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The Effectiveness of the Waste Bank Program on Clean and Healthy Living Behaviour

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Abstrak

Rendahnya Perilaku Hidup Bersih Dan Sehat (PHBS) dan pengelolaan sampah yang belum optimal masih menjadi tantangan di lingkungan padat aktivitas seperti Pasar Bengkulu. Penelitian ini bertujuan untuk mengevaluasi efektivitas program Bank Sampah dalam meningkatkan perilaku PHBS masyarakat setempat. Penelitian ini menggunakan pendekatan kuantitatif dengan desain kuasi-eksperimen, melibatkan 50 responden yang dibagi menjadi kelompok kontrol dan kelompok eksperimen. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan uji paired sample t-test. Hasil penelitian menunjukkan adanya peningkatan yang signifikan pada skor PHBS setelah intervensi, dengan rata-rata skor PHBS meningkat dari 50,60 pada pretest menjadi 72,14 pada posttest, terutama dalam hal memilah sampah dan mengikuti penyuluhan lingkungan (p = 0,001). Peningkatan perilaku PHBS ini mencerminkan keberhasilan pendekatan edukatif dan partisipatif dalam program Bank Sampah. Studi ini menyimpulkan bahwa program berbasis masyarakat efektif dalam membentuk kebiasaan gaya hidup sehat dan dapat diadopsi sebagai model intervensi lingkungan di daerah lain.

Kata Kunci: Bank Sampah, Perilaku Hidup Bersih dan Sehat, Pendidikan Lingkungan, Partisipasi Masyarakat

Abstract

Low clean and healthy living behaviors, as well as suboptimal waste management, remain challenges in densely populated areas such as Bengkulu Market. This study aims to evaluate the effectiveness of the Waste Bank programme in improving the physical health and well-being of the local community. The study employed a quantitative approach with a quasi-experimental design, involving 50 respondents divided into two groups: control and experimental. Data were collected through questionnaires and analysed using a paired sample t-test. The results showed a significant increase in PHBS scores after the intervention, with the average PHBS score increasing from 50.60 in the pretest to 72.14 in the posttest, particularly in the indicators of waste sorting and participating in environmental education (p = 0.001). The improvement in PHBS behaviour reflects the success of the educational and participatory approach in the Waste Bank programme. This study concludes that community-based programmes effectively shape healthy living habits and can be adopted as a model for environmental interventions in other areas.

Keywords: Waste Bank, Clean and Healthy Behaviour, Environmental Education, Community Participation

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INTRODUCTION

Climate change and environmental degradation are becoming increasingly urgent issues, particularly in developing countries like Indonesia, which have large populations. Ineffective waste management has a direct impact on public health and the environment. Data from the Central Statistics Agency (BPS) shows that 70% of waste in Indonesia is still thrown carelessly, which

causes pollution and serious health problems such as respiratory diseases and diarrhoea (Haqie et al., 2021). The public's indifference to proper waste management shows a low collective concern for environmental issues. This phenomenon is evident in the Bengkulu Market area, where cleanliness is often neglected, and people still use unsustainable disposal methods.

One approach to increasing awareness of cleanliness and waste management is through the Waste Bank program, which targets the community directly. The program focuses on reducing waste volume and promoting environmental awareness through comprehensive education. According to Kholmi and Nafiza (2022) In an era where social and environmental issues are increasingly dominating, every company and community needs to adapt and involve the community in the waste management process. The community's collective support is essential for sustainable and effective management.

The Waste Bank program emerged as a solution to change people's behaviour in waste management. Research by Zulfiqar and Hasan (2020) shows that the Waste Bank program can serve as a means of education for the community, ultimately benefiting the environment and public health. It is essential to examine more closely how this program can be implemented effectively and its impact on the community's behavior in the Bengkulu Market. Through a more profound understanding, it is hoped that more effective strategies can be found in increasing community participation and public health (Mulasari, Astuti, et al., 2020).

