

## **BAB V**

### **CLOSING**

#### **A. Conclusion**

Indonesia has experienced a severe waste cycle hence the urgent need to reduce food waste must be done by starting to increase it on a household scale. This research aimed at reducing food waste at the household level. 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.

#### **B. Research Implication**

This research applies to all household food waste behavior. Attitude, Subjective norm, perceived behavior control, moral norm were verified to get the intention to reduce food waste which creates behavior towards food waste. The results of this research are in line with (Coşkun & Yetkin Özbük, 2020) and (Wajon & Ritcher, 2019) but they have a different construct in the achievement of this research. The stronger response in the economic aspect (income/earn) shows someone behaves appropriately in the intention to reduce food waste because a large income to reduce food waste is a logical connection in acting as showing an unequal awareness.

Perceived Behavioral Control has the strongest positive relationship on the intention to reduce food waste in alliance with (Coşkun & Yetkin Özbük, 2020), (Wajon & Ritcher, 2019), and (Stancu et al., 2016) but contrary to the results of this research implies that minimizing food waste has a negative effect that the household feels given the possibility of risk that can occur in various forms.

The same results are present in other studies such as (Coşkun & Yetkin Özbük, 2020), (Wajon & Ritcher, 2019) showing that subjective norms are irrelevant determinants for the intention to reduce food waste. Possible explanations are education and work which are the level at which people accept the distribution of policies based on their perspective background each. In this case, Indonesia is a country with *the high culture the high trust* implying that people believe the consequences of food waste can be influenced by individual behavior, they can act freely based on their personal preferences. The household value is a closed environment who is a limited number of people to be able to apply the general social pressures what subjective norms may play an important role in this situation

The result of this research shows the moral norm has a low impact on intention to reduce food waste also emerged as a reliable indicator on intention to reduce food waste even though the results of this research revealed an insignificant effect which was in the opposite direction from the hypothesized although the previous research is (Stancu et al., 2016) which became one of the many references in this research is relevant then added literature to develop in helping other researchers to designing an extended TPB framework with custom constructs.

In addition, the intention to reduce food waste is significant indicator of food waste behavior as hypothesized (H5). This result is also in accordance with previous research is (Coşkun & Yetkin Özbük, 2020) and (Stancu et al., 2016) which showed also designed to determine the effect of intention to reduce food waste on behaviour confirm that households have higher awareness of consistent, this research finding supports other research work on intention to reduce food waste which is considered an important factor in making a person's decision according to all previous research that their hypothesis is in accordance with the results of research conducted strengthen the results of this research

### **C. Suggestion for Future Research**

The research aims expected from the results of this study include:

1. For the academics, the results of this study are expected to add to the insight into knowledge related to food waste in Indonesia and the factors that influence it. Especially those who are interested to find out more about food waste in the nearest respective City because this research was constrained in the data collection process what the covid-19 pandemic it was necessary to increase the willingness of researchers to visit respondents in the future so that it would be more objective and varied in the results of the questionnaire.

2. For the practitioners, it could be used as a reference in future policy making in an effort to reduce food waste.

