

**ANALYZING THE INFLUENCE OF ATTITUDE, SUBJECTIVE
NORMS, AND PERCEIVED BEHAVIORAL CONTROL TOWARD
CONSUMER DECISION-MAKING TO REDUCE FOOD WASTE
AMONG GENERATION Z IN A BUFFET RESTAURANT FIVE-STAR
HOTEL IN JAKARTA**

By

Evita Maria Kho
12103004

BACHELOR'S DEGREE / MASTER'S DEGREE
in

HOTEL AND TOURISM MANAGEMENT
FACULTY OF BUSINESS COMMUNICATION



SWISS GERMAN UNIVERSITY
The Prominence Tower
Jalan Jalur Sutera Barat No. 15, Alam Sutera
Tangerang, Banten 15143 - Indonesia

June, 2025

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Evita Maria Kho

Student



15 June, 2025

Approved by:



Dr. Nila Krisnawati Hidayat S.E. M.M.

Thesis Advisor

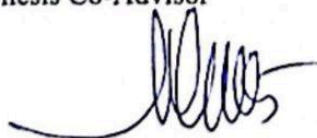
15 June, 2025

(OPTIONAL)

Professor Till Haumann

Thesis Co-Advisor

Date



Dr. Nila Krisnawati Hidayat S.E. M.M.

Dean

15 June, 2025

Evita Maria Kho

ABSTRACT

ANALYZING THE INFLUENCE OF ATTITUDE, SUBJECTIVE NORMS, AND PERCEIVED BEHAVIORAL CONTROL TOWARD CONSUMER DECISION-MAKING TO REDUCE FOOD WASTE AMONG GENERATION Z IN A BUFFET FIVE-STAR RESTAURANT IN JAKARTA

By

Evita maria Kho

Dr. Nila Krisnawati Hidayat S.E. M.M. , Advisor
George Coadvisoris, S.Si, M.Si, Co-Advisor

SWISS GERMAN UNIVERSITY

This study investigates the behavioural factors that influence consumer decision-making to reduce food waste in five-star hotel buffets in Jakarta, focusing specifically on Generation Z diners. Guided by the Theory of Planned Behaviour (TPB), the research examines the impact of three key constructs: attitude, subjective norms, and perceived behavioural control on food waste reduction behaviour. A quantitative approach was employed using a Likert-scale questionnaire distributed to Gen Z individuals with prior five-star hotel buffet dining experiences. Data were pre-tested using SPSS and analysed with SmartPLS (SEM-PLS). The findings show that all three variables significantly influence consumer decision-making, with attitude ($\beta = 0.589$, $p = 0.000$) emerging as the strongest predictor, followed by perceived behavioural control ($\beta = 0.219$, $p = 0.005$) and subjective norms ($\beta = 0.187$, $p = 0.016$). A multi-group analysis using gender as a control variable revealed notable differences in path strength, suggesting gender-specific behavioural influences. These findings offer practical insights for hotel operators aiming to develop targeted interventions for minimizing buffet food waste. The findings can be used to promote long-term responsible dining habits and support the development of sustainable consumer behaviour among younger generations.

Food Waste Reduction, Consumer Behavior, Theory of Planned Behavior (TPB), Sustainable Dining, Generation Z



© Copyright 2025
by Evita Maria Kho
All rights reserved

DEDICATION

I dedicate this work to God, my family, my advisor, my friends, my best friends, and to society with the hope of contributing to a better and more sustainable world.



ACKNOWLEDGEMENTS

First and foremost, I would like to express my deepest gratitude to God for His constant protection and grace, allowing me to complete this thesis and guiding me through every step of the journey. Without His blessings, none of this would have been possible.

I am sincerely thankful to my advisor, Ms. Nila, whose unwavering guidance, patience, and encouragement have been instrumental in shaping this thesis. Despite her many responsibilities, she always made time to share her insights and support me wholeheartedly. I have learned so much under her supervision and feel incredibly fortunate to have had her as my advisor.

To my family—my dad, my mom, my aunt, and my little sister—thank you for your unwavering support, patience, and love. You have stood by me through every up and down, offering comfort, care, and encouragement when I needed it most. Your belief in me gave me the motivation to keep going, and I will always be grateful for the strength you gave me during this process.

To my best friend, Kelly, and my special one, Andrew. Thank you for being my emotional pillars. Kelly, your friendship has been a constant source of joy and calm in my life. Your understanding nature, comforting words, and ability to always make me smile have meant more than I can ever express. Andrew, thank you for being by my side every single day throughout this thesis journey. Your patience, your confidence in me, and your daily encouragement helped me stay strong even in the most challenging times. Your love and presence gave me the courage to push forward when I felt like giving up. I love you both deeply, and I truly couldn't have done this without you.

