WILLINGNESS TO PAY LAYANAN AIR BERSIH PDAM BERBASIS RUMAH TANGGA DI DESA PURWOSUMAN KECAMATAN SIDOHARJO KABUPATEN SRAGEN

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INTISARI

Desa Purwosuman merupakan salah satu desa di Kecamatan Sidoharjo, Kabupaten Sragen yang terdapat beberapa industri tekstil yang berpotensi memberikan dampak lingkungan, salah satunya yaitu penurunan kualitas dan kuantitas air. Permasalahan terkait sumberdaya air memicu tingginya biaya yang perlu dikeluarkan untuk memperoleh air. Tujuan dari penelitian ini untuk (1) Mengetahui persepsi rumah tangga terhadap kualitas air PDAM, (2) Mengetahui kepuasan rumah tangga terhadap pelayanan PDAM, (3) Mengkaji *Willingness To Pay* terhadap pelayanan PDAM.

Metode penelitian dilakukan dengan wawancara pada 80 responden dengan menggunakan *simple random sampling*. Analisis data persepsi rumah tangga pengguna PDAM diidentifikasi menggunakan distribusi frekuensi, tabulasi silang (*crosstab*) sedangkan nilai *Willingness To Pay* pelayanan PDAM dilakukan dengan pendekatan *Contingent Valuation Method* (CVM) dan regresi linear berganda dilakukan untuk mengetahui faktor-faktor yang memengaruhi *Willingness To Pay*.

Hasil penelitian didapatkan bahwa (1) persepsi rumah tangga terhadap kualitas air PDAM tergolong baik, (2) Rumah tangga pengguna PDAM menyatakan cukup puas terhadap pelayanan PDAM, (3) Rata-rata nilai *Willingness To Pay* tarif air bersih PDAM sebesar Rp3.656,00/10m³ pertama dan nilai *total Willingness To Pay* sebesar Rp292.500,00/10m³ pertama. Faktor yang berpengaruh signifikan terhadap *Willingness To Pay* yaitu pendapatan, pendidikan dan jarak sumber air sedangkan jumlah anggota keluarga tidak berpengaruh signifikan terhadap *Willingness To Pay* layanan air bersih PDAM.

Kata kunci: kualitas air, PDAM, *Willingness To Pay, Contingent Valuation Method (CVM),* regresi linear berganda.

WILLINGNESS TO PAY HOUSEHOLD-BASED PDAM CLEAN WATER SERVICES IN PURWOSUMAN VILLAGE, SIDOHARJO DISTRICT, SRAGEN REGENCY

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ABSTRACT

Purwosuman village is one of the villages in Sidoharjo District, Sragen Regency, where several textile industries exist. Problems related to water resources trigger high costs to obtain water. The purpose of this study is to (1) determine household perceptions of PDAM water quality, (2) determine household satisfaction with PDAM services, and (3) assess *Willingness To Pay* for PDAM services.

The research method was conducted by interviewing 80 respondents using *simple random sampling*. Data analysis of household perceptions of PDAM users was identified using frequency distribution and cross-tabulation (crosstab), while the value of *Willingness To Pay* for PDAM services was carried out using the *Contingent Valuation Method* (CVM) approach, and multiple linear regression was performed to determine the factors that affect *Willingness To Pay.*

The results of the study showed that (1) household perceptions of PDAM water quality were classified as good, (2) PDAM user households stated that they were quite satisfied with PDAM services, and (3) the average *Willingness To Pay* value for PDAM clean water tariffs was Rp. 3,656, 00/10m³ and the total value of *Willingness To Pay* are Rp292,500.00/10m³. Factors that have a significant effect on *Willingness To Pay* are income, education and distance to water sources, while the number of family members has no significant effect on *Willingness To Pay* for PDAM clean water services.

Keywords: water quality, PDAM, *Willingness To Pay, Contingent Valuation Method (CVM),* multiple linear regression