



PROTEKSI ISI LAPORAN KEMAJUAN PENELITIAN DOSEN PEMULA

Dilarang menyalin, menyimpan, memperbanyak sebagian atau seluruh isi proposal ini dalam bentuk apapun kecuali oleh pengusul dan pengelola administrasi penelitian dan pengabdian kepada masyarakat

PROPOSAL LAPORAN KEMAJUAN PENELITIAN DOSEN PEMULA 2025

Rencana Pelaksanaan PENELITIAN DOSEN PEMULA: tahun 2025 s.d. tahun 2025

1. JUDUL PENELITIAN

Determinasi Perilaku Food Waste di Wisata Kuliner Kota Batam Peran Intention Reduce Food Waste, Atitude, Personal Norm

Bidang Fokus	Tema	Topik (jika ada)	Prioritas Riset
Sosial Humaniora	Pariwisata dan Ekonomi Kreatif	Pengembangan pariwisata berkelanjutan	Pengelolaan sampah

Rumpun Ilmu Level 1	Rumpun Ilmu Level 2	Rumpun Ilmu Level 3
ILMU SOSIAL HUMANIORA	ILMU SOSIAL	Humaniora

Skema Penelitian	Strata (Dasar/Terapan/ Pengembangan)	Nilai SBK	Target Akhir TKT	Lama Kegiatan
Penelitian Dosen Pemula	Riset Dasar	50.000.000	2	1 Tahun

2. IDENTITAS PENGUSUL

Nama, Peran	Jenis	Program Studi/Bagian	Bidang Tugas	ID Sinta
REZKI ALHAMDI 1030089101 Ketua Pengusul Politeknik Pariwisata Batam	Dosen	Manajemen Kuliner	Membuat proposal, RAB, laporan hasil penelitian dan artikel ilmiah	6664833
ERYD SAPUTRA 0514028801 Anggota Politeknik Pariwisata Batam	Dosen	Manajemen Kuliner	membantu pembuatan RAB, Melakukan observasi lapangan, membantu melakukan uji coba kuesioner, membantu mebuat laporan akhir dan artikel ilmiah	6168545

3. MITRA KERJASAMA PENELITIAN (Jika Ada)

Pelaksanaan penelitian dapat melibatkan mitra kerjasama yaitu mitra kerjasama dalam melaksanakan penelitian, mitra sebagai calon pengguna hasil penelitian, atau mitra investor

Mitra	Nama Mitra	Dana
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4. LUARAN DAN TARGET CAPAIAN

Luaran Wajib

Tahun Luaran	Kategori Luaran	Jenis Luaran	Status target capaian	Keterangan
1	Artikel di Jurnal	Artikel di Jurnal Bereputasi Nasional Terindeks SINTA 1-4	Accepted/Published	https://ejournal.upi.edu/index.php/gastur/index

5. ANGGARAN

Rencana Anggaran Biaya penelitian mengacu pada PMK dan buku Panduan Penelitian dan Pengabdian kepada Masyarakat yang berlaku.

Total RAB 1 Tahun Rp 37.330.000,00

Tahun 1 Total Rp 37.330.000,00

Kelompok	Komponen	Item	Satuan	Vol.	Biaya Satuan	Total
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Kelompok	Komponen	Item	Satuan	Vol.	Biaya Satuan	Total
Bahan	ATK	ATK	Paket	1	500.000	500.000
Bahan	Bahan Penelitian (Habis Pakai)	Pencetakan bahan peserta diseminasi	Unit	11	150.000	1.650.000
Bahan	Bahan Penelitian (Habis Pakai)	Instrumen pengumpulan data	Unit	325	30.000	9.750.000
Pengumpulan Data	HR Petugas Survei	pengumpulan data responden	OH/OR	325	25.000	8.125.000
Pengumpulan Data	Transport	Transportasi Narasumber (FGD instrumen penelitian)	OK (kali)	8	185.000	1.480.000
Pengumpulan Data	Transport	transportasi pengumpulan data sample pengujian instrumen	OK (kali)	3	185.000	555.000
Pengumpulan Data	Biaya konsumsi	Konsumsi Narasumber (FGD instrumen penelitian)	OH	8	45.000	360.000
Pengumpulan Data	Biaya konsumsi	FGD instrumen penelitian (coffee break)	OH	8	20.000	160.000
Pengumpulan Data	Honorarium narasumber	FGD instrumen penelitian oleh para ahli pariwisata dan kuliner di Batam	OJ	8	900.000	7.200.000
Sewa Peralatan	Ruang penunjang penelitian	Sewa ruangan Diseminasi Hasil Penelitian	Unit	1	1.500.000	1.500.000
Sewa Peralatan	Ruang penunjang penelitian	sewa ruangan FGD	Unit	1	1.500.000	1.500.000
Pelaporan Hasil Penelitian dan Luaran Wajib	Uang harian rapat di luar kantor	uang saku peserta diseminasi	OH	11	95.000	1.045.000
Pelaporan Hasil Penelitian dan Luaran Wajib	Biaya konsumsi rapat	Makan siang peserta diseminasi	OH	11	45.000	495.000
Pelaporan Hasil Penelitian dan Luaran Wajib	Biaya Publikasi artikel di Jurnal Bereputasi Nasional	Publikasi Artikel Ilmiah di Jurnal Sinta 3	Paket	1	2.500.000	2.500.000
Pelaporan Hasil Penelitian dan Luaran Wajib	Biaya Pendaftaran KI	Biaya pendaftaran HKI	Paket	1	510.000	510.000