This study aims to analyze the effectiveness of the Waste Bank program in promoting clean and healthy living behaviors in the Bengkulu Market area. In addition to measuring the program's impact, this study also aims to identify the components that support its success, including socio-cultural and environmental factors. Previous research has shown that community-based programs need community support to be more successful, and more defined and local initiatives can deliver more significant outcomes.

Low community participation in this program is caused by a lack of understanding of the benefits and rewards that may be obtained (Cindana & Latif, 2024). This fact is in line with research by Ningsih et al (2024), which shows that the relationship between knowledge and people's attitudes significantly influences clean and healthy living behaviours at the household level. This confirms that a more in-depth educational approach is needed to increase public awareness and involvement in the program.

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Another factor contributing to this problem is the lack of support from the government and non-governmental organisations in promoting education and socialisation about waste management. According to Berampu and Agusta (2015) many waste management programs lack the oversight and funding they need, which affects the success of those programs at the grassroots level. Research by Suprapto and Arda (2021) also shows that government support in counselling significantly increases public knowledge about clean and healthy living behaviours. Therefore, this research will also explore how collaboration between various parties, including the government and the community, can be improved to strengthen the effectiveness of the Waste Bank program in the Bengkulu Market.

Previous studies have discussed the importance of a community-based approach in waste management. Research by Darmawan and Nurholis (2019) shows that waste management, focusing on public participation, results in more positive behavioural change than the top-down approach. Continuous examination and education on clean and healthy living behaviours are essential. PHBS counselling activities can increase public understanding in the context of disease prevention, the importance of community involvement, and government support to raise environmental awareness (V. Azteria et al., 2023; Lailiyah et al., 2021).

Specific research on Waste Banks in the Bengkulu Market area is still limited. Research by Mustari and Yulianti (2021) it shows that most studies focus on environmental impacts and pay little attention to social and public health. This indicates that there is a shortcoming in a more holistic study, where there needs to be an emphasis on the relationship between waste management and public health, which emphasises the importance of counselling related to clean and healthy living behaviours in improving the degree of public health (Suprapto & Arda, 2021).

The waste management concept will be the primary focus, with a particular emphasis on how the community understands and is involved in the management process. The idea of clean and healthy living behaviours refers to collective efforts to create an environment that supports public health. In this case, good waste management is not just about disposing of waste properly, but also includes awareness of the broader environmental health implications. The variables of this study will also include factors that influence community involvement, such as knowledge, attitudes, and motivation.

Adding to the complexity, community participation in waste management programs is often influenced by social, cultural, and economic factors. Economic factors can be a barrier for many

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individuals to participate in Waste Bank programs, as they may prioritise daily needs over long-term programs (Cindana & Latif, 2024). Education related to PHBS has also been shown to be effective in increasing public understanding and participation in preventing the spread of disease, as described in research by Zukmadini et al (2020), which highlights the importance of counselling for the community in tackling diseases such as dengue in the 3M way. This study seeks to shed more light on how these factors interact and influence people's behaviour and how increased knowledge can help change their attitudes toward PHBS.

The innovation in this study lies in the collaborative approach to implementing the Waste Bank program. It is hoped that involving students, schools, and other community organisations in the education and management process can create synergies that benefit the community. An integrated and continuous educational program can contribute positively to increasing public awareness of the importance of cleanliness, which has been shown in research by Mathar et al (2023), which tested the socialisation of PHBS in elementary school students. The implementation model of the Waste Bank program proposed in this study aims to strengthen cooperation among parties and foster a sense of ownership within the community.

Integrated educational programs will also focus on improving practical skills, enabling individuals to gain both theoretical knowledge and hands-on experience in waste management. Research by R. Triana and Agus, (2021), shows that practical training programs can improve the effectiveness of waste management programs at the community level. This research is expected to provide empirical evidence on the effectiveness of the Waste Bank program and offer guidance for better implementation in the future, while ensuring that the community is actively involved in this process.

