

**PERSEPSI RUMAH TANGGA TERHADAP PELAYANAN PDAM DAN
WILLINGNESS TO PAY (WTP) PENGGUNA AIR PDAM
(Kasus di Desa Tirtonormolo Kecamatan Kasihan Kabupaten Bantul)**

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INTISARI

Tujuan penelitian adalah menganalisis persepsi rumah tangga terhadap kualitas air PDAM digunakan rumah tangga, frekuensi layanan yang diinginkan rumah tangga terhadap pelayanan PDAM dan *willingness to pay* (WTP) terhadap pelayanan air PDAM yang diinginkan rumah tangga.

Metode yang digunakan dalam penelitian adalah survei untuk memperoleh informasi dari responden dengan wawancara. Jumlah responden sebesar 78 rumah tangga pengguna air PDAM. Teknik pengambilan sampel menggunakan *random sampling*. Analisis data menggunakan distribusi frekuensi, uji crosstab dan regresi linier berganda.

Hasil analisis penelitian menunjukkan bahwa kondisi kualitas air PDAM Kabupaten Bantul memiliki kualitas air sangat baik pada parameter rasa, sedangkan parameter lainnya bernilai cukup baik. Frekuensi layanan air PDAM Kabupaten Bantul memiliki penilaian sangat baik pada parameter kemudahan pemasangan air, sedangkan parameter lainnya bernilai cukup baik. Berdasarkan analisis regresi linier berganda variabel independen (pendidikan, pekerjaan, pendapatan, pengeluaran, dan jumlah anggota keluarga) dan konstanta regresi mempunyai angka signifikansi di atas 0,05 sehingga variabel tersebut tidak mempengaruhi *willingness to pay* (WTP). Terdapat faktor lain yang dapat mempengaruhi *willingness to pay* (WTP) selain faktor yang diteliti dalam penelitian ini

Kata Kunci: kualitas, frekuensi, air PDAM, *willingness to pay* (WTP), regresi linier berganda

*PERCEPTION OF SERVICE PDAM HOUSEHOLD AND WILLINGNESS TO
PAY (WTP) PDAM WATER USERS*

(Case in Village Tirtonormolo Subdistrict Kasihan Distric Bantul)

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ABSTRACT

The research objective is to analyze the perception of the quality of water PDAM used by households, the frequency of the desired services by households to service PDAM and the willingness to pay (WTP) to the desired water service household PDAM.

The method used in the study was a survey to obtain information from respondents to the interview. Number of respondents was 78 of household using PDAM water. The sampling technique used a random sampling. The data analysis of data employed frequency distribution, crosstab test and multiple linear regression.

Results of analysis showed that the water quality conditions of PDAM Bantul has excellent water quality in taste parameters and others parameters of clarity, smell, and color was ranked good. Frequency of water service PDAM Bantul have assessments is on the parameters of the ease of installation of the water and others parameters of continuity of water running (hours / week), the freedom to use the water volume, the amount of water should be fairly characterized by water pressure is stable, and the distribution of water was ranked good. Based on the multiple linear regression analysis on the significance of the column, the independent variables (education, occupation, income, expenses, and the number of family members) and regression constants have signifiacnce numbers above 0.05 so that the variable is not actually affect the willingness to pay (WTP). There are other factors that can affect the willingness to pay (WTP) besides factor other examined in this study

Keywords: *Quality, Frequency, Water PDAM, Willingness to pay (WTP), Multiple linier regression*