

Pengaruh karakter kewirausahaan terhadap perkembangan dan keberlanjutan bank sampah (studi kasus bank sampah di kota Depok tahun 2014) = the influence of entrepreneurship character towards development and sustainability of waste bank (case study on Depok waste banks year 2014)

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Abstrak

[ABSTRAK

Permasalahan sampah semakin sulit untuk ditangani karena peningkatan jumlah sampah tidak sejalan dengan peningkatan pengelolaan persampahan yang memadai. Salah satu cara mengatasi masalah pengelolaan sampah adalah melalui pendirian Bank Sampah yang merupakan kegiatan bersifat social engineering, menumbuhkan kesadaran masyarakat dalam pengolahan sampah secara bijak serta membangun kewirausahaan masyarakat. Membangun dan mengembangkan bank sampah tidaklah mudah, banyak hambatan dan kendala dalam membangun dan mengembangkan bank sampah. Penelitian ini bertujuan untuk mengkaji pengaruh dari karakter kewirausahaan pengurus atau pengelola bank sampah terhadap perkembangan dan keberlanjutan bank sampah yang dilihat dari banyaknya masyarakat yang bergabung menjadi nasabah bank sampah. Penelitian dilakukan di Kota Depok, dimana data penelitian didapat melalui penyebaran angket/kuesioner dengan jumlah responden dan sampel bank sampah sebanyak sembilan puluh. Analisis data menggunakan metode analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa enam karakter kewirausahaan pengurus bank sampah yang diteliti yakni kepemimpinan, percaya diri, mampu melihat peluang, berani mengambil resiko, fleksibel dan mampu beradaptasi, dan mandiri berpengaruh positif terhadap perkembangan dan keberlanjutan bank sampah. Karakter percaya diri, kepemimpinan dan mampu memanfaatkan peluang dari pengurus bank sampah memiliki pengaruh yang signifikan terhadap peningkatan jumlah nasabah bank sampah.;

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ABSTRACT

Solid waste problem is getting difficult to handle because of the increased amount of solid waste is not in line with the increase of adequate solid waste management. One way to overcome the problem of solid waste management is through the establishment of a Waste Bank which is a social engineering activity, which teaches people to sort the solid waste as well as raising public awareness on solid waste management wisely. A lot of obstacles and constraints in building and developing the waste bank. This study aimed to assess the influence of the entrepreneurship character of the board or management of the waste bank towards

development and sustainability waste bank. The study was conducted in Depok. The research data obtained through a questionnaire with respondents and sample of waste banks surveyed as much as 90. Data analysis using multiple regression method. The results showed that six entrepreneurship characters of waste bank officials who investigated such as leadership, confident, able to see the opportunities, willing to take risks, flexible and able to adapt, and independent have positive effect on waste bank development and sustainability. Character confident, leadership and able to see the opportunities has a significant influence increasing customer waste bank., Solid waste problem is getting difficult to handle because of the increased amount

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