Research has been done in the field of waste management. However, a gap remains in research that specifically addresses the impact of the Waste Bank program on clean and healthy living behaviors at the local level. It can be seen that many studies emphasise reducing the volume of waste and its impact on the environment. At the same time, the contribution to the development of PHBS practices is still very rarely discussed. This research aims to fill this gap by examining how waste management programs can positively impact public health.

Education PHBS is the key to increasing public awareness. The PHBS education program can increase public knowledge and attitudes towards healthy living behaviours, thereby contributing to a better quality of life, and the importance of sustainable health promotion in

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building public awareness of beneficial, clean, and healthy living behaviours (Mulasari, Astuti, et al., 2020; Ningsih et al., 2024). Therefore, this study will focus on contextual analysis of how the Waste Bank program can be adapted to be more effective in increasing awareness and changing community behaviour in the Bengkulu Market.

The urgency of this research lies in the importance of collaboration between the government, the community, and the private sector in facing the increasing challenges of waste management. Improvements in waste management not only impact public health but can also encourage local economic growth by creating new jobs in the recycling sector. By designing a more targeted and responsive program, this research seeks to provide real solutions to the problems faced in the local community, from a practical perspective, the results of this research will provide recommendations for the development of more effective strategies in increasing public awareness about the importance of waste management and PHBS.

Improvements in waste management not only have an impact on public health but can also encourage local economic growth through the creation of new jobs in the recycling sector, by designing a more targeted and responsive program, this study seeks to provide real solutions to the problems faced in local communities, from a practical perspective, the results of this study will provide recommendations for the development of more effective strategies in improving public awareness about the importance of waste management and PHBS. Therefore, this study aims to provide a comprehensive analysis that will serve as a reference for future programs.

Research Methodology

Types of Research

This study uses a quantitative method with a quasi-experimental design. This design aims to evaluate the effectiveness of the Waste Bank program in improving clean and healthy living behaviours in the Bengkulu Market area. The quantitative method was chosen because it allows for objective measurements of the research variables as well as statistical analysis to test the proposed hypothesis (Sugiyono, 2017).

Research Time and Place

This research lasted from January to June 2024. The research location focuses on the Bengkulu Market, the centre of the community's economic and social turnover.

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Research Objectives

The population in this study is people living around the Bengkulu Market, with a total of about 500 people, from this population, a sample will be taken, as many as 50 respondents, consisting of two groups: 25 people as an experimental group that will participate in the Waste Bank program and 25 people as a control group that will not receive an intervention. The sample was selected using a purposive sampling technique, where respondents were 18 years old or older and willing to participate in the research.

Data Collection Techniques and Instrument Development

Data will be collected using a questionnaire designed to measure changes in PHBS behavior before and after the Waste Bank program, utilizing a Likert scale. This instrumentation is adapted from previous research to ensure validity and reliability.

Techniques for Analysing Obtained Data

Quantitative data from the questionnaire will be analysed using statistical software, such as SPSS, to determine the Effectiveness of the Waste Bank Program in Improving Clean and Healthy Living Behaviour (PHBS).

RESULTS AND DISCUSSION

RESULT

The implementation of the Waste Bank program, along with the characteristics of respondents in the Bengkulu Market area, indicates potential support for PHBS behavior change. Most respondents were in the productive age group (30–39 years), predominantly women, including many housewives. The education level of the respondents was relatively high, with the majority holding high school and college degrees, while most worked in the informal sector, such as in IRTs and as traders. This characteristic serves as a strategic starting point in implementing PHBS education and coaching.

Table 1. Distribution of Respondent Characteristics

Age	f	%
<30	15	30.0%
30–39	19	38.0%
40–49	11	22.0%
≥50	5	10.0%
Gender	f	%

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Man	22	44.0%
Woman	28	56.0%
Education	f	%
SD	5	10.0%
SMP	12	24.0%
SMA	20	40.0%
College	13	26.0%
Work	f	%
Housewives (IRT)	21	42.0%
Merchant	14	28.0%
Official	10	20.0%
Other	5	10.0%

Table 2 presents the distribution of clean and healthy living behaviour (PHBS) scores among 50 respondents prior to the Waste Bank program intervention. This pretest score measures the initial condition of community behaviour in carrying out PHBS, as a basis for evaluating changes.