*. KEMAJUAN PENELITIAN

A. RINGKASAN

Penelitian ini membahas perilaku food waste oleh wisatawan di destinasi wisata kuliner Kota Batam. Menganalisis pengaruh food taste, personal norm dan attitude terhadap food waste behavior, serta peran mediasi intention to reduce food waste. Wisata kuliner tidak hanya menawarkan pengalaman gastronomi tetapi juga berkontribusi terhadap peningkatan sampah makanan yang berasal dari perilaku wisata tidak menghabiskan pesanan makanan mereka. Tujuan penelitian yaitu menjawab faktor- faktor yang mempengaruhi wisatawan berperilaku food waste atau tidak menghabiskan makanannya, sehingga makanan tersebut dibuang ke tempat sampah. Penelitian ini

menggunakan metode penelitian pendekatan kuantitatif dengan jumlah responden 325 yang telah mengunjungi wisata kuliner di Batam. Kuesioner yang digunakan sebagai alat ukur penelitian, terlebih dahulu divalidasi oleh pakar industri kuliner melalui kegiatan FGD. Adapun skala poinnya menggunakan skala Likert 1 hingga 5. Data dianalisis menggunakan PLS-SEM untuk uji validitas, reliabilitas, uji hipotesis. Luaran penelitian ini diharapkan dapat memberikan rekomendasi bagi pemerintah Kota Batam. Hasil penelitian ini menunjukkan ada pengaruh personal norm terhadap intention to reduce food waste sedangkan untuk attitude dan food taste tidak berpengaruh. Untuk factor yang di mediasi food waste behavior hanya personal norm yang berpengaruh yang di mediasi di intention food waste namun untuk food taste dan attitude tidak berpengaruh.

B. KATA KUNCI

Food_Waste; Attitude; Personal_Norm; Intention_To_Reduce; Food_Waste; Food_Waste_Behavior

Pengisian poin C sampai dengan poin H mengikuti template berikut dan tidak dibatasi jumlah kata atau halaman namun disarankan seringkas mungkin. Dilarang menghapus/modifikasi template ataupun menghapus penjelasan di setiap poin.

C. HASIL PELAKSANAAN PENELITIAN: Tuliskan secara ringkas hasil pelaksanaan penelitian yang telah dicapai sesuai tahun pelaksanaan penelitian. Penyajian meliputi data, hasil analisis, dan capaian luaran (wajib dan atau tambahan). Seluruh hasil atau capaian yang dilaporkan harus berkaitan dengan tahapan pelaksanaan penelitian sebagaimana direncanakan pada proposal. Penyajian data dapat berupa gambar, tabel, grafik, dan sejenisnya, serta analisis didukung dengan sumber pustaka primer yang relevan dan terkini.

Tim peneliti yang meneliti determinasi perilaku food waste di wisata kuliner kota Batam telah melakukan serangkaian proses penelitian dan telah menyelesaikan penelitian. Peneliti di mulai dari observasi penelitian ke berbagai tempat wisata kuliner yang ada di Kota Batam.



Pada tempat observasi ditemukan bahwa beberapa tempat terbukti ada food waste dilakukan dalam jumlah banyak. Kemudian peneliti melakukan studi pustaka dengan mengambil beberapa literatur baik terindeks sinta ataupun terindeks scopus agar jelas arah penelitiannya.

Title	Creator
A consumer behavioural approach to food waste	Aktaş et al.
A Contemporary systematic literature review of gastronomy tour...	So et al.
A reflection of greenwashing practices in the hospitality industry...	Majeed and Kim
A rising trend in eco-friendly products: A health-conscious appr...	Nguyen Tran Cam
All you can eat or all you can waste? Effects of alternate serving ...	Chang
Altruistic values and environmental knowledge as triggers of pro...	Kim and Stepienková
An Investigation into the Causes of Food Waste by Tourists in All...	Çetin and Sören
Analyzing the food waste reduction intentions of UK households...	Habibi et al.
Analyzing Willingness to Pay More to Stay in a Sustainable Hotel	Boronat-Navarro and Pérez-Aranda
Assessing Green Practices on Eco-Friendly Hotel Customer Loyalt...	Chang et al.
Behavioral Intention and Willingness to Pay Premium for Green ...	Wiasuti et al.
Bringing habits and emotions into food waste behaviour	Russell et al.
Can altruistic factors motivate residents' energy-saving behavior...	Ding et al.
Can eco-friendly hotels affect customer willingness to pay more?	Özkan et al.
Can Hotel Companies' Water Conservation Management and W...	Park et al.
Clear your plate! the impact of cultural values and social influen...	Long et al.
Consumer intentions to reduce food waste in all you can eat res...	Itiyedi et al.
Demystifying the effect of social media eWOM on revisit intent...	Azhari et al.

Berdasarkan hasil studi literature tersebut penelitian melakukan rancangan draft penelitian berupa latar belakang, landasan teori dan metode penelitian secara rinci serta draft kuesioner yang akan di validasi di tahap berikutnya. Draft kuesioner yang telah peneliti selesai, kemudian dilakukan Focus Group Discussion (FGD). Focus Group Discussion (FGD) diundang pakar-pakar kuliner yang dapat memberikan masukan terhadap penelitian ini.



Berdasarkan hasil rekomendasi para pakar maka peneliti melanjutkan ke uji validitas dan penyebaran kuesioner.

Outer Loadings

Matrix	Attitude	Intention ...	food tast...	food was...	personal ...
ATT1	0.816				
ATT2	0.888				
ATT3	0.864				
ATT4	0.740				
FN1					0.860
FN2					0.937
FN3					0.900
FN4					0.867
FT1			0.898		
FT2			0.919		
FT3			0.891		
FWB1				0.883	
FWB2				0.917	
FWB3				0.906	
FWB4				0.772	
IRFW1		0.895			
IRFW2		0.916			
IRFW3		0.904			

Hasil uji validitas dinyatakan bahwa semua instrumen penelitian dinyatakan valid. Setelah semua instrumen valid dan outer model.

Construct Reliability and Validity				
Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average
	Cronbach...	rho_A	Composi...	Average ...
Attitude	0.847	0.853	0.897	0.687
Intention ...	0.924	0.924	0.946	0.813
food taste...	0.887	0.888	0.930	0.815
food was...	0.893	0.901	0.926	0.759
personal ...	0.914	0.916	0.939	0.795

Selanjutnya maka peneliti melakukan inner model dengan melakukan uji hipotesis sesuai dengan hipotesis yang di ajukan sebelumnya.

