

Determinan Perilaku Food waste Mahasiswa di Kantin di Universitas Indonesia

Safitri, Dewi

Deskripsi Lengkap: <https://lib.fkm.ui.ac.id/detail.jsp?id=138848&lokasi=lokal>

Abstrak

Timbulan food waste tidak hanya menyebabkan kerugian ekonomi, sosial dan lingkungan, namun juga menyebabkan masalah kesehatan. Mahasiswa, sebagai kelompok dewasa muda, memiliki kecenderungan tinggi dalam menghasilkan food waste, terutama di area kantin kampus. Penelitian pada tesis ini bertujuan untuk mengidentifikasi faktor-faktor yang berhubungan dengan perilaku food waste mahasiswa di kantin universitas. Metode yang digunakan adalah mixed method dengan embedded design. Penelitian kuantitatif sebagai penelitian utama dan penelitian kualitatif sebagai penelitian penunjang. Pengisian kuesioner dilakukan terhadap 160 responden dengan analisis data menggunakan model mediasi PROCESS dari Hayes. Hasil penelitian ini mengungkapkan bahwa faktor sosiodemografi meliputi jenis kelamin, umur, biaya hidup per bulan, klaster fakultas, asal daerah dan pengaturan tempat tinggal tidak berhubungan signifikan dengan niat perilaku food waste. Namun, biaya hidup per bulan berhubungan signifikan dengan frekuensi perilaku food waste dan faktor pengaturan tempat tinggal berhubungan signifikan dengan estimasi jumlah food waste yang ditimbulkan. Sikap dan perceived behavioral control determinan signifikan perilaku, baik secara langsung maupun tidak langsung melalui niat ($p < 0.05$ dan 95% CI tidak mencakup 0). Norma subjektif merupakan determinan signifikan perilaku food waste jika di mediasi oleh niat ($b = 0.217$, 95% CI [0.117; 0.325]). Sementara pada variabel personal norm, tidak terbukti sebagai determinan perilaku food waste ($p > 0.05$ dan 95% CI mencakup 0). Disarankan Universitas Indoneisa dapat melakukan upaya edukasi yang difokuskan pada penguatan sikap dan persepsi kontrol mahasiswa terhadap food waste sehingga mahasiswa merasa mampu untuk mencegah timbulan food waste di lingkungan kampus.

The generation of food waste not only causes economic, social, and environmental losses, but also poses health problems. University students, as a group of young adults, tend to generate a significant amount of food waste, particularly in campus canteens. This thesis aims to identify the factors associated with students' food waste behavior in university canteen settings. A mixed method with an embedded design was employed, in which the quantitative method served as the primary method and the qualitative method as a complementary method. The quantitative phase involved 160 respondents, and data were analyzed using Hayes' PROCESS mediation model. The results revealed that sociodemographic factors including gender, age, monthly living expenses, faculty cluster, place of origin, and housing arrangement were not significantly associated with the intention of food waste. However, monthly living expenses were significantly associated with the frequency of food waste behavior, and housing arrangements were significantly associated with the estimated amount of food waste generated. Attitude and perceived behavioral control were found to be significant determinants of food waste behavior, both directly and indirectly through intention ($p < 0.05$, 95% CI excluding 0). Subjective norm also emerged as a significant determinant of food waste behavior when mediated by intention ($b = 0.217$, 95% CI [0.117; 0.325]). In contrast, personal norm was not identified as a determinant of food waste behavior ($p > 0.05$, 95% CI including 0). It is recommended that Universitas Indonesia

implement educational efforts focused on strengthening students' attitudes and perceived behavioral control toward food waste, thereby empowering students to actively prevent food waste generation on campus.</div>