Table 2. PHBS Pretest Score Frequency Distribution (n = 50)

Score Interval	f	%
47 – 48	8	16%
49 – 50	12	24%
51 – 52	10	20%
53 – 54	8	16%
55 – 56	4	8%
Total	50	100%

The data showed that most respondents had a PHBS score in the mid-range, between 47 and 56, with peak frequencies at 49–50 (24%) and 51–52 (20%). This reflects that the community's clean and healthy living behaviour in the early stages is still largely suboptimal and requires intervention. The variation in the existing score indicates a difference in the level of awareness and habits of PHBS between individuals, which is influenced by social factors and environmental education. Table 3 presents the distribution of PHBS scores after implementing the Waste Bank program, providing an overview of the results of the interventions on community behavior.

Table 3. PHBS Posttest Score Frequency Distribution

Score Interval	f	%
66 – 68	7	14%

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69 – 71	9	18%
72 – 73	13	26%
74 – 75	10	20%
76 – 78	11	22%
Total	50	100%

There was a significant shift in the distribution of scores to a higher range of 66–78, with peak frequencies at scores of 72–73 (26%) and 76–78 (22%). This indicates that implementing the Waste Bank program has significantly improved the community's PHBS. This increase in scores indicates that the interventions implemented have increased awareness and led to fundamental behavioral changes, such as improved waste management and adherence to environmental cleanliness.

Figure 1 visually illustrates the comparison of the average PHBS scores before and after the program in the form of a bar graph, making it easier to understand the quantitative changes in behaviour.

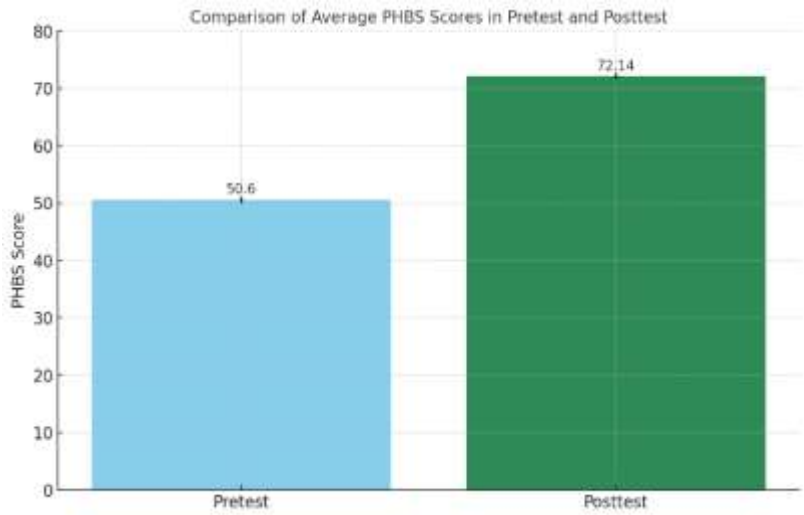

Figure 1. Comparison of PHBS Pretest and Posttest of the Waste Bank Program

The graph shows a striking increase from the average pretest score to the posttest, reflecting the program's success in changing behaviour across the board. This visualisation clarifies not only the numerical increase but also the broad impact of the program on the measured community behaviour. It reinforces the sustainability recommendations of the Waste Bank program as a model of effective environmental intervention.

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Table 4 outlines the average changes for each indicator of clean and healthy living behaviours measured before and after the program, to see which aspects have seen the most improvement.

