STUDENTS' AWARENESS ON FOOD WASTE PROBLEMS AND THEIR BEHAVIOUR TOWARDS FOOD WASTAGE:

A CASE STUDY OF DIPONEGORO UNIVERSITY (UNDIP)-TEMBALANG CAMPUS.

THESIS

Submitted in Partial Fulfilment of the Requirement for the Award of Master of environmental science Degree of Diponegoro University

BY

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APPROVAL PAGE
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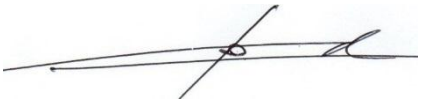

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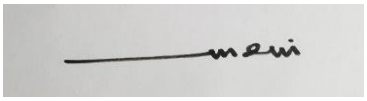

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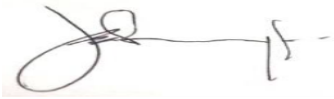
Dr. Jafron Wasiq Hidayat, M.Si. 

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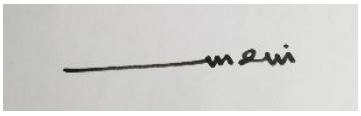
3.Dr Drs. Amirudin, M. Si 

DECLARATION

I, Praygod P. Mganga, with Student Identification Number 30000119419026 herewith declare that, to the best of my knowledge, the thesis entitled "Students' awareness on food waste problems and their behaviour towards food wastage" is my original work and has never been submitted in a whole or part to any other higher learning institution or university for the award of any degree. All academic materials used in this thesis were properly acknowledged.

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FOREWORD

Firstly, I would like to return my thanks to the almighty GOD who gives me strength and power to better survive in this world and enabled me to complete successfully my studies. It has been a long journey that I admit without GOD, it would not be completed.

I would like to express my solemn gratitude to my supervisor Prof. Dr Ir. Syafrudin, CES, M. T and Dr Drs. Amirudin, M. Si, through their direction, criticism, advice, and diligence guided me until this work was enhanced. I feel very honoured and proud to have an opportunity to work under their supervision. I also extend my gratitude and appreciation to the chairman of the examination team Dr Jafron Wasiq Hidayat, M. Si for his constructive suggestions and advice, I also return thanks to the second examiner Dr Fuad Muhammad, S. Si, M. Si for his constructive comments and advice.

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LIST OF ACRONYMS

EU-European Union

FAO-Food and Agricultural Organization

GDP-Gross Domestic Product

SDG-Sustainable Development Goals

TPB-Theory of Planned Behaviors

UN-United Nations

UNDIP-Diponegoro University

UNICEF-United Nation Children's Fund

US-United states of America

USD-United States Dollar

UK-United Kingdom

ReFED-Rethinking Food Waste Through Economic Data

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ABSTRACT

In the 21 century, food waste has become one of the prevailing and unsolved problems to which the world still pays full attention and looking for a better way to resolve. Given the fact that about one-third of the food produced in the world end up trashed or lost is unbearable. Consumers of young age(youth) proved to be the potential group that waste more food than the rest and thus need to be paid close attention and monitored. The majority of this group are found in higher learning institutions and hence this study based on the survey of 100 students at the University of Diponegoro in Semarang (Indonesia), aims at investigating student's awareness of food waste problems and their behaviour towards food waste by deploying the framework of the Theory of planned behaviour. By means of the structural model (PLS-SEM) approach, this study explores the different relationships between individual attitudes, concern on food waste, Norms, Intention and behaviour towards food waste. It also aims at observing the influence of gender on the relationship between different constructs developed understudy as well as verifying the existence of mediation effects among these relationships. The establishment of the importance of performance map analysis developed to enable identify and observe relative importance of predictor variable which highlight potential influence of correct behaviour towards food waste and various decision to be taken to ensure reduction and avoid of food wastage. Results show the essence of using an extended model of planned behaviour by predicting and explaining student intention to avoid or reduce food waste and determinant of positive(correct) behaviour towards food waste. student awareness on environmental and social consequences of food waste behaviour, awareness on economic consequences of food waste behaviour were the main drivers to motivate student's intention to avoid or reduce food waste, Besides, the results show that subjective norms, individual concern towards food waste found to be the determinants of positive behaviour towards food waste. While perceived behaviour control played an important role in determining both student intention to avoid or reduce food waste and their behaviour toward food waste. Student's gender showed no significant influence on any relationship between constructs in the model, there was no mediator effect played by the target construct in the model. Finally, the implication of the study for raising student's awareness of the food waste problem and its impacts, and improving correct behaviour toward food waste are discussed.

