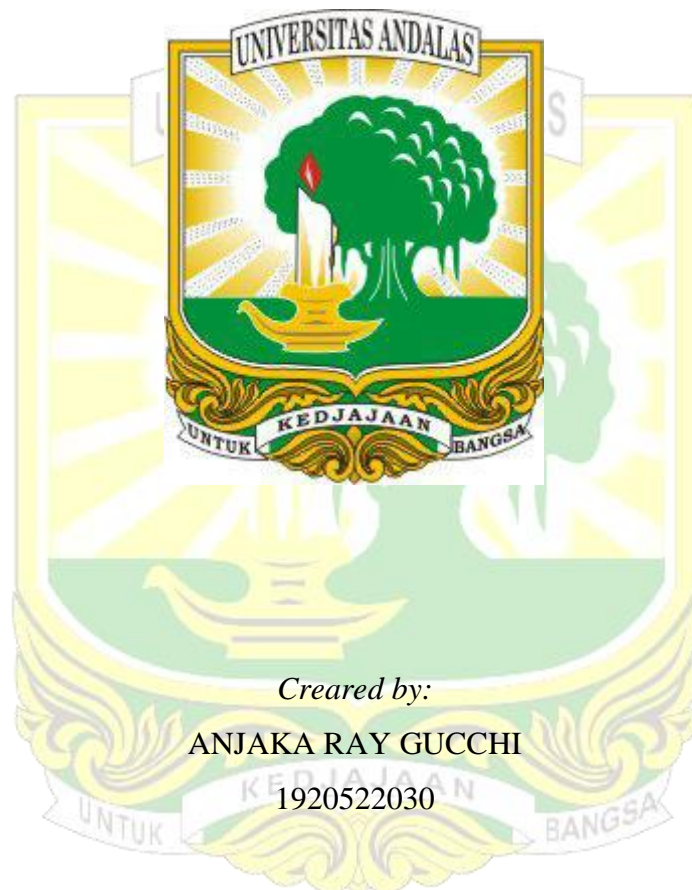


**THE EFFECT OF ATTITUDE, SUBJECTIVE NORM, PERCEIVED
BEHAVIOUR CONTROL, AND MORAL NORM ON INTENTION TO
REDUCE FOOD WASTE IMPACTING FOOD WASTE BEHAVIOUR**

Thesis



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ABSTRACT

This study aims to examine the effect of attitude, subjective norm, perceived behavior control, and moral norm on intention to reduce food waste impacting food waste behaviour. The research use Structural Equation Modeling (SEM) method. The sampling was household who has responsibility to provide the food filling the questionnaire spreadsheet online and directing to them. The results explain that gender is influenced by the volume of food waste as seen by the large number of respondents who show more than 100 women out of 215 in their profiles. The behavior of often eating at home and buying more often in serving food is strong evidence of increasing food waste. Citizen in education could not be a reference in awareness to reduce food waste by reason of the responden education is university in the number of 136 in 215. Future research is still needed to better understand people's awareness of food waste. Then the research shows attitudes and knowledge of food conservation have a role in determining food waste behavior, the importance of attitudes and knowledge of food conservation as a point of food waste behavior what gets attention because important for practitioners, future researchers, and the surrounding citizen in creating new positive habits by reducing food waste which is a global challenge in the future.

Keyword: Food Waste Behaviour, Intention to reduce Food Waste, Attitude, Subjective Norm, Perceived Behaviour Control, Theory of Planned Behaviour, Moral Norm