Table 4. Table of Results of Identification of PHBS Behaviour Change Before and After the Waste Bank Program

No	Indicator PHBS	Pretest Average Score	Posttest Average Score	Shoes	Change Description
1	Dispose of garbage in its place	3,1	3,8	0,7	Increase
2	Sorting organic and inorganic waste	2,4	3,5	1,1	Significant Increase
3	Maintaining a clean living and working environment	2,9	3,6	0,7	Increase
4	Participating in regular environmental cleanliness activities	2,6	3,4	0,8	Increase
5	Wash your hands with soap after activities	3,2	3,6	0,4	Slightly Increased
6	Do not throw garbage into rivers/drainage	3	3,7	0,7	Increase
7	Temporarily storing waste in a closed container	2,7	3,5	0,8	Increase
8	Be a role model in clean and healthy living behaviours	2,5	3,3	0,8	Increase
9	Participating in counselling or Education about a healthy environment	2,3	3,6	1,3	Significant Increase
10	Reduce the use of single-use plastic bags	2,2	3,2	1	Increase
	Overall Average	2,69	3,52	0,83	Significant Increase

All indicators showed an improvement, with the indicators "Following counselling on a healthy environment" and "Sorting organic and inorganic waste" showing the most significant increase ($\Delta = 1.3$ and 1.1). This suggests that the education and waste management aspects are highly effective and play a key role in driving change. Other behaviours, such as littering and maintaining cleanliness, have also increased substantially, signalling a broad change in behaviour rather than just

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focusing on one aspect. It can be concluded that the program has succeeded in shaping a more holistic PHBS behaviour.

Table 5 presents the results of the normality test for the residual data used in the subsequent statistical analysis, validating the appropriate analysis method.

Tabel 5. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		50
Normal Parametersa	Mean	20.8200
	Hours of deviation	1.20695
Most Extreme Differences	Absolute	.196
	Positive	.192
	Negative	-.196
Kolmogorov-Smirnov Z		1.385
Asymp. Sig. (2-tailed)		.043

The Significance value of 0.043 (< 0.05) indicates that the residual data did not follow the normal distribution. This requires particular attention in choosing robust statistical methods, with the possibility of using non-parametric methods or adjusting the interpretation of results to avoid bias. This incompatibility of normality can be caused by very heterogeneous variations in behaviour between individuals. Table 6 shows the results of the variance homogeneity test. This test ensures variance similarity in pretest and posttest scores, which is essential for the validity of the t-parametric test.

Table 6. Homogeneity Test

	Levene Statistic	df1	df2	Itself.
Pretes	1.794	4	45	.147
Posttest	1.969	4	45	.116

The significance value of Levene of 0.147 for the pretest and 0.116 for the posttest (both > 0.05) indicates that the variance between groups is homogeneous. This suggests that the distribution of variance from the data is similar and allows the use of paired t-tests to compare scores before and after interventions with high statistical validity, to determine the effectiveness of the Waste Bank

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program in improving clean and healthy living behaviours (PHBS), a statistical test was

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Hours of deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower	Upper			
Pair 1	Pretes postest	-1.61000E1	8.81152	1.24614	-18.60421	-13.59579	-12.920	49	.000

conducted using a paired sample t-test to pretest and posttest data. This test aims to see if there is a significant difference between the average PHBS score before and after the program's implementation. The test results are presented in the following Table 7:

Table 7. Results of Pretest and Posttest Differences of the Waste Bank Program on PHBS

Based on Table 7, the results of the paired sample t-test showed that there was a statistically significant difference between the PHBS score before and after the Waste Bank program, with a significance value (p-value) of 0.001 ($p < 0.05$). The mean difference value of -16.1 indicates that the average PHBS score increased after the intervention. In addition, the t-value calculated of -12,920 with a degree of freedom (df) of 49 also strengthens the conclusion that the Waste Bank program positively impacts the community's clean and healthy living behaviour. Thus, this program has proven to be effective in changing the behaviour of PHBS for the better.

DISCUSSION

The results of this study show a significant increase in PHBS following the implementation of the Waste Bank program in the Bengkulu Market area. The average PHBS score increased from 50.60 in the pretest to 72.14 in the posttest. This was reinforced by the results of the paired sample t-test, which showed a significance value of 0.001 ($p < 0.05$), indicating that the difference between the pre- and post-intervention values was statistically significant. These findings suggest that the Waste Bank program is an effective waste management strategy and an educational intervention in shaping healthy community behaviour.