Keywords: *Diponegoro University; Food waste; PLS-SEM; Students.*

ABSTRAK

Di abad ke-21, limbah makanan menjadi salah satu masalah utama yang belum terpecahkan dimana dunia masih memberi perhatian dan mencari solusi terbaik untuk menyelesaikannya. Fakta menunjukkan bahwa sekitar sepertiga dari makanan yang diproduksi di dunia terbuang, ini merupakan hal yang tidak dapat ditoleransi. Konsumen usia muda (remaja) terbukti menjadi kelompok potensial yang membuang lebih banyak makanan daripada yang lain sehingga perlu mendapat perhatian dan pemantauan lebih. Mayoritas kelompok ini ditemukan di perguruan tinggi dan oleh karena itu, penelitian ini dilakukan melalui survei terhadap 100 mahasiswa di Universitas Diponegoro di Semarang (Indonesia), bertujuan untuk meneliti kesadaran mahasiswa mengenai masalah sampah makanan dan perilaku mereka terhadap sampah makanan dengan menyebarkan kerangka Teori perilaku yang direncanakan (Theory of planned behaviour). Melalui pendekatan model struktural (PLS-SEM), penelitian ini mengeksplorasi perbedaan hubungan antara sikap individu, kepedulian terhadap limbah makanan, norma, niat, dan perilaku terhadap limbah makanan. Penelitian ini juga bertujuan untuk mengamati pengaruh gender pada hubungan antara konstruksi yang berbeda yang dikembangkan sebagai pengganti serta memverifikasi adanya efek mediasi antara hubungan-hubungan ini. Penetapan pentingnya analisis peta kinerja dikembangkan untuk mengidentifikasi dan mengamati kepentingan relatif dari variabel prediktor yang menyoroti potensi pengaruh perilaku yang benar terhadap limbah makanan dan berbagai keputusan yang harus diambil untuk memastikan pengurangan dan menghindari limbah makanan. Hasil penelitian menunjukkan inti dari penggunaan model perilaku terencana yang diperluas dengan memprediksi dan menjelaskan niat mahasiswa untuk menghindari atau mengurangi limbah makanan dan determinan perilaku positif (benar) terhadap limbah makanan. Kesadaran mahasiswa mengenai konsekuensi lingkungan dan sosial dari perilaku membuang-buang makanan, kesadaran tentang konsekuensi ekonomi dari perilaku membuang-buang makanan adalah pendorong utama untuk memotivasi niat mahasiswa untuk menghindari atau mengurangi limbah makanan. Selain itu, hasil penelitian ini menunjukkan bahwa norma subjektif, kepedulian individu terhadap sisa makanan ditemukan menjadi penentu perilaku positif terhadap limbah makanan. Sementara kontrol perilaku yang dipersepsikan berperan penting dalam menentukan perhatian mahasiswa untuk menghindari atau mengurangi limbah makanan dan perilaku mereka terhadap limbah makanan. Jenis kelamin mahasiswa tidak menunjukkan pengaruh yang signifikan terhadap hubungan antara konstruksi dalam model, tidak ada efek mediator yang dimainkan oleh konstruk target dalam model. Dengan demikian, implikasi dari penelitian ini adalah untuk meningkatkan kesadaran mahasiswa mengenai permasalahan limbah makanan dan dampaknya, serta meningkatkan perilaku yang benar terhadap penanganan limbah makanan.

Kata kunci*: Limbah makanan; PLS-SEM; Siswa; Universitas Diponegoro.*