Specific Indirect Effects					
Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Correct...	Samples	Copy to Clipboard:	Ex
	Original ...	Sample ...	Standard ...	T Statistic...	P Values
Attitude -> Intention Reduce Food Waste -> food waste behavior	0.060	0.072	0.057	1.049	0.295
food taste -> Intention Reduce Food Waste -> food waste behavior	0.117	0.121	0.073	1.601	0.110
personal norm -> Intention Reduce Food Waste -> food waste behavior	0.581	0.564	0.084	6.924	0.000

berdasarkan hasil hipotesis yang diajukan hanya *personal norm* yang berpengaruh terhadap *food waste behavior* dan dimediasi oleh *intention to reduce food waste*.

Path Coefficients					
Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Correct...	Samples	Copy to Clipboard:	Excel Format
	Original ...	Sample ...	Standard ...	T Statistic...	P Values
Attitude -> ...	0.075	0.091	0.071	1.057	0.291
Intention ...	0.795	0.793	0.044	18.182	0.000
food tast...	0.148	0.153	0.093	1.591	0.112
personal ...	0.730	0.711	0.093	7.851	0.000

Pada beberapa hipotesis hanya *personal norm to intention to reduce food waste* serta *intention to reduce food waste* ke *food waste behavior* yang berpengaruh terhadap *food waste behavior*.

Pengaruh Food Taste terhadap Food Waste Behavior di Wisata Kuliner Kota Batam.

Hasil penelitian menunjukkan bahwa *food taste* tidak berpengaruh signifikan terhadap *food waste behavior*. Hal ini menandakan bahwa rasa makanan bukanlah faktor utama yang menentukan perilaku membuang makanan di wisata kuliner Kota Batam. Meskipun literatur sebelumnya Zhang&zhang[1]. Menemukan bahwa *food taste* dapat berkontribusi pada timbulnya *food waste*, pada konteks Batam kemungkinan pengunjung lebih menekankan pada faktor lain, seperti porsi makanan, variasi menu, maupun norma pribadi dalam mengonsumsi makanan. Dengan demikian, *food taste* bukan variabel dominan dalam membentuk perilaku *food waste* pada wisata kuliner di Batam.

Pengaruh Attitude terhadap Food Waste Behavior di Wisata Kuliner Kota Batam

Hasil penelitian memperlihatkan bahwa *attitude* juga tidak berpengaruh signifikan terhadap *food waste behavior*. Hal ini berbeda dengan penelitian terdahulu [2], [3] yang menyatakan bahwa sikap individu memengaruhi niat dan perilaku membuang makanan. Ketidaksignifikanan ini mungkin disebabkan karena meskipun seseorang memiliki sikap

positif untuk tidak membuang makanan, kenyataannya situasi di lapangan seperti ukuran porsi yang terlalu besar atau keinginan mencoba berbagai makanan dalam wisata kuliner justru mendorong terjadinya *food waste*. Dengan kata lain, *attitude* saja tidak cukup kuat memengaruhi perilaku tanpa adanya norma pribadi atau faktor sosial yang lebih mengikat.

Pengaruh *Personal Norm* terhadap *Food Waste Behavior* di Wisata Kuliner Kota Batam

Temuan penelitian menunjukkan bahwa *personal norm* berpengaruh signifikan terhadap *food waste behavior*. Hal ini sejalan dengan penelitian Al Mamun et al. [4], Filimonau, Matute, et al. [5]. Norma pribadi merupakan dorongan moral internal yang membuat individu merasa berkewajiban untuk mengurangi *food waste*. Pada konteks wisata kuliner Batam, pengunjung yang memiliki kesadaran pribadi mengenai dampak negatif *food waste* lebih cenderung berperilaku bijak dalam memilih dan mengonsumsi makanan, misalnya dengan menghabiskan porsi atau berbagi dengan orang lain.

Peran Mediasi *Intention to Reduce Food Waste* pada Pengaruh *Food Taste* terhadap *Food Waste Behavior*

Penelitian ini menemukan bahwa *intention to reduce food waste* tidak memediasi pengaruh *food taste* terhadap *food waste behavior*. Hal ini menunjukkan bahwa meskipun seseorang mungkin memiliki niat untuk mengurangi sampah makanan, rasa makanan tidak cukup kuat memicu perubahan perilaku tersebut.

Peran Mediasi *Intention to Reduce Food Waste* pada Pengaruh *Attitude* terhadap *Food Waste Behavior*

Hasil penelitian menunjukkan bahwa *intention to reduce food waste* juga tidak memediasi hubungan antara *attitude* dan *food waste behavior*. Dengan demikian, sikap positif terhadap pengurangan *food waste* tidak otomatis diterjemahkan menjadi niat yang konsisten atau tindakan nyata untuk mengurangi sampah makanan.

Peran Mediasi *Intention to Reduce Food Waste* pada Pengaruh *Personal Norm* terhadap *Food Waste Behavior*

Penelitian ini membuktikan bahwa *intention to reduce food waste* memediasi pengaruh *personal norm* terhadap *food waste behavior*. Artinya, norma pribadi yang kuat mendorong terbentuknya niat yang lebih besar untuk mengurangi sampah makanan, dan niat tersebut pada akhirnya memengaruhi perilaku nyata. Temuan ini konsisten dengan penelitian Iriyadi et al. [6] yang menekankan bahwa norma pribadi dapat membentuk intensi individu dalam mengurangi *food waste*. Pada konteks Batam, hal ini berarti bahwa wisatawan kuliner yang memiliki kesadaran moral cenderung memiliki niat kuat untuk tidak menyisakan makanan, yang pada akhirnya tercermin dalam perilaku konsumsi yang lebih bertanggung jawab.

Terakhir peneliti telah menyelesaikan draft artikel penelitian yang akan di submit pada sinta 3.

