



INTISARI

Latar Belakang: di kawasan Pasar Baru Sawahlunto yang terletak di pinggir sungai banyak kelihatan sampah. Dinas kebersihan kota telah berupaya mengatasi kebersihan pasar dengan pemberian tanda-tanda larangan, petunjuk-petunjuk dan motivasi kepada pedagang tentang membuang sampah. Namun masih saja setiap harinya kelihatan sampah terserak tidak pada tempat yang disediakan.

Tujuan: penelitian ini adalah untuk mengetahui hubungan antara faktor Sosiodemografi pedagang, ketersediaan sarana tempat penampungan sampah sementara dan faktor pendorong dari motivator, dengan perilaku pedagang pasar membuang sampah di tempat yang disediakan.

Metode: jenis penelitian ini observasional dengan rancangan *cross sectional*. Responden penelitian adalah pedagang pasar baru Sawahlunto, dengan jumlah sampel 128 responden. Pengambilan sampel secara purposif dan instrumen yang dipergunakan adalah kuesioner. Analisis data dilakukan dengan uji statistik analisis korelasi *product moment*, *t-test* dan regresi linear ganda.

Hasil: penelitian ini menunjukkan, tidak ada hubungan yang bermakna sosiodemografi (umur, jenis kelamin dan pekerjaan) dengan perilaku pedagang membuang sampah di tempat yang disediakan. Hubungan pendidikan formal dengan perilaku pedagang membuang sampah di tempat yang disediakan relatif lemah yang ditunjukkan oleh nilai $r = 0,196$. Terdapat hubungan yang bermakna antara ketersediaan sarana TPS dengan perilaku pedagang membuang sampah di tempat yang disediakan dengan memiliki hubungan lemah ditunjukkan oleh nilai $p = 0,000$ dan $r = 0,323$. Adapun hubungan faktor pendorong dari motivator dengan perilaku pedagang membuang sampah pada tempat yang disediakan juga relatif lemah yang ditunjukkan oleh nilai $r = 0,192$. Hubungan keseluruhan dari variabel bebas tersebut dengan perilaku pedagang membuang sampah di tempat yang disediakan, memiliki hubungan kurang kuat yang ditunjukkan oleh nilai $R = 0,433$.

Kesimpulan: diantara ke tiga faktor tersebut (sosiodemografi, ketersediaan sarana TPS dan faktor pendorong dari motivator), faktor yang paling erat hubungannya dengan perilaku pedagang membuang sampah pada tempat yang disediakan adalah ketersediaan sarana TPS, namun masih memiliki hubungan yang relatif lemah. Hal ini berarti ada faktor lain yang tidak diteliti yang mempunyai pengaruh lebih kuat terhadap perilaku pedagang membuang sampah.



ABSTRACT

Background: There are much waste in *Pasar Baru Sawahlunto* which is located in the edge of river. The municipalities' hygiene office has tried to overcome the problem of market hygiene by giving sign of prohibitions, directions and motivation to the trader's about throwing waste. Nevertheless, there were still wastes scattered around not in the available container.

Aim: The aim of this research was to find out the relationship between sociodemography factors of the trader's, the availability of temporary waste container and supporting factor from the motivator with the behavior of market trader's in throwing the waste in the available container.

Method: The type of this research was observational with cross sectional design. The respondents of this research were trader's of *Pasar Baru Sawahlunto*, with the number of sample was 128 respondents. The sample was taken purposively and instrument being used was questionnaire. Data was analyzed by using analysis of product moment correlation, t-test and multiple linear regressions.

Result: The result of this research showed that there was no significant relationship between socio demography (age, sex and job/social economy) with trader's behavior in throwing waste in the available container. However, there was a poor relationship between formal education with trader's behavior in throwing waste in the available container which indicated with $r = 0,196$. There was also a significant relationship between waste container facility availability with trader's behavior in throwing waste in the available container which indicated with ($p = 0,000$) and $r = 0,323$). There was also a poor relationship between supporting factor from motivator with trader's behavior in throwing waste in the available container which indicated with $r = 0,192$. Furthermore, there was a less significant relationship between the whole independent variable with trader's behavior in throwing waste in the available container which indicated with $R = 0,433$.

Conclusion: between that three factors (sociodemography, waste container availability and supporting factor from motivator), there was also factors relationship mach indicated trader's behavior in throwing waste in the available container facility availability with however, there was a poor relationship which indicated with. This means that there was another factor which was not being examined and had a stronger influence toward trader's behavior in throwing the waste.