INTISARI

Perubahan iklim, yang didorong oleh peningkatan emisi gas rumah kaca (GRK), telah menjadi isu global yang mendesak, termasuk di sektor transportasi. Yogyakarta, kota yang dikenal sebagai pusat pendidikan dan destinasi wisata, telah mengalami peningkatan aktivitas transportasi terutama melalui penggunaan layanan transportasi online yang semakin luas. Perkembangan ini telah berkontribusi pada peningkatan emisi karbon di wilayah tersebut. Penelitian ini bertujuan untuk mengeksplorasi sejauh mana pengguna layanan transportasi online di Yogyakarta bersedia membayar kompensasi emisi karbon (WTP), serta mengidentifikasi faktor-faktor yang memengaruhi kesediaan mereka. Metode *Contingent Valuation Method (CVM)* digunakan untuk memperkirakan jumlah WTP, sementara teknik *Structural Equation Modeling–Partial Least Squares (SEM-PLS)* digunakan untuk menganalisis hubungan antar variabel penelitian. Penelitian ini melibatkan 100 responden yang dipilih menggunakan sampling purposif. Temuan menunjukkan bahwa rata-rata WTP untuk kompensasi karbon berkisar antara Rp 1.000 hingga 2.000 per perjalanan. Variabel kunci yang didasarkan pada *Theory of Planned Behavior* seperti *attitude, subjective norm*, dan *perceived behavioral control* serta faktor tambahan seperti *environmental concern,* stats sosial ekonomi, *price sensitivity,* dan *transportation expenditure*, terbukti memiliki pengaruh signifikan terhadap WTP. Hasil ini mengindikasikan bahwa masyarakat memiliki potensi untuk terlibat dalam program kompensasi karbon berbasis transportasi, sebagai bentuk kontribusi terhadap mitigasi perubahan iklim.

Kata kunci: *Contingent Valuation Method,* Kompensasi karbon, Prubahan iklim., *Structural Equation Modeling, Theory of Planned Behavior*, Transportasi online *willingness to pay*

ABSTRACT

Climate change, driven by increased greenhouse gas (GHG) emissions, has become an urgent global issue, including in the transportation sector. Yogyakarta, a city known as a center of education and a tourist destination, has experienced increased transportation activity, particularly through the widespread use of online transportation services. This development has contributed to increased carbon emissions in the region. This study aims to explore the extent to which users of online transportation services in Yogyakarta are willing to pay for carbon emissions compensation (WTP), as well as to identify the factors that influence their willingness. The Contingent Valuation Method (CVM) was used to estimate the amount of WTP, while the Structural Equation Modeling–Partial Least Squares (SEM-PLS) technique was used to analyze the relationships between the research variables. The study involved 100 respondents selected using purposive sampling. The findings show that the average WTP for carbon compensation ranges from Rp 1,000 to 2,000 per trip. Key variables based on the Theory of Planned Behavior, such as attitude, subjective norm, and perceived behavioral control, as well as additional factors such as environmental concern, socioeconomic status, price sensitivity, and transportation expenditure, were found to have a significant influence on WTP. These results indicate that the community has the potential to participate in transportation-based carbon offset programs as a form of contribution to climate change mitigation.

Keywords: Contingent Valuation Method, Carbon compensation, Climate change, Structural Equation Modeling, Theory of Planned Behavior, Willingness to pay for online transportation.