Use this template in prepare your manuscript

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Research Article/Review Article

Determinants of Food Waste Behavior in Culinary Tourism in Batam City: The Role of Intention to Reduce Food Waste, Attitude, and Personal Norm

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(Received date; Accepted date)

ABSTRACT

Culinary tourism not only offers gastronomic experiences but also contributes to the increase of food waste. This food waste arises from tourists' behavior of not finishing their meals. The purpose of this study is to identify the factors that influence tourists' food waste behavior, specifically their tendency not to finish their food, which eventually ends up in the trash at culinary tourism sites in Batam City. This research employs a quantitative approach with 325 respondents who have visited culinary tourism destinations in Batam City. The questionnaire used as the research instrument was first validated by culinary industry experts through a Focus Group Discussion (FGD). Data were analyzed using PLS-SEM, including outer model testing to ensure the validity and reliability of the constructs, and inner model testing to examine the relationships among variables. The findings indicate that personal norm has a significant effect on the intention to reduce food waste, whereas attitude and food taste do not. Furthermore, for the mediation effect through

Peneliti telah menyelesaikan artikel imiah dan mengirim untuk di publikasi pada jurnal terindek sinta 3.

Active Submissions

ACTIVE

ARCHIVE

ID	MM-DD SUBMIT	SEC	AUTHORS	TITLE	STATUS
1164	10-21	ART	alhamdi, Saputra	DETERMINANTS OF FOOD WASTE BEHAVIOR IN CULINARY TOURISM...	Awaiting assignment

1 - 1 of 1 Items

Start a New Submission

[CLICK HERE](#) to go to step one of the five-step submission process.

dan peneliti telah submit di website tersebut.

D. STATUS LUARAN: Tuliskan jenis, identitas dan status ketercapaian setiap luaran wajib dan luaran tambahan (jika ada) yang dijanjikan. Jenis luaran dapat berupa publikasi, perolehan kekayaan intelektual, atau luaran lainnya yang telah dijanjikan pada proposal. Uraian status luaran harus didukung dengan bukti kemajuan ketercapaian luaran sesuai dengan luaran yang dijanjikan. Lengkapi isian jenis luaran yang dijanjikan serta mengunggah bukti dokumen ketercapaian luaran melalui BIMA.

Pada proposal penelitian, peneliti menjanjikan artikel di publikasi pada jurnal terindek sinta 3. Saat ini peneliti telah melakukan submitin pada jurlan

Active Submissions

ACTIVE

ARCHIVE

ID	MM-DD SUBMIT	SEC	AUTHORS	TITLE	STATUS
1164	10-21	ART	alhamdi, Saputra	DETERMINANTS OF FOOD WASTE BEHAVIOR IN CULINARY TOURISM...	Awaiting assignment

1 - 1 of 1 Items

Start a New Submission

[CLICK HERE](#) to go to step one of the five-step submission process.

peneliti melakukan submit pada tanggal 21 oktober 2025. Saat ini status awaiting assigment. Namun untuk pangajuan hak kekayaan intelektual belum terlaksana dikarenakan menunggu artikel penelitian terpublikasi.....

E. PERAN MITRA: Tuliskan realisasi kerjasama dan kontribusi Mitra baik *in-kind* maupun *in-cash* serta mengunggah bukti dokumen pendukung sesuai dengan kondisi yang sebenarnya. Bukti dokumen realisasi kerjasama dengan Mitra dapat diunggah melalui BIMA.

Catatan:

Bagian ini wajib diisi untuk penelitian terapan, untuk penelitian dasar (KATALIS, Fundamental, Pascasarjana, dan Dosen Pemula) boleh mengisi bagian ini (tidak wajib) jika melibatkan mitra dalam pelaksanaan penelitiannya

F. KENDALA PELAKSANAAN PENELITIAN: Tuliskan kesulitan atau hambatan yang dihadapi selama melakukan penelitian dan mencapai luaran yang dijanjikan, termasuk penjelasan jika pelaksanaan penelitian dan luaran penelitian tidak sesuai dengan yang direncanakan atau dijanjikan.

Pada saat penelitian, peneliti tidak lepas dari kedala pada saat penelitian. Berikut kendala yang di alami pada saat penelitian.

1. Peneliti melakukan penyebaran kuesioner menemui beberapa calon responden yang menolak untuk mengisi kuesioner. Sehingga peneliti membutuhkan waktu lama untuk mengumpulkan data kuesioner.
2. Peneliti menjumpai responden yang mengisi kuesioner secara asal-asal dan tidak sehingga peneliti hari melakukan filter 1 persatu-satu agar menemukan jawab yang benar yang dapat menjawab hipotesis penelitian.

G. RENCANA TAHAPAN SELANJUTNYA: Tuliskan dan uraikan rencana penelitian selanjutnya berdasarkan indikator luaran yang telah dicapai, rencana realisasi luaran wajib yang dijanjikan dan tambahan (jika ada) di tahun berikutnya serta *roadmap* penelitian keseluruhan. Pada bagian ini diperbolehkan untuk melengkapi penjelasan dari setiap tahapan dalam metoda yang akan direncanakan termasuk jadwal berkaitan dengan strategi untuk mencapai luaran seperti yang telah dijanjikan dalam proposal. Jika diperlukan, penjelasan dapat juga dilengkapi dengan gambar, tabel, diagram, serta pustaka yang relevan. Jika laporan kemajuan merupakan laporan pelaksanaan tahun terakhir, pada bagian ini dapat dituliskan rencana penyelesaian target yang belum tercapai.

Tahun	Tema Penelitian	Luaran Penelitian
2025	Mencari tahu tentang faktor-faktor yang mempengaruhi perilaku konsumen yang tidak menghabiskan pesanan makanan.	Sinta 3 dan HKI
2026	Mencari tahu tantangan yang dihadapi juru masak di restoran-restoran untuk memaksimalkan semua bahan agar tidak terbuang ke tempat sampah.	Sinta 1 atau 2 serta HKI
2027	Penelitian ini akan menguji strategi seperti edukasi menu, porsi fleksibel, dan insentif terhadap pelanggan untuk meningkatkan kesadaran terhadap food waste di restoran.	Artikel terinderk scopus dan HKI.
2028	Studi ini akan mengeksplorasi penggunaan teknologi seperti AI, IoT dan aplikasi manajemen stok dalam membantu restoran mengurangi food waste	Artikel terinderk scopus dan HKI.
2029	Penelitian ini menganalisis tentang kebijakan food waste di berbagai negara untuk mengidentifikasi regulasi paling efektif bagi industri restoran.	Artikel terinderk scopus dan HKI.

