

INTISARI

Latar Belakang: Pemilihan sumber air oleh masyarakat sering kali dipengaruhi oleh faktor perilaku, kebiasaan, dan persepsi mengenai air bersih. Kondisi ini diperparah oleh rendahnya kesadaran dalam memilih sumber air bersih yang memenuhi baku mutu kesehatan lingkungan untuk kebutuhan sehari-hari.

Tujuan: Untuk mengetahui kualitas air dan faktor-faktor yang memengaruhi perilaku masyarakat dalam pemilihan sumber air bersih (mata air, PDAM, sumur bor dan sumur gali) di Desa Ngadiharjo, Kabupaten Magelang.

Metode: Metode yang digunakan adalah kuantitatif dengan desain *cross sectional* dengan rancangan metode survei menggunakan alat pengukuran kuesioner terstruktur pendekatan teori model RANAS (*risk, attitude, norm, ability and self-regulation*). Responden penelitian adalah masyarakat yang menggunakan sumber air bersih mata air, PDAM, sumur bor dan sumur gali melalui wawancara kuesioner dan melakukan uji kualitas air dengan metode membran filtrasi.

Hasil: Hasil regresi logistik multinomial menunjukkan bahwa terdapat perbedaan faktor yang memengaruhi pemilihan sumber air bersih ($p < 0,001$; $pseudo R^2 = 0,1938$). Kualitas mikrobiologi (*Escherichia coli*) dari berbagai sumber air di Desa Ngadiharjo pada PDAM memiliki kualitas terbaik ($M = 0$ CFU/100 mL) dibandingkan dengan sumber air non-PDAM. Hasil analisis regresi logistik multinomial menunjukkan bahwa pada perbandingan pemilihan PDAM dengan mata air, faktor yang signifikan meliputi kontinuitas ($RRR = 1,75$), pendapatan $>Rp3.000.000$ ($RRR = 0,105$), pendidikan diploma/sarjana ($RRR = 0,109$), dan subfaktor norma deskriptif (*descriptive norm*) ($RRR = 0,44$). Sementara itu, pada perbandingan pemilihan PDAM dengan sumur bor, faktor signifikan yang ditemukan yaitu kontinuitas ($RRR = 1,45$), pendidikan diploma/sarjana ($RRR = 0,16$) dan subfaktor komitmen (*commitment*) ($RRR = 0,45$). Adapun pada perbandingan pemilihan PDAM dengan sumur gali, hanya subfaktor komitmen (*commitment*) yang menunjukkan pengaruh signifikan ($RRR = 0,44$).

Kesimpulan: Pemilihan sumber air dipengaruhi oleh faktor sosiodemografi pendapatan $>Rp3.000.000$ dan pendidikan diploma/sarjana, juga dipengaruhi faktor lingkungan kontinuitas dan faktor psikologis yaitu subfaktor norma deskriptif (*descriptive norm*) dan komitmen (*commitment*).

Kata Kunci: Air Bersih, Perilaku Pemilihan Sumber Air Bersih, Teori RANAS

ABSTRACT

Background: The choice of water sources by communities is often influenced by behavioral factors, habits, and perceptions regarding clean water. This situation is exacerbated by a lack of awareness regarding the selection of clean water sources that meet environmental health standards for daily needs.

Objective: To determine water quality and the factors influencing community behavior in the selection of clean water sources (springs, PDAM, drilled wells, and dug wells) in Ngadiharjo Village, Magelang Regency.

Method: The study employed a quantitative, cross-sectional design using a survey methodology with a structured questionnaire based on the RANAS model (risk, attitude, norm, ability, and self-regulation). The study participants were members of the community who use clean water sources such as springs, PDAM, drilled wells, and dug wells. Data were collected through questionnaire interviews, and water quality was tested using the membrane filtration method.

Results: The results of the multinomial logistic regression indicate that there are significant differences in the factors influencing the choice of clean water sources ($p < 0,001$; pseudo $R^2 = 0,1938$). The microbiological quality (*Escherichia coli*) of various water sources in Ngadiharjo Village was found to be best in the PDAM supply ($M = 0$ CFU/100 mL) compared to non-PDAM sources. The results of the multinomial logistic regression analysis indicate that when comparing the selection of PDAM with spring water, significant factors include continuity (RRR= 1,75), income $>Rp3.000.000$ (RRR= 0,105), diploma/bachelor's education (RRR= 0,109), and the sub-factor descriptive norm (RRR= 0,44). Meanwhile, in the comparison of choosing PDAM versus a drilled well, the significant factors identified were continuity (RRR= 1,45), diploma/bachelor's degree (RRR= 0,16), and the commitment subfactor (RRR= 0,45). As for the comparison between choosing PDAM and dug wells, only the commitment subfactor showed a significant influence (RRR= 0,44).

Conclusion: The choice of water source is influenced by sociodemographic factors such as an income of more than $<Rp3.000.000$ and a diploma/bachelor's degree, as well as environmental factors such as continuity and psychological factors, specifically the subfactors of descriptive norm and commitment.

Keywords: Clean Water, Behavior in Selecting Clean Water Sources, RANAS Theory