

## **A Preliminary Study of Intention to Reduce Food Waste in Indonesia**

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### **Abstract**

Waste is a problem currently being faced by Indonesia, especially food waste. In May 2023, Indonesia was ranked third as the world's largest producer of food waste. Data from the Ministry of Environment and Forestry reported in 2023 shows that food waste is the largest composition of the total waste (40.98%). Reflecting on this, it is regrettable that many people still have difficulty getting enough food in Indonesia. Indonesia is a country that highly upholds moral norms, but can these moral values help people become aware of the need to reduce food waste? This study aims to see how moral norms for food waste reduction and self-efficacy towards food waste reduction affect the intention to reduce food waste in Indonesian society. This study uses a structural equation model-partial least squares (SEM-PLS) to process data from 157 respondents. The results indicate that moral norms for food waste reduction and self-efficacy towards food waste reduction positively and significantly affect food waste reduction intention. In addition, moral norms for food waste reduction also positively and significantly affect self-efficacy toward food waste reduction. It can be concluded that Indonesian society has moral norms and self efficacy towards food waste reduction and creates an intention to reduce food waste, but intention alone is not enough, so there needs to be a strong push so that the intention turns into real action.

**Keywords:** food waste; Indonesia; moral norms; self-efficacy; waste