

## HUBUNGAN FAKTOR PERILAKU DAN INFRASTRUKTUR DALAM PEMILAHAN SAMPAH RUMAH TANGGA: PERBANDINGAN KAWASAN PERDESAAN DAN PERKOTAAN DI KABUPATEN SLEMAN

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### INTISARI

Masalah pengelolaan sampah di Kabupaten Sleman menghadapi tantangan, seperti peningkatan volume sampah yang tidak diimbangi dengan infrastruktur memadai dan rendahnya kesadaran masyarakat terhadap pemilahan sampah. *Theory of Planned Behavior* (TPB), yang terdiri dari sikap, norma subjektif, dan persepsi kontrol perilaku, telah banyak digunakan untuk memahami perilaku pemilahan sampah. Namun, faktor moderasi seperti infrastruktur belum banyak diteliti dalam konteks pasca – pandemi, terutama di kawasan dengan karakter geografis berbeda, yaitu perkotaan dan perdesaan. Penelitian ini menggunakan pendekatan campuran yang berfokus pada deduktif kuantitatif, dengan *Structural Equation Modeling Partial Least Squares* (SEM-PLS) serta statistik deskriptif dan inferensial.

Hasil penelitian menunjukkan bahwa perilaku pemilahan sampah rumah tangga di Kabupaten Sleman dipengaruhi oleh sikap, norma subjektif, persepsi kontrol perilaku, niat dan infrastruktur. Sikap, norma, subjektif, dan persepsi kontrol perilaku secara signifikan memengaruhi niat memilah sampah. Sementara infrastruktur memperkuat hubungan antara niat dan perilaku pemilahan sampah di perkotaan, serta hubungan antara persepsi kontrol perilaku dengan niat memilah sampah di perdesaan. Selain itu, hasil penilaian kinerja sistem pengelolaan sampah menunjukkan bahwa kawasan perkotaan memiliki kinerja yang lebih baik dalam mendukung praktik pemilahan sampah pada pewadahan, pengumpulan dan pengangkutan sampah. Temuan penelitian ini menyoroti pentingnya pendekatan berbasis geografis yang mempertimbangkan perbedaan karakter kawasan perkotaan dan perdesaan untuk meningkatkan pengelolaan sampah yang lebih efektif dan berkelanjutan di Kabupaten Sleman.

**Kata kunci:** Pemilahan Sampah, *Theory of Planned Behavior*, Infrastruktur Pengelolaan Sampah, Perkotaan dan Perdesaan

# **INTERCORRELATION OF BEHAVIORAL AND INFRASTRUCTURE FACTORS IN HOUSEHOLD WASTE SORTING: A COMPARATIVE STUDY OF URBAN AND RURAL AREAS IN SLEMAN REGENCY**

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## **ABSTRACT**

Solid waste management in Sleman Regency faces challenges such as increasing waste volumes unmatched by adequate infrastructure and low public awareness of waste segregation. This study utilizes the Theory of Planned Behavior (TPB), encompassing attitudes, subjective norms, and perceived behavioural control, to understand household waste segregation behavior. However, the moderating role of infrastructure, particularly in the post-pandemic context and across distinct urban and rural settings, remain underexplored. Employing a mixed-methods approach with a deductive quantitative focus, the study applies Structural Equation Modeling Partial Least Squares (SEM-PLS) alongside descriptive and inferential statistics.

The findings indicate that household waste segregation behavior in Sleman Regency is influenced by attitudes, subjective norms, perceived behavioral control, intentions, and infrastructure. Attitudes, subjective norms, and perceived behavioral control significantly impact the intention to segregate waste. Meanwhile, infrastructure strengthens the relationship between intentions and waste segregation behavior in urban areas, as well as the relationship between perceived behavioral control and the intention to segregate waste in rural areas. Furthermore, the performance assessment of the waste management system reveals that urban areas demonstrate better performance in supporting waste segregation practices in terms of waste containment, collection, and transportation. These findings highlight the importance of a geographically-based approach that considers the differing characteristics of urban and rural areas to improve more effective and sustainable waste management in Sleman Regency.

**Keywords:** Waste Segregation, Theory of Planned Behavior, Waste Management

Infrastructure, Urban and Rural Areas