



ARTICLE RESEARCH

**Factors Related To Traders' Behavior In Disposing Waste At Bina Usaha Meulaboh Market**

**Mandasari<sup>1</sup>, Zakiyuddin<sup>2</sup>, Yarmaliza<sup>3</sup>**

<sup>1</sup>Departement Public Health, Faculty Health Science, University Teuku Umar

<sup>2</sup>Departement Public Health, Faculty Health Science, University Teuku Umar

<sup>3</sup>Departement Public Health, Faculty Health Science, University Teuku Umar

Email Corresponding Author<sup>(C)</sup>: mandasari23@gmail.com

zakiyuddin@utu.ac.id<sup>1</sup>, yarmaliza@utu.ac.id<sup>2</sup>

**ABSTRACT**

*Behavior is the response or reaction of an individual to a stimulus that comes from outside or from within him. Based on preliminary studies on traders that traders' knowledge is still lacking, where traders do not know about the proper waste disposal, then the actions of traders who are still stacked in garbage places are not immediately disposed of in the space provided. The purpose of the study was to determine the factors related to the behavior of traders in waste disposal at the Meulaboh Business Development Market. This research method uses analytical survey design with cross sectional survey approach. The population in this study were all traders in the Meulaboh Bina Usaha Market as many as 157 people and 113 samples, the sampling technique was using simple random sampling technique and analyzed by univariate and bivariate using the chi-square test. The results of the study are a significant relationship between knowledge factors (Value = 0.009 <math>\alpha = 0.05</math>), action (Pvalue = 0.003 <math>\alpha = 0.05</math>), availability of facilities / infrastructure (Pvalue = 0.002 <math>\alpha = 0.05</math>), in the behavior of traders in garbage disposal. It was concluded that there was a significant relationship between factors of knowledge, actions, availability of facilities / infrastructure in the behavior of traders in garbage disposal. It is advisable for traders to pay more attention to the cleanliness and comfort of buyers by knowing information about waste, acting to always dispose of garbage in its place and using the facilities and infrastructure already in the Meulaboh Business Development Market.*

Keywords : Knowledge, Actions, Means, Behavior

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**Email :**

[jurnalcos@gmail.com](mailto:jurnalcos@gmail.com)

**Phone :**

+62 85315441823

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**INTRODUCTION**

Based on the 2014 Indonesian Waste Statistics issued by the Central Statistics Agency, it was stated that the estimated total percentage of waste that was selected and partially utilized was 8.75%, the percentage of waste that was selected and then discarded was 10.09% and waste that was not selected was 81.16% (Ministry of Environment of the Republic of Indonesia. 2014).

Based on a preliminary study at the Meulaboh Bina Usaha Market, there are 319 places, of which 162 are sales places, and 157 other sales places, namely 17 Chicken traders, 70 Fish traders, 70 Vegetable traders. One of the bad images of the waste management system related to the control of waste generation, storage, collection, transfer, transportation, processing, and disposal, carried out by the government at the Meulaboh Bina Usaha Market is reflected in the large number of piles and piles of waste in the area around the temporary shelter (TPS), due to the lack of waste fleets from TPS to TPA. This is also likely due to the vast area that must be served, limited facilities and infrastructure, funds and human resources owned by the Meulaboh city government, so that there is an imbalance between services and the volume of waste accumulation due to the development of Meulaboh. Then, traders' knowledge is still lacking, where traders do not know about proper waste disposal, do not separate non-organic and organic waste, then traders' actions where waste is still piled up anywhere, not immediately throwing it in the places provided, and traders lack infrastructure so that waste is thrown to the sides of where they sell.

Based on the background above, this is the reason the author chose the research title "Factors Related to Traders' Behavior in Disposing of Waste at the Meulaboh Bina Usaha Market."

## METHOD

This research method is a quantitative method, the type of research is an analytical survey research type with a Cross-sectional survey design, namely a study where variables that include effects are observed simultaneously at the same time (Notoatmodjo, 2010). This study aims to determine the factors related to the behavior of traders in disposing of waste at the Bina Usaha Meulaboh Market.

## RESULTS

### Relationship between Knowledge Factors and Traders' Behavior in Waste Disposal

Table 1. Relationship between Knowledge and Trader Behavior in Waste Disposal at the Meulaboh Bina Usaha Market

Knowledge	Traders' Behavior in Waste Disposal				Total		P. value	Rasio Prevalence CI 95%
	Good		Not good					
	f	%	f	%	f	%		
Good	28	62,2	17	37,8	45	100	<b>0,009</b>	3,020 <b>(1,38-6,59)</b>
Not good	24	35,3	44	64,7	68	100		

Source: primary data 2018

### Relationship between Action Factors and Trader Behavior in Waste Disposal

Table 2. Relationship between Actions and Traders' Behavior in Waste Disposal at the Meulaboh Bina Usaha Market

Action	Traders' Behavior in Waste Disposal				Total		P. value	Rasio Prevalence CI 95%
	Good		Not good					
	f	%	f	%	f	%		

