

INTISARI

Limbah makanan mencerminkan perilaku konsumsi pangan masyarakat yang tidak sesuai dengan kebutuhan sehari-hari. Di Indonesia, timbulan *Food Loss and Waste* (FLW) diperkirakan mencapai 115–184 kg/kapita/tahun dan sebagian besar terjadi pada tahap konsumsi, terutama pada komoditas padi dan sayuran. Daerah Istimewa Yogyakarta (DIY) merupakan salah satu wilayah dengan proporsi sampah sisa makanan yang berfluktuatif, namun secara konsisten mendominasi lebih dari 50% dibandingkan jenis sampah lainnya. Penelitian ini bertujuan untuk menganalisis: (1) pengaruh sikap, norma subjektif, persepsi kontrol perilaku, dan perasaan bersalah terhadap niat menurunkan limbah makanan rumah tangga; (2) pengaruh persepsi kontrol perilaku dan niat terhadap perilaku penurunan limbah makanan; (3) pengaruh nilai budaya terhadap perilaku penurunan limbah makanan; (4) perbedaan faktor-faktor yang memengaruhi perilaku penurunan limbah makanan berdasarkan kelompok usia Generasi Z dan Y serta Generasi X dan *Baby Boomer*; serta (5) peran niat sebagai variabel mediasi. Penelitian ini melibatkan 150 rumah tangga yang dipilih menggunakan teknik *proportional random sampling* di Kabupaten Sleman, Kabupaten Bantul, dan Kota Yogyakarta. Analisis data dilakukan menggunakan metode *Structural Equation Modeling–Partial Least Squares* (SEM-PLS) dan *Multigroup Analysis* (MGA). Hasil penelitian menunjukkan bahwa sikap, norma subjektif, persepsi kontrol perilaku, dan perasaan bersalah berpengaruh positif terhadap niat menurunkan limbah makanan. Persepsi kontrol perilaku dan niat berpengaruh positif terhadap perilaku penurunan limbah makanan, sementara nilai budaya terbukti berpengaruh signifikan terhadap perilaku tersebut. Analisis multigrup menunjukkan adanya perbedaan faktor penentu antar kelompok usia. Selain itu, niat berperan sebagai mediator dalam hubungan antara perasaan bersalah dan norma subjektif terhadap perilaku penurunan limbah makanan rumah tangga.

Kata Kunci: penurunan limbah makanan, *theory of planned behavior*, nilai budaya

ABSTRACT

Food waste reflects unsustainable food consumption behavior that does not align with daily household needs. In Indonesia, Food Loss and Waste (FLW) is estimated to reach 115–184 kg per capita per year, with the largest proportion occurring at the consumption stage, particularly for rice and vegetable commodities. The Special Region of Yogyakarta is one of the areas where food waste generation fluctuates but consistently accounts for more than 50% of total municipal solid waste compared to other waste types. This study aims to examine: (1) the effects of attitude, subjective norm, perceived behavioral control, and feelings of guilt on household intention to reduce food waste; (2) the effects of perceived behavioral control and intention on food waste reduction behavior; (3) the influence of cultural values on food waste reduction behavior; (4) differences in the determinants of food waste reduction behavior across age groups, namely Generation Z and Y as well as Generation X and Baby Boomers; and (5) the mediating role of intention in the relationships between attitude, subjective norm, feelings of guilt, and food waste reduction behavior. The study involved 150 households selected using a proportional random sampling technique in Sleman Regency, Bantul Regency, and Yogyakarta City. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) and Multigroup Analysis (MGA). The results indicate that attitude, subjective norm, perceived behavioral control, and feelings of guilt have positive effects on the intention to reduce food waste. Perceived behavioral control and intention positively influence food waste reduction behavior, while cultural values have a significant effect on behavior. Multigroup analysis reveals differences in the determinants of food waste reduction behavior across age groups. Furthermore, intention acts as a mediator in the relationships between feelings of guilt and subjective norm and household food waste reduction behavior.

Keywords: food waste reduction; theory of planned behavior; cultural values