

Analisis Faktor Pendorong Perilaku Konsumen Muslim dalam Mengurangi Food Waste di bulan Ramadan = Driving Factors Analysis of Muslim Consumer Behavior on Reducing Food Waste in the month of Ramadan

Adilah Adzhani Amanda, author

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Abstrak

Indonesia merupakan negara dengan populasi muslim terbesar di dunia menjadikan bulan Ramadan sebagai bulan dirayakan dengan suasana religius, memiliki budaya dan nilai, serta perubahan pola konsumsi. Pola konsumsi yang berubah pada bulan Ramadan ini juga berpengaruh pada perilaku food waste seseorang. Terdapat pola berulang setiap tahunnya bahwa saat bulan Ramadan sampah makanan meningkat, hal ini juga menjadi isu penting mengingat Indonesia juga merupakan salah satu negara yang menyumbang sampah makanan terbesar kedua di dunia. Bulan Ramadan dengan food waste yang meningkat menjadi sesuatu hal yang kontradiktif dengan esensi bulan Ramadan itu sendiri yaitu menahan hawa nafsu dan berbagi. Penelitian ini menggunakan theory of planned behavior (TPB) untuk menganalisis faktor pendorong perilaku konsumen dalam mengurangi food waste di bulan Ramadan. Selain itu, ada sejumlah variabel penjelas lainnya untuk turut meninjau sejauh mana faktor pendorong dapat memengaruhi perilaku mengurangi food waste di bulan Ramadan. Penelitian ini diolah dengan mengumpulkan responden sebanyak 313. Kuesioner penelitian disebarakan secara online dan analisis data dilakukan dengan metode Partial Least Square-Structural Equation Modelling (PLS-SEM). Hasil penelitian menunjukkan bahwa TPB berpengaruh pada intention. Attitude towards behavior memiliki pengaruh yang lebih besar dibandingkan subjective norms terhadap intention. Dimana intention dan food surplus juga berimplikasi berpengaruh terhadap food waste. Food choice motives dan financial attitudes berpengaruh terhadap planning routines seseorang. Pola konsumsi di bulan Ramadan seseorang berpengaruh terhadap tingkat food waste. Namun, planning routines tidak berpengaruh terhadap food surplus.

.....Indonesia is a country with the largest Muslim population in the world, making Ramadan a month celebrated with a religious atmosphere, having culture and values, as well as changing consumption patterns. The changing consumption patterns in the month of Ramadan also affect a person's food waste behavior. There is a recurring pattern every year that during the month of Ramadan food waste increases, this is also an important issue considering that Indonesia is also one of the countries that contributes the second largest food waste in the world. The month of Ramadan with increasing food waste becomes something that is contradictory to the essence of the month of Ramadan itself, which is to hold back lust and share. This study uses the theory of planned behavior (TPB) to analyze the factors driving consumer behavior in reducing food waste in the month of Ramadan. In addition, there are a number of other explanatory variables to participate in reviewing the extent to which the driving factors can influence the behavior of reducing food waste in the month of Ramadan. This study was processed by collecting 313 respondents. Research questionnaires were distributed online and data analysis was carried out using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method. The results showed that TPB had an effect on intention. Attitude towards behavior has a greater influence than subjective norms on intention. Where intention and food surplus also have implications for food waste. Food choice motives and financial attitudes affect a

person's planning routines. Consumption patterns in a person's Ramadan affect the level of food waste. However, planning routines have no effect on food surplus.