H. DAFTAR PUSTAKA: Penyusunan Daftar Pustaka berdasarkan sistem nomor sesuai dengan urutan pengutipan. Hanya pustaka yang disitasi pada laporan kemajuan yang dicantumkan dalam Daftar Pustaka.

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(Received date; Accepted date)

ABSTRACT

Culinary tourism not only offers gastronomic experiences but also contributes to the increase of food waste. This food waste arises from tourists' behavior of not finishing their meals. The purpose of this study is to identify the factors that influence tourists' food waste behavior, specifically their tendency not to finish their food, which eventually ends up in the trash at culinary tourism sites in Batam City. This research employs a quantitative approach with 325 respondents who have visited culinary tourism destinations in Batam City. The questionnaire used as the research instrument was first validated by culinary industry experts through a Focus Group Discussion (FGD). Data were analyzed using PLS-SEM, including outer model testing to ensure the validity and reliability of the constructs, and inner model testing to examine the relationships among variables. The findings indicate that personal norm has a significant effect on the intention to reduce food waste, whereas attitude and food taste do not. Furthermore, for the mediation effect through food waste behavior, only personal norm shows a significant indirect effect mediated by the intention to reduce food waste, while food taste and attitude show no significant influence. This study calls for greater awareness and concern toward food consumption, emphasizing the importance of finishing meals during culinary tourism activities

KEY WORDS: Food waste, Attitude, Personal norm, Intention To reduce Food Waste, Food waste Behavior

1. INTRODUCTION

Food waste refers to discarded food from dining tables that is left uneaten. Currently, food waste has become a significant issue for both society and the environment (Salem & Wagner, 2025). This is because decomposing food waste in landfills produces large amounts of methane gas, which is a more potent contributor to global warming than CO₂ (Appel et al., 2025). According to a report issued by Bappenas (bappenas, 2024), the urgency of addressing food waste and food loss during the period of 2000–2019 reached 23–48 million tons per year. This amount is equivalent to a loss of 213–551 trillion rupiahs, or about 4%–5% of Indonesia's annual GDP. Furthermore, food loss and food waste occur predominantly at the consumption stage, specifically among consumers (Salem & Wagner, 2025). Based on another report, food waste has increased by 40,000 tons per year, indicating that immediate solutions are urgently needed (Filimonau et al., 2025).

The loss of food also means the loss of life-sustaining nutrients for those in need, as well as the waste of resources such as water, land, and energy used in the distribution, processing, and production of food (Demetriou, 2022). In addition to household dining tables, food waste is also generated by tourists, particularly at culinary tourism destinations. According to research conducted by Çetin (2024), tourists tend to discard more food while traveling compared to their regular daily consumption.

In general, researchers on food waste often use the Theory of Planned Behavior, which was first introduced by Ajzen (Ajzen, 2020). This theory is considered highly suitable for explaining human behavior through the variables of attitude, subjective norm, and perceived behavioral control (Long et al., 2024; Panda et al., 2024). Attitude reflects whether an individual supports or rejects a certain behavior (Salem & Wagner, 2025). Considering that the relationship between behavior and the amount of food waste generated is not straightforward, and that food waste behavior involves strong habitual elements, it is not surprising that the factors motivating individuals to reduce food waste are diverse and encompass various themes and motivations (Quested et al., 2013).

Another factor related to food waste disposal behavior is personal norm. The Norm Activation Theory (NAT) is one of the theoretical foundations often used to explain behavioral intentions in the context of pro-environmental consumer behavior (Filimonau et al., 2023; Quested et al., 2013). Personal norms to reduce food waste can be formed at an early age and passed down within families from generation to generation.

The intention to reduce food waste involves rational decision-making processes, such as planning food purchases

(Chang, 2022), implementing budgeting systems, fostering community understanding, and promoting awareness and concern about food waste. This study provides a new perspective on the issue of food waste in culinary tourism [12]. Batam is one of the most popular tourist destinations, offering a wide variety of attractions, including marine tourism, shopping tourism, and culinary tourism. However, culinary tourism can contribute to an increase in food waste in Batam City. Therefore, this study on food waste aims to produce practical recommendations for both the government and culinary business owners, ensuring that culinary tourism in Batam can develop sustainably.

Several studies have examined food waste using the Theory of Planned Behavior (Ajzen, 2020), such as those conducted by Salem et al. (2025), Filimonau et al. (2025), and Li et al. (2024). In addition, other studies on food waste behavior have applied the Norm Activation Theory (NAT), as this theory is more suitable for explaining pro-environmental behavior through the variable of personal norm, as seen in the studies by Panda et al. (2024) and Iriady et al. (2023). According to their findings, the Theory of Planned Behavior alone is no longer sufficient to accurately measure food waste behavior. Therefore, this study integrates the Theory of Planned Behavior—specifically the variable of attitude—with the Norm Activation Theory (NAT) variable of personal norm. This combination is expected to provide a more accurate understanding of food waste behavior.

This study involves several different culinary tourism locations within Batam City, including restaurants, street food vendors, food producers, and culinary tourism sites. The purpose of selecting diverse locations is to obtain unbiased and valid responses from participants. This approach differs from previous studies that focused on a single type of location, such as hotels (Quested et al., 2013), universities (Chang, 2022), restaurants (Alhamdi, 2018), (Filimonau et al., 2023), or online food delivery services (Li et al., 2024), (Iriyadi et al., 2023).

