

ABSTRACT

The issue of food waste is now a serious conversation in various countries because it has environmental, economic and social impacts. This study aims to analyze the behavior of students of Diponegoro University food waste disposal. The theory used in this study is Theory of Planned Behavior with the research method used is SEM-PLS with WarpPLS 6.0 application. The data in this study came from primary data. The number of respondents in this study were 100 respondents with a stratified random sampling method. Exogenous variables used are attitudes, subjective norms, behavior control, age, gender and income with endogenous variables used are intention and willingness to pay.

The results showed that attitudes and behavioral control have a significant effect on willingness to pay. Attitudes, subjective norms and behavioral control have a significant effect on intention. Social demographic variables such as age, gender, and income do not significantly influence the intention and willingness to pay. In addition, the attitude and behavioral control variables have an indirect effect partially on willingness to pay through intention. The renewal in this research is the use of psycho-social factors where in other studies it usually only uses socioeconomic factors. Thus, student behavior based on good attitude and behavioral control is encouraged with the intention of making them willing to pay for food waste management.

Keywords: Theory of Planned Behavior, Willingness to Pay, SEM-PLS