

**FAKULTAS KESEHATAN
PROGRAM STUDI KESEHATAN MASYARAKAT
INSTITUT TEKNOLOGI DAN KESEHATAN MAHARDIKA**

Skripsi, Juli 2025

Risma Hasanah, Sri Nurcahyati, Husni Hidayat Malik

**HUBUNGAN MOTIVASI NASABAH BANK SAMPAH DEWI SRI
TERHADAP INSENTIF PEMBUATAN SIM**

xviii + 85 + 11 tabel + 2 bagan + 14 lampiran

ABSTRAK

Masalah pengelolaan sampah di Indonesia masih menjadi perhatian serius karena volume sampah yang terus meningkat. Bank sampah hadir sebagai solusi pengelolaan berbasis masyarakat dengan memberikan insentif bagi nasabah. Salah satu inovasi di Bank Sampah Dewi Sri Girinata adalah program “Sampah Menjadi SIM” yang memberikan rekomendasi pembuatan SIM bagi nasabah aktif. Penelitian ini bertujuan untuk mengetahui hubungan antara motivasi nasabah Bank Sampah Dewi Sri dengan insentif pembuatan SIM.

Penelitian ini menggunakan metode kuantitatif dengan pendekatan cross-sectional. Sampel berjumlah 76 orang diambil secara random sampling dari jumlah populasi sebanyak 319 orang yang menjadi nasabah aktif. Instrumen penelitian menggunakan kuesioner SWQ (*Stott and Walker Questionnaire*) dan dokumentasi data pencapaian insentif SIM. Analisis data menggunakan uji chi-square dengan tingkat signifikansi $\alpha = 0,05$.

Hasil penelitian menunjukkan mayoritas nasabah memiliki motivasi tinggi (71,4%) dan sebagian besar (62%) telah mendapatkan insentif pembuatan SIM. Uji statistik menunjukkan adanya hubungan signifikan antara motivasi nasabah dengan pemberian insentif SIM ($p\text{-value} = 0,041$).

Dapat disimpulkan bahwa semakin tinggi motivasi nasabah, semakin besar peluang mendapatkan insentif SIM. Bank Sampah Dewi Sri disarankan untuk terus meningkatkan motivasi nasabah melalui program edukasi dan inovasi berbasis kebutuhan masyarakat.

Kata Kunci : motivasi, bank sampah, insentif, SIM, pengelolaan sampah
Daftar Pustaka : 44 (2017 – 2025)

HEALTH FACULTY
STUDY PROGRAM OF PUBLIC HEALTH
MAHARDIKA INSTITUTE OF TECHNOLOGY AND HEALTH

Mini Thesis, July 2025

Risma Hasanah, Sri Nurcahyati, Husni Hidayat Malik

**THE CORRELATION BETWEEN CUSTOMER MOTIVATION AT DEWI
SRI WASTE BANK AND THE INCENTIVE OF DRIVING LICENSE
PROVISION**

xviii + 85 + 11 tables + 2 charts + 14 enclosure

ABSTRACT

Waste management remains a serious concern in Indonesia due to the increasing volume of waste. Waste banks have emerged as a community-based waste management solution by providing incentives for customers. One of the innovations at Dewi Sri Girinata Waste Bank is the “Waste for Driving License” program, which offers recommendations for obtaining a driving license (SIM) for active customers. This study aims to analyze the correlation between customer motivation and the provision of driving license incentives at Dewi Sri Waste Bank.

This research used a quantitative method with a cross-sectional approach. A sample of 76 respondents was selected through random sampling from a total population of 319 active customers. The research instruments used were the SWQ (Stott and Walker Questionnaire) and documentation of driving license incentive achievements. Data were analyzed using the chi-square test with a significance level of $\alpha = 0.05$.

The results showed that the majority of customers had a high level of motivation (71.4%), and most (62%) had received the driving license incentive. Statistical analysis indicated a significant correlation between customer motivation and the provision of driving license incentives (p -value = 0.041).

It can be concluded that the higher the customer motivation, the greater the opportunity to obtain the driving license incentive. Dewi Sri Waste Bank is advised to continuously enhance customer motivation through educational programs and innovations tailored to community needs.

Keywords : *motivation, waste bank, incentive, driving license, waste management*

References : *44 (2017 – 2025)*