An increase in scores was seen in all PHBS indicators, with the most significant changes in the indicators following counselling on a healthy environment (score = 1.3) and sorting organic and

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inorganic waste (score = 1.1). This demonstrates that the program has successfully transformed society's cognitive (knowledge) and affective (emotional) aspects, encouraging fundamental behavioral changes. However, indicators such as washing hands with soap after activity saw a lower increase (score = 0.4), indicating that aspects of PHBS that are not directly related to waste management require a different approach or a longer time to change.

The characteristics of the respondents are a crucial factor in determining the program's effectiveness. The majority are of productive age (30–39 years old), have a high school education or higher, and work in the informal sector. This condition is a strategic capital for implementing the program because they are open to education and behaviour change. In addition, the role of education, mentoring, and direct interaction during the program has been proven to increase public understanding and motivation in running PHBS.

This study reinforces the findings of Mulasari et al (2020), which show that the success of the Waste Bank program is not only seen from the environmental side, but also from the social impact and public health. In the context of the Bengkulu Market, the results of the PHBS score increase reflect that the active involvement of the community in community-based waste management activities can lead to positive behavioural changes. This is similar to a study by D. Azteria et al (2023), counselling activities related to PHBS have succeeded in increasing public awareness of the importance of maintaining cleanliness as a preventive measure against infectious diseases.

The results of this study also support the argument of Suprapto and Arda (2021), which emphasizes the importance of continuous counseling in encouraging changes in public health behavior. In this study, the indicator "following counselling on a healthy environment" showed the most significant improvement among all other indicators. This suggests that a sustainable and locally based educational approach, as implemented in the Waste Bank program, can be a primary key to the success of health and environmental intervention programs. Thus, this result confirms that education cannot be separated from community-based ecological management strategies.

Some previous studies, such as Mustari and Yulianti (2021), with a greater focus on the macro environmental impact of the Waste Bank, this study explicitly tracks its effects on changes in individual behaviour at the community level. Thus, this study fills a gap in the literature that does not address the direct relationship between community-based waste management and holistic clean and healthy living practices. Focusing on the local context of Bengkulu Market also enriches the

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understanding that the effectiveness of a program is highly dependent on adaptation to the socio-cultural needs and characteristics of the local community.

The results of this study underscore the importance of integrating education and direct practice in waste management. The Waste Bank program creates a cleaner environment. It encourages the formation of new social norms in the community, which is in line with the findings (B. Triana & Agus, 2021). That practical training can substantially increase community involvement. Thus, the educational model used in this program can be replicated in other regions with similar conditions.

The program's success demonstrates that a collaborative approach involving communities, educational institutions, and government can lead to sustainable behavioral change. Similar programs in the future should strengthen cross-sectoral cooperation, as well as increase the frequency and quality of counseling. Additionally, incentive- and reward-based strategies can be explored to increase community participation in the long term.

This study fills a gap in the literature regarding the relationship between the Waste Bank program and clean and healthy living behaviours at the local level. The emphasis on the specific context of the Bengkulu Market enriches the understanding of program adaptation on a micro scale. The results can be used as the basis for data-driven local policies and encourage the development of community-based environmental programs. With this contribution, it is hoped that similar programs can be developed more widely and effectively to improve the health quality of the Indonesian people.

CONCLUSION

This research demonstrates that the Waste Bank program has a significant impact on improving the clean and healthy living behaviors of the community in the Bengkulu Market area. The results of statistical analysis showed a significant difference between pretest and posttest scores after the intervention, with an increase in the average PHBS score from 2.69 to 3.52. Behavioural indicators such as sorting waste, participating in counselling, and maintaining environmental cleanliness showed the most significant improvements, indicating that the program has succeeded in forming new awareness and habits among the community.

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