

ABSTRACT

Eva Tamalia, Analysis of Household Willingness to Pay for Clean Water on Mandangin Island. Under the supervision of Dr. Herry Yulistiyono, M.Si.

This study aims to analyze households' Willingness to Pay (WTP) for clean water in Mandangin Island and to identify the factors influencing it. A quantitative approach was employed with a sample of 100 respondents selected using stratified random sampling. Data were collected through questionnaires and analyzed using the Contingent Valuation Method (CVM) to estimate WTP values and Structural Equation Modeling–Partial Least Squares (SEM-PLS) to examine the effects of socio-economic status, knowledge, water quality, price, and purchasing decisions on WTP. The results indicate that 95% of respondents were willing to pay for clean water services. The WTP values ranged from IDR 4,000 to IDR 10,000, with an Estimated Willingness to Pay (EWTP) of IDR 6,011 and a Total Willingness to Pay (TWTP) of IDR 94,325,263. The SEM-PLS analysis revealed that knowledge, water quality, and purchasing decisions had a positive and significant effect on WTP. Socio-economic status had no direct effect on WTP but indirectly influenced WTP through purchasing decisions. Meanwhile, price did not have a significant effect on WTP. These findings suggest that improving public knowledge, water quality, and purchasing decisions plays an important role in increasing households' Willingness to Pay for clean water services in Mandangin Island.

Keywords: *Clean water, CVM, purchase decision, willingness to pay*

ABSTRAK

Eva Tamalia, Analisis Kesiediaan Membayar (*Willingness to Pay*) Rumah Tangga terhadap Air Bersih di Pulau Mandangin. Di bawah bimbingan Dr. Herry Yulistiyo, M.Si.

Penelitian ini bertujuan untuk menganalisis nilai kesiediaan membayar (*Willingness to Pay*) rumah tangga terhadap air bersih di Pulau Mandangin serta mengidentifikasi faktor-faktor yang memengaruhinya. Penelitian menggunakan pendekatan kuantitatif dengan sampel sebanyak 100 responden dengan menggunakan teknik *stratified random sampling*. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan *Contingent Valuation Method* (CVM) untuk mengestimasi nilai WTP serta *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) untuk menganalisis pengaruh *socio-economic status*, pengetahuan, kualitas air, harga, dan keputusan pembelian terhadap WTP. Hasil penelitian menunjukkan bahwa 95% responden bersedia membayar untuk memperoleh layanan air bersih. Nilai WTP responden berkisar antara Rp4.000-Rp10.000 dengan rata-rata WTP (EWTP) sebesar Rp6.011 dan total WTP (TWTP) sebesar Rp94.325.263. Hasil analisis SEM-PLS menunjukkan bahwa pengetahuan, kualitas air, dan keputusan pembelian berpengaruh positif dan signifikan terhadap WTP. *Socio-economic status* tidak berpengaruh langsung terhadap WTP, tetapi berpengaruh tidak langsung melalui keputusan pembelian. Sementara itu, harga tidak berpengaruh signifikan terhadap WTP. Temuan ini menunjukkan bahwa peningkatan pengetahuan masyarakat, kualitas air, dan keputusan pembelian berperan penting dalam meningkatkan kesiediaan membayar rumah tangga terhadap layanan air bersih di Pulau Mandangin.

Kata Kunci: Air bersih, CVM, keputusan pembelian, *willingness to pay*