Ada	30	63,8	17	36,2	47	100	<b>0,003</b>	3,529
Tidak Ada	22	33,3	44	66,7	66	100		<b>(1,61-7,73)</b>

Source: primary data 2018

**Relationship between Availability of Facilities/Infrastructure Factors and Traders' Behavior in Waste Disposal**

Table 3. Relationship between Availability of Facilities/Infrastructure and Traders' Behavior in Disposing of Waste at the Meulaboh Bina Usaha Market

Availability of facilities/infrastructure	Perilaku Pedagang dalam Pembuangan Sampah				Total		P.value	Rasio Prevalence CI 95%
	Good		Not good		f	%		
	f	%	f	%				
Available	23	69,7	10	30,3	33	100	<b>0,002</b>	4,045
Less Available	29	36,2	51	63,8	80	100		<b>(1,69-9,66)</b>

Source: primary data 2018

**DISCUSSION**

**Relationship between Knowledge Factors and Traders' Behavior in Waste Disposal**

Based on field observations, respondents who are knowledgeable and have good behavior of traders in disposing of waste because respondents know that waste is something that is not used, know that the market is an area where buying and selling takes place with more than one seller. While respondents who are less knowledgeable and have less good behavior of traders in disposing of waste because respondents only know that the type of waste produced in the market is generally food scraps, only consider the type of waste produced by plastic trading places and do not know the difference in the origin of waste distinguished from organic and inorganic waste.

This study is in line with Damayanti's (2016) study at Sekura Central Market showing that there is a relationship between knowledge and the behavior of traders in disposing of waste with a p value = 0.035. This study is also in line with Asiyah's (2012) study in East Java showing that there is a relationship between knowledge and the behavior of traders with a p value = 0.000.

**Relationship between Action Factors and Trader Behavior in Waste Disposal**

Based on field observations, respondents who have actions and good behavior of traders in waste disposal, although some respondents always collect waste in its place, waste is collected after finishing selling and always participate in maintaining the cleanliness of the market environment. While respondents do not have actions and less good behavior of traders in waste disposal because respondents do not clean up the smelly waste from the trader's sales, do not distinguish between organic and non-organic waste disposal, waste that is thrown away such as vegetables is not collected in one place.

This study is in line with the research of Siahaan, et al (2011) in the Horas market, Pematangsiantar city, which shows that there is a relationship between actions with waste management systems and trader behavior, with a p value = 0.001. This study is also in line with the research of

Yulianto (2016) in Pasar Baru, Tampan District, Pekanbaru City, which shows that there is a relationship between actions with waste sorting and trader behavior, with a p value = 0.000.

### **Relationship between Availability of Facilities/Infrastructure Factors and Traders' Behavior in Waste Disposal**

Based on field observations, respondents who have the availability of facilities/infrastructure and good behavior of traders in disposing of waste because respondents need a final waste disposal place where they sell, trash bins are available at every place of sale. While respondents lack the availability of facilities/infrastructure and poor behavior of traders in disposing of waste because respondents trash bin facilities are not provided by the manager and the environmental service, waste is not transported every day by trucks provided by the Environmental Service and waste that is easily rotted and smells is more collected.

This study is in line with Zulkarnaini's (2010) research, in the Arengka Morning Market in Pekanbaru City, showing a relationship between facilities and infrastructure with the level of trader participation in waste management, with a p value = 0.002. This study is also in line with Widodo's (2013) research, in the Merdeka Market in Samarinda City, showing a relationship between facilities and infrastructure with waste management, with a p value = 0.001.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **CONCLUSIONS**

1. There is a relationship between knowledge and Traders' Behavior in Disposing of Waste at the Meulaboh Bina Usaha Market with a value of (Pvalue = 0.009  $< \alpha = 0.05$ ) and a Prevalence Ratio of 3.020.
2. There is a relationship between actions and Traders' Behavior in Disposing of Waste at the Meulaboh Bina Usaha Market with a value of (Pvalue = 0.003  $< \alpha = 0.05$ ) and a Prevalence Ratio of 3.529.
3. There is a relationship between the availability of facilities/infrastructure and Traders' Behavior in Disposing of Waste at the Meulaboh Bina Usaha Market with a value of (Pvalue = 0.002  $< \alpha = 0.05$ ) and a Prevalence Ratio of 4.045.

### **RECOMMENDATIONS**

1. It is expected that the Head of UPTD Pasar Bina Usaha Meulaboh will provide an appeal by making a policy so that strict warnings and sanctions are given to traders who behave indiscriminately by always paying attention to and providing information about knowledge, actions and availability of facilities/infrastructure.

2. It is expected that the Environmental and Sanitation Service will always monitor traders through the management of UPTD Pasar Bina Usaha Meulaboh by making policies on good waste disposal management so that a clean and comfortable market is realized.
3. It is expected that the West Aceh Government will provide adequate waste bins at UPTD Pasar Bina Usaha Meulaboh in order to create cleanliness and comfort for buyers and sellers at the Meulaboh Bina Usaha market.

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