

Tujuan penelitian ini untuk mengkaji konsumsi air minum melalui pengaruh harga dan variabel lingkungan sosial, pada rumahtangga yang berlangganan air minum dan menggunakan air sumur di Kecamatan Kota Pamekasan, di pelbagai strata daerah: pusat kota, semi kota, dan pinggiran kota.

Populasi penelitian meliputi kepala rumahtangga pada 9 kelurahan perkotaan. Sampel diambil 3 kelurahan yang terdiri pusat kota mewakili kelurahan terpadat penduduknya, semi kota mewakili kelurahan yang penduduknya sedang, dan pinggiran kota mewakili kelurahan yang kepadatan penduduknya rendah, kepadatan setiap desa diambil 75 responden. Cara memperoleh sampel menggunakan metode multistage sampling. Data primer digunakan melalui cross section, data dari wawancara dengan responden berdasarkan kuesioner yang dipersiapkan sebelumnya, dan data sekunder berasal dari instansi-instansi yang terkait dengan topik penelitian.

Pada penelitian konsumsi air ini, delapan variabel yang diperkirakan mempengaruhi konsumsi air meningkat/menurun, yakni: harga air, tingkat pendidikan, pendapatan keluarga, jumlah anggota keluarga, pemilikan mobil/sepeda motor, ada tidaknya sumur, kondisi halaman rumah, dan luas lantai rumah.

Hasil penelitian berdasarkan analisis tabel diketahui bahwa banyaknya air minum berbeda-beda, tergantung pada harga air dan variabel lingkungan sosial seperti tingkat pendidikan, pendapatan keluarga, jumlah anggota keluarga, pemilikan mobil/sepeda motor, kondisi halaman rumah, luas lantai rumah, dan jenis lapangan pekerjaan kepala keluarga. Secara bersama-sama dan individu, kedelapan variabel berpengaruh terhadap konsumsi air dengan taraf kepercayaan 95 persen, sedang 5 persennya dipengaruhi oleh variabel lain. Faktor yang dominan adalah harga air, tingkat pendidikan, jumlah anggota keluarga, ada-tidaknya sumur, dan luas lantai rumah.

Sesuai dengan strata daerah, konsumsi air minum rata-rata di Pamekasan, di pusat kota sebanyak 93 liter per hari per kapita, semi kota sebanyak 87 liter per hari per kapita, dan pinggiran kota sebanyak 84 liter per hari per kapita. Secara keseluruhan rata-rata penduduk Kota Pamekasan, mengonsumsi air minum sebanyak 88 liter per hari per kapita. Besarnya air yang dikonsumsi ini masih di bawah standar yang ditetapkan pemerintah untuk kota sedang, yang berpenduduk antara 20.000 sampai 100.000 jiwa. Pada tingkat signifikan 95 persen, jenis lapangan pekerjaan responden tidak berhubungan dengan jumlah air yang dikonsumsi. Akan tetapi, pada tingkat signifikan 90 persen, terdapat hubungan dengan jumlah air yang dikonsumsi.

ABSTRACT

The aim of the study is to investigate the amount of drinking water consumed by the inhabitants who subscribe running water or use well water for household activities in relation with the cost of water and its social and environment variables in various areas of Pamekasan such as the urban center, suburban and rural areas.

The population used in the study are household heads of nine villages of the urban areas, whereas samples are taken from three villages consisting of the urban center representing the most densely populated area, the suburban area with the moderately dense population, and the areas on the outskirts of the town which are not densely populated. The number of respondents selected for the study is 75, which are obtained by using the multistage sampling method. Primary data are conducted by using cross section, whereas data collection is done through indepth interviews to respondents by using questionnaires. Secondary data are obtained from various institutions which have close relation with the topic of the study.

The study shows that there are eight variables which are estimated as increasing or decreasing the consumption of water such as the cost of water, level of education of the users, ownership of cars or motorcycles, the existence of wells, the conditions of housing, and the size of floor of the house.

The study also shows that the use of drinking water varies, depending on the cost of the drinking water and on the social and environment factors such as level of education, household income, the number of household members, ownership of cars and motorcycles, the conditions of housing, the size of the house floor, and the type of occupation of the household heads. The eight variables have considerable influence on water consumption, which is 95 percent, whereas the remaining 5 percent is influenced by several other variables. The most dominant factor is the cost of water, level of education, number of family members, the house-floor, and the existence of wells.

The average drinking water consumption in the City of Pamekasan is 93 litres per day per capita, 87 litres per day per capita in suburban, and 84 litres in the rural areas. The amount of water consumed in the study areas is still below the standard assessed by the government on a city inhabited by 20,000 to 100,000 population. On the significant level of 95 percent there is no correlation between the type of occupation of the respondents, who are mostly household heads, and the amount of water consumed. However, on the significant level of 90 percent the correlation between the two factors exists considerably.