ABSTRACT

The environmental awareness of the Indonesian population is considered a key factor for the sustainable management of plastic waste. This growing awareness is seen as a major driver of willingness to pay (WTP) for environmentally friendly products, including alternative shopping bags. However, initial survey results have shown that the majority of the population is only willing to buy eco-friendly bags if their price is comparable to that of conventional plastic bags. This reflects the gap between environmentally conscious attitudes and actual economic behavior, as described by the theory of the "attitude-behavior gap." The waste generation in Piyungan County was projected by the Bantul County Environmental Bureau to be 24.05 tons per day for the year 2025. This study employed a quantitative approach, using purposive sampling to draw samples from households in Piyungan County. Primary data were collected using a structured questionnaire covering respondent profiles, environmental awareness, product availability, household income, and willingness to pay (WTP). Multiple linear regression analysis was conducted to identify factors influencing willingness to pay for eco-friendly shopping bags. The study aimed to determine the population's willingness to pay for eco-friendly shopping bags and assess their contribution to reducing household plastic waste in Piyungan County. The research findings are expected to help bridge the gap between environmental awareness and actual economic participation.

Keywords: Eco-Friendly Shopping Bags, Public Awareness, Availability of Eco-Friendly Shopping Bags, Household Income, and Willingness to Pay (WTP).