Kata Kunci: *Willingness To Pay*, Kantong Belanja Berbayar, CVM, Regresi Linear Berganda, Purwokerto.

SUMMARY

The growth in the number of modern retail outlets in Indonesia has resulted in a significant surge in plastic waste production. This retail sector development not only expands consumer access to a variety of products but also drives high plastic consumption. Consequently, the problem of plastic waste accumulation in the environment is increasingly pressing. As the number of modern retailers increases, the challenges of plastic waste management become increasingly complex. This research is based on a survey conducted among consumers at the Rita Supermal Purwokerto Supermarket.

The objectives of study are: (1) To calculate the value of consumers WTP for paid shopping bags in Purwokerto, (2) To analyze the influence of income, age, education level, and environmental awareness on consumers WTP for paid shopping bags in Purwokerto, and (3) To identify the most influential variable affecting consumers WTP for paid shopping bags in Purwokerto.

Based on the results of the research and data analysis using the CVM and multiple linear regression, the findings show that: (1) The average WTP of consumers for paid shopping bags in Purwokerto is Rp4.954, (2) Income and environmental awareness significantly affect WTP, while age and education level do not significantly influence consumers WTP for paid shopping bags, and (3) Income is the most influential variable affecting consumers WTP.

The implications of these findings indicate that consumer income and environmental awareness are critical factors to consider in implementing a paid shopping bag policy. The majority of respondents, namely 65 out of 155 (41,94%), earn less than Rp1.500.000 per month. Therefore, the pricing of environmentally friendly shopping bags should remain affordable to prevent resistance from low-income consumers. Additionally, the relatively high level of environmental awareness among consumers presents an opportunity for supermarkets and related institutions to encourage eco-friendly behavior through non-economic approaches, such as providing reusable and comfortable shopping bags, as well as increasing the availability of segregated waste bins. These efforts can be strengthened through consistent educational campaigns via social media, informative posters, and on-site activities, to enhance public awareness and participation in reducing single-use plastics.

Keywords: *Willingness to Pay, Paid Shopping Bag, CVM, Multiple Linear Regression, Purwokerto.*