

## ABSTRAK

*Partisipasi masyarakat DKI Jakarta dalam pemilahan sampah rumah tangga masih rendah dengan hanya 7,94% rumah tangga yang secara konsisten melakukan pemilahan sampah. Penelitian ini menggunakan kerangka Theory of Planned Behavior yang diperluas dengan variabel dari Value-Belief-Norm Theory serta faktor kepedulian terhadap lingkungan, pengetahuan untuk memilah sampah, ketersediaan fasilitas, dan regulasi pemerintah. Data diperoleh melalui kuesioner yang disebarakan kepada 433 responden masyarakat DKI Jakarta dan dianalisis menggunakan metode SEM-PLS. Hasil penelitian menunjukkan bahwa Niat Melakukan Pemilahan Sampah ( $\beta = 0,647$ ;  $t = 14,656$ ;  $p = 0,000$ ) menjadi prediktor terkuat terhadap perilaku pemilahan sampah. Variabel lain yang berpengaruh signifikan adalah Kepedulian Terhadap Lingkungan ( $\beta = 0,287$ ;  $t = 6,973$ ), Perceived Behavioral Control ( $\beta = 0,169$ ;  $t = 4,672$ ), Attitude ( $\beta = 0,160$ ;  $t = 4,879$ ), Subjective Norms ( $\beta = 0,138$ ;  $t = 3,984$ ), Biospheric Values ( $\beta = 0,125$ ;  $t = 4,333$ ), Altruistic Values ( $\beta = 0,093$ ;  $t = 3,855$ ), dan Pengetahuan untuk Memilah Sampah ( $\beta = 0,076$ ;  $t = 3,610$ ). Berdasarkan temuan ini, penelitian menghasilkan prototype website sebagai rekomendasi untuk mendukung peningkatan perilaku pemilahan sampah masyarakat.*

**Kata kunci:** *Pemilahan Sampah, Theory of Planned Behavior, PLS-SEM, Design & Development*

## ABSTRACT

*The participation of DKI Jakarta residents in household waste sorting remains low, with only 7.94% of households consistently practicing waste sorting. This study employs an extended Theory of Planned Behavior framework incorporating variables from Value-Belief-Norm Theory, along with environmental concern, waste sorting knowledge, facility availability, and government regulation. Data were collected through questionnaires distributed to 433 DKI Jakarta residents and analyzed using SEM-PLS method. Results show that Waste Sorting Intention ( $\beta = 0.647$ ;  $t = 14.656$ ;  $p = 0.000$ ) is the strongest predictor of waste sorting behavior. Other significant variables include Environmental Concern ( $\beta = 0.287$ ;  $t = 6.973$ ), Perceived Behavioral Control ( $\beta = 0.169$ ;  $t = 4.672$ ), Attitude ( $\beta = 0.160$ ;  $t = 4.879$ ), Subjective Norms ( $\beta = 0.138$ ;  $t = 3.984$ ), Biospheric Values ( $\beta = 0.125$ ;  $t = 4.333$ ), Altruistic Values ( $\beta = 0.093$ ;  $t = 3.855$ ), and Waste Sorting Knowledge ( $\beta = 0.076$ ;  $t = 3.610$ ). Based on these findings, this study developed a prototype website as a recommendation to support improving community waste sorting behavior.*

**Keywords:** *Waste Sorting, Theory of Planned Behavior, PLS-SEM, Design & Development*