

Perilaku Pro-Lingkungan Terhadap Intensi Mengurangi Sisa Makanan (Leftover) = Pro-Environmental Behavior To Intention On Reducing Leftover

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Abstrak

Limbah makanan menjadi masalah global karena pengaruhnya terhadap emisi karbon, polusi air, dan penggunaan lahan subur. Studi ini menganalisis pengaruh latar belakang pribadi (sosio-demografis), interaksi antar individu dan lingkungan sosial (berdasarkan Theory of Planned Behavior) dan kepedulian lingkungan terhadap intensinya untuk mengurangi sisa makanan. Sampel sebanyak 681 responden diuji menggunakan Struktural Equation Model (SEM) secara empiris. Berdasarkan hasil penelitian, diketahui bahwa sikap (attitude) dan control perilaku (perceived behavioral control) secara signifikan berkorelasi positif mempengaruhi atas niat mengurangi sisa makanan. Sementara hubungan antara norma subjektif (subjective norm), tingkat pendidikan, dan tingkat pendapatan untuk mengurangi niat sisa makanan secara signifikan berkorelasi negatif. Sikap, norma subyektif, dan kontrol perilaku secara positif memediasi pengaruh perilaku pro-lingkungan terhadap intensi pengurangan sisa makanan. Dengan mengetahui pengaruh interaksi antar individu dan lingkungan sosial (berdasarkan Theory of Planned Behavior) dan kepedulian lingkungan terhadap intensinya untuk mengurangi sisa makanan, diharapkan berbagai pihak yang berkepentingan dapat mengetahui komunikasi yang efektif kepada konsumen dan masyarakat secara umum untuk meningkatkan kesadaran dan intensi mengurangi limbah makanan agar dapat merubah perilaku menyisakan sisa makanan pada piring makannya (plate waste). Hal tersebut diharapkan dapat mengurangi jumlah limbah makanan.

.....Food waste is a worldwide problem due to its effects on carbon emission, water pollution, and arable lands. This study analyzes individual leftover by consideration of personal background (socio-demographic), interaction between individu and social environment (based on Theory of Planned Behavior) and environmental concern to intention to reducing leftover. A structural equation model is derived and empirically tested for a sample of 681 respondent. The empirical results indicated that the attitude and perceived behavioral control was significantly and positively related to the reducing leftover intention. While the relationship between subjective norm, education level, and income level to reducing leftover intention was significantly negative. Attitude, subjective norm and perceived behavioral control towards reducing leftover was mediated the effects of consumers' environmental concern on the intention to reducing leftover. By knowing the influence of interaction between individu and social environment (based on Theory of Planned Behavior) and environmental concern to intention to reducing leftover, it is expected that various stakeholder and interested parties can know effective communication to consumers to increase awareness and intention to food leftover on their plate. This is expected to reduce the amount of food waste.