

ABSTRACT

This study aims to analyze the determinants of food waste behavior among Muslim consumers in Indonesia during Ramadan. The paradox of Islamic teachings strictly prohibiting waste (israf and tabdzir) with the reality of the high amount of national food waste, which actually tends to increase during the holy month of Ramadan. This study uses a quantitative method with a multiple linear regression analysis approach, with primary data from 300 respondents collected through online and offline questionnaires. Multiple linear regression analysis is used to test the Theory of Planned Behavior (TPB) framework expanded with the variables of Price Consciousness and Religiosity. The results found that partially, only two variables have a significant negative effect on food waste behavior: Attitude and Religiosity. The other three variables, Subjective norms, Behavioral control, and Price consciousness, were not proven to have a significant effect. The implications of this study emphasize that public interventions and campaigns to reduce food waste during Ramadan must prioritize strengthening spiritual values and understanding of religious teachings such as the prohibitions of israf and tabdzir, as they have proven to be more effective than mere social or financial appeals.

Keywords: Food waste, Consumer Behavior, Muslims, Ramadan, Theory of Planned Behavior (TPB)

ABSTRAK

Penelitian ini bertujuan untuk menganalisis determinan perilaku membuang makanan di kalangan konsumen Muslim di Indonesia selama Ramadan. Paradoks ajaran Islam secara tegas melarang pemborosan (*israf* dan *tabdzir*) dengan realitas tingginya jumlah sampah makanan nasional, yang justru cenderung meningkat selama bulan suci Ramadan. Penelitian ini menggunakan metode kuantitatif dengan pendekatan analisis regresi linear berganda, dengan data primer dari 300 responden yang dikumpulkan melalui kuesioner online dan offline. Analisis regresi linear berganda digunakan untuk menguji kerangka kerja *Theory of Planned Behavior* (TPB) yang diperluas dengan variabel Kesadaran Harga dan Religiusitas. Hasil penelitian menemukan bahwa secara parsial, hanya dua variabel yang berpengaruh negatif signifikan terhadap perilaku membuang makanan, yaitu Sikap dan Religiusitas. Tiga variabel lainnya, Norma subjektif, Kontrol perilaku, dan Kesadaran harga, tidak terbukti berpengaruh signifikan. Implikasi penelitian ini menekankan intervensi publik dan kampanye untuk mengurangi *food waste* selama Ramadan harus memprioritaskan penguatan nilai-nilai spiritual dan pemahaman ajaran agama seperti larangan *israf* dan *tabdzir*, karena terbukti lebih efektif daripada sekadar imbauan sosial atau finansial.

Kata kunci : *Food waste*, Muslim, Perilaku Konsumen, Ramadan, Teori Perilaku Terencana (TPB)