

Memahami Perilaku Pemilahan Sampah Rumah Tangga melalui *Theory of Planned Behavior*

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Abstrak

Pemilahan sampah dari sumbernya merupakan langkah penting untuk menjamin efektivitas dari sistem pengelolaan sampah dan meningkatkan laju daur ulang sampah. Meskipun demikian, praktik pemilahan sampah masih belum dilakukan secara luas di rumah tangga Indonesia. Studi ini berfokus untuk mengkaji peran faktor psikologis dalam menjelaskan intensi pemilahan sampah dengan berpanduan pada TPB (*Theory of Planned Behaviour*). Empat skala (*Waste Separation Intention, Attitude towards Waste Separation, Subjective Norm, Perceived Behavioral Control Questionnaire*) digunakan dalam pengambilan data. Pengambilan data dengan metode survei *online* dilakukan pada penduduk kota Surakarta dan menghasilkan 175 respon. Data penelitian yang terkumpul kemudian dianalisis menggunakan teknik analisis regresi berganda. Hasil penelitian menunjukkan bahwa intensi pemilahan sampah secara positif dipengaruhi oleh *perceived behavioral control*. Sementara faktor sikap dan norma subjektif ditemukan tidak berperan signifikan dalam pembentukan intensi pemilahan sampah, meskipun rata-rata skor pada kedua variabel dinilai tinggi (*Mean* = 4.46; 3.86).

Kata kunci: *Theory of Planned Behavior*; Sikap; Norma subjektif; *Perceived behavioral control*; Intensitas pemilahan sampah.

Abstract

Waste separation at source is an essential step to ensure effectiveness of the waste management system and increase the recycling rate. However, waste separation is still not widely practiced in Indonesia household. This study focused on examining the role of psychological factors in explaining waste separation behavior guided by TPB (Theory of Planned Behavior). Four scales (Waste Separation Intention, Attitude towards Waste Separation, Subjective Norm, Perceived Behavioral Control Questionnaire) were used in data collection. Data collection using an online survey method was carried out on residents in Surakarta city and resulted in 175 reponses. The research data collected were analyzed using multiple regression analysis techniques. The results showed that waste separation intention was positively influenced by perceived behavioral control. Meanwhile, subjective attitudes and norms did not play a significant role in the formation of waste sorting intentions, even though the average scores on both variables were considered high (Mean= 4.46; 3.86).

Keywords: Theory of Planned Behavior; Attitude; Subjective Norm; Perceived Behavioral Control; Waste separation intention.