

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh nilai konsumsi yaitu nilai fungsional, emosional, epistemik, sosial, dan kondisional terhadap kepuasan dan intensi penggunaan lanjut layanan daur ulang di Indonesia. Kemudian peneliti menguji pengaruh kepuasan terhadap intensi penggunaan lanjut.

Dalam melakukan uji pengaruh nilai konsumsi tersebut, peneliti menggunakan objek penelitian berupa layanan daur ulang sampah di Yogyakarta yaitu layanan daur ulang konvensional baik milik swasta maupun masyarakat seperti loak dan bank sampah dan juga layanan daur ulang digital milik swasta maupun masyarakat seperti Rapel dan PastiAngkut. Responden dari penelitian ini adalah masyarakat yang berusia di atas 17 tahun keatas, bertempat tinggal di Daerah Istimewa Yogyakarta, seta pernah menggunakan layanan daur ulang sampah dalam satu tahun terakhir. Data-data tersebut diperoleh menggunakan metode survei dengan pendekatan kuantitatif serta menggunakan metode *non probability sampling*, *purposive sampling* dan teknik *snowballing*. Pengujian hipotesis pada penelitian ini dilakukan dengan analisis koefisien jalur menggunakan metode *bootstrapping* melalui pengoperasian *software* SmartPLS.

Hasil penelitian menunjukkan bahwa keseluruhan nilai konsumsi yaitu nilai fungsional, nilai emosional, nilai epistemik, nilai sosial, dan nilai kondisional signifikan berpengaruh positif terhadap kepuasan pengguna. Sedangkan hanya nilai emosional, nilai epistemik, dan nilai kondisional yang signifikan berpengaruh positif terhadap intensi penggunaan lanjut. Terakhir, kepuasan pengguna layanan daur ulang signifikan berpengaruh positif terhadap intensi penggunaan lanjut.

Kata kunci : Nilai Konsumsi Layanan Daur Ulang Sampah, Kepuasan Konsumen, Intensi Penggunaan Lanjut, Layanan Daur Ulang Sampah, Produk Hijau, Bisnis Sirkuler.

ABSTRACT

This research aims to examine the influence of consumption values that consist of functional value, emotional value, epistemic value, social value, and conditional values, on user satisfaction and continuance intention to use recycling services in Indonesia. Furthermore, the researcher tests the impact of user satisfaction on continuance intention.

The research focuses on recycling services in Yogyakarta, including conventional recycling services owned by private entities and community-based initiatives such as local recycling centers and waste banks, as well as digital recycling services operated by private entities and community platforms like PastiAngkut and Rapel. The respondents in this study are individuals above 17 years old, residing in the Special Region of Yogyakarta, who have utilized recycling services within the past year. Data were collected through a quantitative survey method employing non-probability purposive sampling & snowballing techniques. Hypothesis testing in this research was carried out through path coefficient analysis using the bootstrapping method, facilitated by SmartPLS software.

The research findings indicate that overall consumption values, including functional value, emotional value, epistemic value, social value, and conditional values, have a significant positive impact on user satisfaction. However, only emotional value, epistemic value, and conditional values significantly influence continuance intention to use recycling services. Finally, user satisfaction with

recycling services have a significantly positive impacts on continuance intention to use recycling service.

Keywords: Waste Recycling Service, Consumption Values, Consumer Satisfaction, Continuance Intention, Waste Recycling Services, Green Product, Circular Business.