

**UNDERSTANDING INTENTION OF GENERATION Z TO REDUCE  
FOOD WASTE IN INDONESIA: A STUDY INTEGRATING THEORY OF  
PLANNED BEHAVIOR AND CONNECTION WITH INDIGENOUS  
CULTURAL VALUES**

**THESIS**



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JAKARTA  
2025

# **UNDERSTANDING INTENTION OF GENERATION Z TO REDUCE FOOD WASTE IN INDONESIA: A STUDY INTEGRATING THEORY OF PLANNED BEHAVIOR AND CONNECTION WITH INDIGENOUS CULTURAL VALUES**

Thesis Submitted to Fulfill One of the Requirements to Obtain a Bachelor of Economics  
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## ABSTRACT

Food waste has emerged as a significant global challenge, including in Indonesia, creating economic, environmental, and social issues. This study aimed to explore the factors influencing the intention to reduce food waste among Generation Z in Indonesia by applying the Theory of Planned Behavior, which includes attitudes, subjective norms, and perceived behavioral control. Additionally, this research incorporated indigenous cultural values, specifically the connection with religious values and traditional values. A quantitative approach was employed using a correlational research design. Data were collected through the distribution of 200 questionnaires using a non-probability purposive sampling method. The data were analyzed using structural equation modeling through the Partial Least Square method. The findings showed that attitude, perceived behavioral control, connection with religious values, and connection with traditional values had a positive and significant influence on the intention to reduce food waste. However, subjective norms did not have a significant influence on food waste reduction intention. These results suggested that individual beliefs, self-control, and cultural values play a more important role than social pressure in shaping food waste reduction behavior among Indonesian youth.

**Keywords:** Indonesia's generation Z, Food Waste, Intention, Theory of Planned Behavior, Indigenous Cultural Values.

## FOREWORD

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Jakarta, 29 May 2025



Yogi Fahreza Alfianto  
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