ABSTRACT

Waste problems in Indonesia are still heavily dominated by waste generated from the household sector. Households contribute up to 53.77% of the total waste in Indonesia, triggering various health and environmental issues. Waste management practices involving open burning and unsorted disposal are still commonly found in rural areas, including Bobos Village, Cirebon Regency.

This study aims to analyze the factors of attitude, subjective norm, and perceived behavioral control that influence the intention and behavior of waste management among housewives by utilizing the Theory of Planned Behavior (TPB) framework and Islamic perspective. Primary data were collected through questionnaires administered to 60 housewife respondents in RW 04 RT 04 Bobos Village, selected via a purposive sampling technique. The data analysis technique utilizes Structural Equation Modeling (SEM) based on Partial Least Square (PLS) operated through the SmartPLS 4.0 application.

. The research results indicate that the variables of attitude, subjective norms, and behavioral control have a positive and significant relationship with the intention variable. The intention variable also shows a positive relationship with the behavior variable, though this relationship is not significant. These findings suggest that good waste management behavior occurs when there is a positive individual attitude, social pressure, and behavioral control.

Keywords: Theory of Planned Behavior, Housewives, Waste, Islamic Perspective

SEMARANG
FEB UNDIP