

## INTISARI

*Food waste* menjadi isu global yang memerlukan perhatian khusus saat ini. Indonesia menjadi negara kedua penghasil *food waste* terbesar di dunia setelah Arab Saudi. Tercatat di Indonesia membuang sampah makanan 23-48 juta ton per tahun. Kerugian *food waste* per tahun diestimasikan mencapai Rp 213-551 triliun dan menimbulkan 7,29% emisi gas rumah kaca. Adanya *food waste* disebabkan oleh perilaku manusia yang dipengaruhi oleh berbagai faktor. Sementara itu, maraknya penggunaan sosial media dan *online food delivery service* disinyalir menjadi salah satu faktor penyebab *food waste behavior*, khususnya pada generasi z. Oleh karena itu, penelitian ini bertujuan untuk membangun model konseptual dan mengidentifikasi faktor-faktor yang signifikan mempengaruhi *food waste behavior* generasi z di Indonesia.

Penelitian ini menggunakan model dasar gabungan NAM dan TPB dengan dengan metode analisis data PLS-SEM. Pengumpulan data dilakukan menggunakan kuesioner skala *likert* lima poin, yaitu 1 (sangat tidak setuju), 2 (tidak setuju), 3 (netral), 4 (setuju), 5 (sangat setuju). Kuesioner diadaptasi dari penelitian terdahulu kemudian diuji validitas dan reliabilitasnya melalui *pilot study*. Kuesioner yang telah valid dan reliabel disebar secara *online* dan diisi oleh 456 responden dari generasi z di seluruh Indonesia yang memiliki sosial media dan pernah membeli makanan secara *online*.

Model konseptual berhasil dibangun dengan model dasar gabungan NAM (*awareness of consequence* dan *ascription of responsibility* yang dimediasi oleh *personal norm*) dan TPB (*attitude toward behavior* dan *subjective norm* yang dimediasi *intention to reduce food waste*) dengan *extended variable* berupa *social media food marketing* dan *habit in online food buying*. Hasil analisis menunjukkan faktor yang signifikan mempengaruhi perilaku *food waste* generasi z di Indonesia adalah *personal norm* yang diprediksi oleh *awareness of consequence* dan *ascription of responsibility*, *intention to reduce food waste* yang diprediksi oleh *attitude toward behavior* dan *subjective norm*, *social media food marketing*, dan *habit in online food buying*.

**Kata Kunci:** *food waste behavior*, *social media food marketing*, *habit in online food buying*, NAM, TPB, PLS-SEM, generasi z, Indonesia

## ***ABSTRACT***

*Food waste is a global issue that requires special attention today. Indonesia is the second largest food waste producing country in the world after Saudi Arabia. It is recorded that Indonesia throws away 23-48 million tons of food waste per year. Food waste losses per year are estimated to reach IDR 213-551 trillion and cause 7.29% of greenhouse gas emissions. The existence of food waste is caused by human behavior which is influenced by various factors. Meanwhile, the widespread use of social media and online food delivery services is thought to be one of the factors causing food waste behavior, especially in generation z. Therefore, this research aims to build a conceptual model and identify factors that significantly influence the food waste behavior of generation z in Indonesia.*

*This research uses a combined basic model of NAM and TPB with the PLS-SEM data analysis method. Data collection was carried out using a five-point likert scale questionnaire, namely 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), 5 (strongly agree). The questionnaire was adapted from previous research and then tested for validity and reliability through a pilot study. A valid and reliable questionnaire was distributed online and filled in by 456 respondents from generation z throughout Indonesia who have social media and have bought food online.*

*The conceptual model was successfully built with a basic model combining NAM (awareness of consequence and ascription of responsibility mediated by personal norms) and TPB (attitude toward behavior and subjective norms mediated by intention to reduce food waste) with extended variables social media food marketing and habit in online food buying. The results of the analysis show that the factors that significantly influence the food waste behavior of generation z in Indonesia are personal norms which are predicted by awareness of consequences and ascription of responsibility, intention to reduce food waste which is predicted by attitude toward behavior and subjective norms, social media food marketing, and habits. in online food buying.*

***Keywords:*** *food waste behavior, social media food marketing, habit in online food buying, NAM, TPB, PLS-SEM, generation z, Indonesia*