

ABSTRAK

Penelitian ini dilatarbelakangi oleh pentingnya pengelolaan sampah berbasis masyarakat sebagai upaya meningkatkan kepedulian terhadap lingkungan sekaligus mendukung keberhasilan Program Bank Sampah. Penelitian ini bertujuan untuk menganalisis pengaruh pemberdayaan masyarakat, efektivitas program, dan partisipasi masyarakat terhadap Program Bank Sampah Pensosmas di Kelurahan Tanjung Uban Selatan, Kabupaten Bintan. Penelitian menggunakan pendekatan kuantitatif dengan metode survei. Data diperoleh melalui penyebaran kuesioner kepada responden yang dipilih menggunakan teknik *purposive sampling*. Analisis data dilakukan menggunakan metode *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan bahwa pemberdayaan masyarakat, efektivitas program, dan partisipasi masyarakat berpengaruh positif dan signifikan terhadap Program Bank Sampah Pensosmas. Di antara ketiga variabel tersebut, partisipasi masyarakat merupakan faktor yang memberikan pengaruh paling besar terhadap keberhasilan program. Temuan ini menunjukkan bahwa peningkatan pemberdayaan masyarakat, efektivitas pelaksanaan program, dan partisipasi masyarakat menjadi aspek penting dalam mendukung keberhasilan serta keberlanjutan Program Bank Sampah Pensosmas.

Kata Kunci: Pemberdayaan Masyarakat, Efektivitas, Partisipasi Masyarakat, Program Bank Sampah.

ABSTRACT

This study was motivated by the importance of community-based waste management as an effort to enhance environmental awareness while supporting the success of the Waste Bank Program. The study aimed to analyze the influence of community empowerment, program effectiveness, and community participation on the Pensosmas Waste Bank Program in South Tanjung Uban Village, Bintan Regency. A quantitative approach with a survey method was employed in this research. Data were collected through questionnaires distributed to respondents selected using a purposive sampling technique. The data were analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 4.0 software. The results indicate that community empowerment, program effectiveness, and community participation have a positive and significant effect on the Pensosmas Waste Bank Program. Among these variables, community participation has the strongest influence on the success of the program. These findings suggest that strengthening community empowerment, improving program effectiveness, and increasing community participation are essential to achieving the success and sustainability of the Pensosmas Waste Bank Program.

Keywords: *Community Empowerment, Program Effectiveness, Community Participation, Waste Bank Program.*