2. RESEARCH METHOD

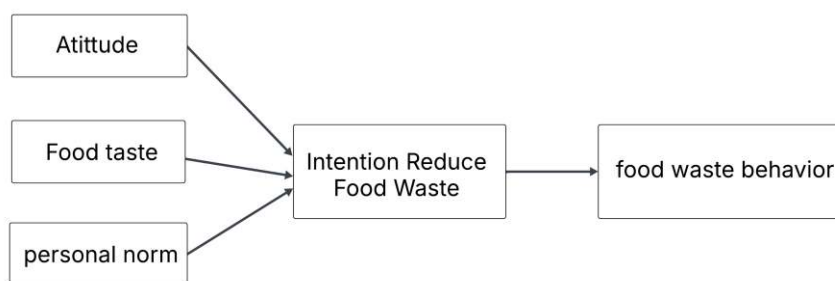


fig 1. Research Framework

This study employs a quantitative approach with the aim of identifying and analyzing the factors that influence tourists' food waste behavior in Batam City. The quantitative approach was chosen because it allows the researcher to objectively measure the relationships among variables using numerical data and statistical analysis (Aktas et al., 2018). The population of this study consists of tourists visiting culinary tourism destinations in Batam City. The sampling technique used is random sampling, in which samples are randomly selected from the population that meets the research criteria. The sample size was determined using the formula proposed (Leguina, 2015), which suggests a minimum of 5–10 times the number of indicators in the questionnaire. For example, if there are 20 indicators, the minimum sample size would be 100–200 respondents. The final sample size in this study was set at 350 respondents.

The research instrument used in this study was a closed-ended questionnaire with a 5-point Likert scale, ranging from strongly disagree to strongly agree. The questionnaire was developed based on the constructs of the Theory of Planned Behavior (TPB) and the Norm Activation Theory (NAT), which include the variables Attitude, Food Taste, Personal Norm, Intention to Reduce Food Waste, and Food Waste Behavior. Data collection was conducted by directly distributing the questionnaires to tourists at several major culinary centers in Batam City. Respondents were randomly selected based on the criteria of being tourists currently visiting the site and willing to complete the questionnaire. Data collection was carried out over a specific period. Respondents were randomly chosen in accordance with these criteria.

The data obtained were analyzed using the SmartPLS (Partial Least Squares) application. The analytical steps included validity and reliability testing by examining the Outer Loadings, where values equal to or greater than 0.7 were considered valid. Next, the Average Variance Extracted (AVE) was assessed; a value of ≥ 0.5 indicated construct reliability. The Fornell-Larcker Criterion was then used to analyze discriminant validity, while Composite Reliability (CR) values of ≥ 0.7 indicated construct reliability. After evaluating the outer model, the next step was to analyze the Structural Model or Inner Model. The R-Square (R^2) test was used to determine the magnitude of influence among variables. The Bootstrapping procedure was conducted to obtain t-statistics, p-values, and path coefficients, which served as the basis for hypothesis testing.

Tabel 1. Research Statement and Language Sources

code	Source	Research Statement
ATT1	Attitude (Aktas et al.,	I feel uncomfortable when uneaten food is thrown away.

2018)		
ATT2		I was raised with the belief that food should not be wasted.
ATT3		I believe that food should not be wasted.
ATT4		Throwing away food does not bother me.
FT1	Food taste (Zhang & Zhang, 2025)	I think the food I bought at the culinary tourism site is not tasty.
FT2		I think the food I bought at the culinary tourism site is not something I like.
FT3		I throw away food that doesn't taste good or that I don't like to eat.
PN1	Personal norm (Iriyadi et al., 2023)	I feel guilty when throwing away food because there are others who cannot get enough to eat.
PN2		I would be a better person if I did not waste food or if I were someone who did not litter.
PN3		I feel disturbed by the amount of food being wasted because food production requires many resources to grow, process, package, and transport it.
PN4		I feel obligated to reduce food waste, and this becomes a consideration when choosing food or groceries.
IRFW1	Intention reduce food waste (Fazal-e-Hasan et al., 2024)	I am willing to reduce food waste in the future.
IRFW2		I am willing to put in the effort to reduce food waste.
IRFW3		I intend to reduce food waste.
IRFW4		I plan to reduce food waste.
FWB1	Food waste behavior (Aktas et al., 2018)	I throw away food every time I go out with friends or family.
FWB2		I throw away food every time there are guests at my house.
FWB3		I throw away food at work or school.
FWB4		I throw away food at home every time I am about to travel.

3. RESULTS AND DISCUSSION

3.1 Description of Respondents

After the data collection was completed, the researcher conducted an analysis of the data obtained. The data are presented as follows.

Table 2. Respondent Characteristics

Characteristics of the Respondents	Frequency	Percentage
< 20 Years	110	34%
21-30 Years	160	49%
31-40 Years	40	12%

31-40 Years	15	5%
Gender		
Male	115	35%
Female	210	65%

Table 2. Based on age characteristics, the majority of respondents were in the 21–30 year age range, totaling 160 people (49%). This indicates that the young adult group dominated the study, which is generally considered a productive age group with high mobility in both tourism and public activities. Respondents under 20 years old were the second largest group, with 110 people (34%), indicating significant participation from teenagers or university students. Meanwhile, respondents aged 31–40 totaled only 40 people (12%), and those over 40 were the smallest group, with 15 people (5%). This condition shows that most respondents came from the younger age group, accounting for 83%, so the study results tend to more strongly represent the perspectives of this age group.

In terms of gender, the number of female respondents was higher than that of male respondents. A total of 210 respondents (65%) were female, while 115 respondents (35%) were male. This significant difference indicates that female participation in the study was higher than male participation. Thus, it can be concluded that the majority of respondents involved in this study were young and female. The following section presents the factor loadings for this study.

3.2 Outer Model Assessment

Table 3. loading factor

Indicator	Mean	Outer loading	Composite Reliability	AVE	Cronbach Alpha	Standard Deviation
ATT1	3.692	0.816	0.897	0.687	0.847	1.149
ATT2	4.075	0.888				0.975
ATT3	4.031	0.864				0.974
ATT4	3.994	0.74				0.887
FT1	4.201	0.898	0.93	0.815	0.887	0.801
FT2	4.239	0.919				1.755
FT3	4.258	0.891				1.437
IRFW1	4.27	0.895	0.946	0.813	0.924	0.75
IRFW2	4.208	0.916				0.778
IRFW3	4.277	0.904				0.776
IRFW4	4.252	0.893				0.824
PN1	4.327	0.86	0.939	0.795	0.914	0.813
PN2	4.308	0.937				0.76
PN3	4.252	0.9				0.769
PN4	4.34	0.867				0.792
FWB1	4.409	0.883	0.926	0.759	0.893	0.72
FWB2	4.277	0.917				0.743
FWB3	4.233	0.906				0.787
FWB4	4.308	0.772				0.768

The results of the validity and reliability tests in Table 3 show that all research constructs—Attitude (ATT), Food Taste (FT), Intention to Reduce Food Waste (IRFW), Personal Norm (PN), and Food Waste Behavior (FWB)—meet the required criteria.

The Attitude construct has outer loading values ranging from 0.740 to 0.888, with a Composite Reliability (CR) of 0.897, an AVE of 0.687, and a Cronbach's Alpha of 0.847. This indicates that respondents' attitudes toward the issue of food waste can be measured reliably, even though some indicators have relatively lower loading values.

The Food Taste construct shows very high outer loading values (0.891–0.919), with a CR of 0.930, an AVE of 0.815, and a Cronbach's Alpha of 0.887, indicating that food taste is an important and consistent factor influencing behavior.

Next, the Intention to Reduce Food Waste construct demonstrates excellent reliability, with outer loadings of 0.893–0.916, CR of 0.946, AVE of 0.813, and Cronbach's Alpha of 0.924, reflecting that respondents' intentions to reduce food waste are very strong.

The Personal Norm construct also shows excellent results, with outer loadings of 0.860–0.937, CR of 0.939, AVE of 0.795, and Cronbach's Alpha of 0.914, indicating that personal norms play a significant role as a moral driver in reducing food waste.

The Food Waste Behavior construct has outer loading values of 0.772–0.917, CR of 0.926, AVE of 0.759, and Cronbach's Alpha of 0.893. Although some indicators have lower loadings, overall, food waste behavior can be measured consistently.

Thus, it can be concluded that all constructs in this study are valid and reliable, and can be used for testing the structural model to examine the relationships among variables. The following section presents the Fornell-Larcker data.

Table 4. Fornell–Larcker

	Attitude	Intention Reduce Food Waste	food taste_ Food	food waste behavior	personal norm
Attitude	0.829				
Intention Reduce Food Waste	0.57	0.902			
food taste_	0.724	0.649	0.903		
food waste behavior	0.537	0.795	0.596	0.871	
personal norm	0.531	0.86	0.612	0.837	0.892

Based on Table 4, the results of discriminant validity testing using the Fornell–Larcker criterion show that all research constructs meet the requirements for discriminant validity. The square root of the AVE ($\sqrt{\text{AVE}}$) for each construct is higher than its correlations with other constructs.

The Attitude construct has a $\sqrt{\text{AVE}}$ of 0.829, which is greater than its correlations with other constructs (0.531–0.724). The Intention to Reduce Food Waste construct shows a $\sqrt{\text{AVE}}$ of 0.902, higher than its correlations with other constructs (0.570–0.860). Similarly, the Food Taste construct has a $\sqrt{\text{AVE}}$ of 0.903, exceeding its correlations with other constructs (0.596–0.724). The Food Waste Behavior construct has a $\sqrt{\text{AVE}}$ of 0.871, also higher than its correlations with other constructs (0.537–0.837). Meanwhile, the Personal Norm construct records a $\sqrt{\text{AVE}}$ of 0.892, which is greater than its correlations with other constructs (0.531–0.860).

Thus, it can be concluded that each construct has clear uniqueness and can be distinguished from one another. Therefore, this research model meets the criteria for discriminant validity and is suitable to proceed to the structural model testing stage.

Table 5. Hypothesis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Attitude -> Intention Reduce Food Waste	0.075	0.09	0.067	1.12	0.263
Intention Reduce Food Waste -> food waste behavior	0.795	0.797	0.042	18.903	0
food taste_ -> Intention Reduce Food Waste	0.148	0.17	0.095	1.553	0.121
personal norm -> Intention Reduce Food Waste	0.73	0.697	0.097	7.559	0

The results of the structural model analysis indicate that not all relationships between constructs have a significant effect. The Attitude variable has a positive but not significant effect on the Intention to Reduce Food Waste ($\beta = 0.075$; $t = 1.12$; $p = 0.263$), suggesting that respondents' attitudes toward food waste are not strong enough to form an intention to reduce it. Similarly, Food Taste also shows a positive but not significant effect on Intention ($\beta = 0.148$; $t = 1.553$; $p = 0.121$), meaning that food taste does not directly encourage the formation of an intention to reduce food waste.

In contrast, Personal Norm has a positive and significant effect on the Intention to Reduce Food Waste ($\beta = 0.730$; $t = 7.559$; $p < 0.01$), indicating that personal norms are an important factor in shaping respondents' intentions. Furthermore, the Intention to Reduce Food Waste has a very strong and significant effect on Food Waste Behavior ($\beta = 0.795$; $t = 18.903$; $p < 0.01$), showing that a strong intention drives actual behavioral changes in reducing food waste.

Thus, the findings of this study confirm that personal norms are a key factor in forming intentions, and these intentions play a dominant role in influencing food waste reduction behavior, while general attitudes and food taste do not have a significant impact on respondents' intentions.

3.3 Inner Model Assessment

Table 6. Hypotheses with Mediation

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Attitude -> Intention Reduce Food Waste -> food waste behavior	0.06	0.072	0.054	1.109	0.268
food taste_ -> Intention Reduce Food Waste -> food waste behavior	0.117	0.134	0.075	1.576	0.116
personal norm -> Intention Reduce Food Waste -> food waste behavior	0.581	0.557	0.088	6.632	0

The results of the indirect effect analysis indicate that not all constructs have a significant impact on Food Waste Behavior through the mediation of the Intention to Reduce Food Waste. The pathway from Attitude to Intention and then to Food Waste Behavior shows a positive but not significant effect ($\beta = 0.060$; $t = 1.109$; $p = 0.268$), suggesting that respondents' attitudes are not strong enough to shape behavior through intention. A similar result is observed for the pathway from Food Taste, which has a positive but not significant effect on Food Waste Behavior through Intention ($\beta = 0.117$; $t = 1.576$; $p = 0.116$).

In contrast, the pathway from Personal Norm shows a positive and significant effect on Food Waste Behavior through the mediation of Intention ($\beta = 0.581$; $t = 6.632$; $p < 0.01$). These results indicate that personal norms are a key factor in forming intention, and this intention effectively drives actual behavior in reducing food waste. Thus, the role of personal norms is proven to be dominant in bridging the relationship between individual moral values and concrete actions to reduce food waste, while general attitudes and food taste do not have a significant effect through the intention mechanism.

3.4 Discussion

The results of the study indicate that food taste does not have a significant effect on food waste behavior. This suggests that food taste is not the primary factor determining the behavior of discarding food at culinary tourism sites in Batam. Although previous literature (Zhang & Zhang, 2025) found that food taste can contribute to food waste, in the context of Batam, visitors may place greater emphasis on other factors, such as portion sizes, menu variety, or personal norms in food consumption. Therefore, food taste is not a dominant variable in shaping food waste behavior at culinary tourism sites in Batam.

The study also shows that attitude does not have a significant effect on food waste behavior. This differs from previous research (Aktas et al., 2018; Melnyk et al., 2025), which stated that individual attitudes influence the intention and behavior of discarding food. This lack of significance may be due to the fact that, although someone may have a positive attitude toward not wasting food, real-life situations—such as oversized portions or the desire to try various foods during culinary tourism—actually encourage food waste. In other words, attitude alone is not strong enough to influence behavior without the presence of personal norms or stronger social factors.

The findings of the study indicate that personal norm has a significant effect on food waste behavior. This is in line with the research of Al Mamun et al.(2024), Filimonau, Matute, et al.(2025), and Chen et al. (2024), which emphasize that personal norms play an important role in reducing food waste behavior. Personal norms represent an internal moral drive that makes individuals feel obligated to reduce food waste. In the context of culinary tourism in Batam, visitors who have personal awareness of the negative impacts of food waste are more likely to act responsibly when selecting and consuming food, for example, by finishing their portions or sharing with others.

This study found that the intention to reduce food waste does not mediate the effect of food taste on food waste behavior. This indicates that even if someone has the intention to reduce food waste, food taste alone is not strong enough to trigger a change in behavior.

The results of the study show that the intention to reduce food waste does not mediate the relationship between attitude and food waste behavior. Thus, a positive attitude toward reducing food waste does not automatically translate into a consistent intention or concrete action to minimize food waste.

This study demonstrates that the intention to reduce food waste mediates the effect of personal norm on food waste behavior. In other words, a strong personal norm fosters a greater intention to reduce food waste, and this intention ultimately influences actual behavior. These findings are consistent with the research of Iriyadi et al. (2023), which emphasizes that personal norms can shape an individual's intention to reduce food waste. In the context of Batam, this means that culinary tourists with moral awareness tend to have a strong intention not to leave food uneaten, which is ultimately reflected in more responsible consumption behavior.

4. CONCLUSION

Based on the results of the study, it can be concluded that food waste behavior at culinary tourism sites in Batam City is not significantly influenced by food taste or attitude, even though these factors have been shown to be influential in previous studies. This indicates that the taste of food and a positive attitude toward reducing food waste are not strong enough to drive behavioral change in the context of culinary tourism. In contrast, personal norm has been proven to play an important role both directly and indirectly through the mediation of the intention to reduce food waste. A strong personal norm shapes an individual's intention to reduce food waste, and this intention ultimately manifests in actual behavior.

The findings broadly illustrate that personal norms form the disposition not to waste food. Personal norms can also be instilled from an early age, for example, through parental guidance at home. Therefore, it can be concluded that moral awareness and a sense of personal responsibility are key factors in reducing food waste behavior at culinary tourism sites in Batam City.

This study was conducted over a relatively short period. In addition, it used a small sample size and a limited scope, focusing only on Batam City. Several questions arise from this research, such as how personal norms differ between Generation Z and previous generations. Addressing this could help clarify which personal norms are most effective

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Nama : Dr REZKI ALHAMDY S.Par, M.M.Par

Alamat :-

berdasarkan Surat Keputusan Nomor 059/C/DT.05.00/KPA/2025 dan Perjanjian / Kontrak Nomor 212/C3/DT.05.00/PL-BATCH II/2025 mendapatkan Anggaran Penelitian Determinasi Perilaku Food Waste di Wisata Kuliner Kota Batam Peran Intention Reduce Food Waste, Atitude, Personal Norm Sebesar Rp. 37.330.000

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No	Uraian	RAB 80%	Realisasi
1	Bahan Pencetakan bahan peserta diseminasi, Instrumen pengumpulan data, ATK,	Rp. 9.520.000	Rp. 9.520.000
2	Pengumpulan Data pengumpulan data responden, Transportasi Narasumber (FGD instrumen penelitian), Konsumsi Narasumber (FGD instrumen penelitian), transportasi pengumpulan data sample pengujian instrumen, FGD instrumen penelitian oleh para ahli pariwisata dan kuliner di Batam, FGD instrumen penelitian (coffee break)	Rp. 14.304.000	Rp. 14.304.000
3	Analisis Data	Rp. 0	Rp. 0
4	Sewa Peralatan Sewa ruangan Diseminasi Hasil Penelitian, sewa ruangan FGD,	Rp. 2.400.000	Rp. 2.400.000
5	Pelaporan Luaran Wajib Makan siang peserta diseminasi, Biaya pendaftaran HKI, Publikasi Artikel Ilmiah di Jurnal Sinta 3, uang saku peserta diseminasi	Rp. 3.640.000	Rp. 3.640.000
6	Lain-lain	Rp. 0	Rp. 0
Realisasi (80 %)			Rp. 29.864.000

2. Jumlah uang tersebut pada angka 1, benar-benar dikeluarkan untuk pelaksanaan kegiatan Penelitian dimaksud.

Demikian surat pernyataan ini dibuat dengan sebenarnya.


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