Lastly, to my dearest friends at Swiss German University, Valya, Venice, Billy, and Denice—thank you for being my rock. We shared the struggles, the stress, the laughter, and the late nights. I truly couldn't have survived this journey without you. I am so blessed to have walked this path with all of you by my side.

TABLE OF CONTENTS

	Page
STATEMENT BY THE AUTHOR.....	2
ABSTRACT.....	3
DEDICATION.....	5
ACKNOWLEDGEMENTS.....	6
TABLE OF CONTENTS.....	7
LIST OF FIGURES.....	10
LIST OF TABLES.....	11
CHAPTER 1.....	12
INTRODUCTION.....	12
1.1 Background.....	12
1.2 Research Problem.....	15
1.3 Research Objectives.....	16
1.4 Significance of Study.....	16
1.5 Scope and Limitations.....	17
1.6 Research Questions.....	17
CHAPTER 2.....	18
LITERATURE REVIEW.....	18
2.1 Theoretical Framework.....	18
2.2 Attitude.....	18
2.3 Subjective Norms.....	21
2.4 Perceived Behavioral Control.....	23
2.5 Consumer Decision to Reduce Food Waste.....	25
2.6 Control Variables.....	26
2.7 Generation Z.....	26
2.8 Table of Indicators.....	27
2.9 Previous Studies.....	28
2.10 Study of the Art.....	31
2.11 Research Model.....	33
2.12 Hypothesis.....	33
CHAPTER 3.....	34
RESEARCH METHODOLOGY.....	34
3.1 Type of Study.....	34
3.2 Unit Analysis.....	34
3.3 Population and Sampling.....	35
3.3.1 Population Target.....	35
3.3.2 Sampling Method.....	35
3.3.3 Z-Score.....	35
3.4 Type of Data and Collection Method.....	36
3.4.1 Primary Data.....	37

3.4.2 Secondary Data.....	37
3.5 Measurement Scale.....	37
3.5.1 Likert Scale.....	37
3.6 Data Analysis Software.....	38
3.6.1 Statistical Package for the Social Sciences (SPSS).....	38
3.6.2 SmartPLS.....	38
3.7 Data Analysis Technique.....	38
3.7.1 Descriptive Statistics Analysis.....	38
3.7.2 Structural Equation Modeling (SEM).....	39
3.7.3 Cronbach's Alpha.....	39
3.7.4 Average Variance Extracted.....	39
3.7.5 Path Coefficient (β).....	40
3.7.6 Outer loading.....	40
3.7.7 Composite Reliability.....	40
3.7.8 Cross-loading.....	40
3.7.9 R-square (R^2) and F-Square.....	41
3.7.10 Predictive Revelance (Q^2).....	41
CHAPTER 4.....	42
FINDINGS AND DISCUSSION.....	42
4.1 Respondent Profile and Demographics.....	42
4.1.1 Gender Distribution.....	42
4.1.2 Age Range.....	43
4.1.3 Occupation Distribution.....	43
4.1.4 Frequency of Dining.....	44
4.2 Analysis of Findings.....	44
4.2.1 Measurement Model Assessments (Outer Model).....	45
4.2.1.1 Convergent Validity and Construct Internal Reliability.....	45
4.2.1.2 Discriminant Validity Test.....	47
4.2.2 Structural Model Assessments (Inner Model).....	50
4.2.2.1 R Square Values (R^2) and Predictive Revelance (Q^2).....	50
4.2.2.2 Collinearity statistics (VIF).....	51
4.2.2.3 Path Coefficient and Significance.....	52
4.3 Discussion of Result - Hypothesis Test Result and Analysis.....	52
4.3.1 First Hypothesis.....	52
4.3.2 Second Hypothesis.....	54
4.3.2 Third Hypothesis.....	56
4.4 Control Variable.....	57
4.5 Multicollinearity and Discriminant Validity Assessment.....	58
CHAPTER 5.....	60
CONCLUSION AND RECOMMENDATION.....	60
5.1 Conclusions.....	60
5.2 Recommendations.....	61
5.2.1 Recommendations for Hotel.....	61
5.2.2 Recommendations for The Society.....	63

5.2.3 Recommendations for Future Research.....	63
--	----



LIST OF FIGURES

Figures	Page
Figure 1: Waste Generation in Indonesia 2022.....	11
Figure 2: The Theory of Planned Behavior Framework.....	17
Figure 4.1 Gender Distribution.....	41
Figure 4.2 Generation Z Age Distribution.....	42
Figure 4.3 Occupation Distribution.....	42
Figure 4.4 Frequency of Dining Distribution.....	43



LIST OF TABLES

Table	Page
Table 4.1 Outer Loading Summary.....	45
Table 4.2 Internal Reliability and Convergent Validity.....	45
Table 4.3 Hetero-monotrait ration (HTMT) Summary.....	46
Table 4.5 Cross-Loading Ratio Summary.....	49
Table 4.6 R Square and Predictive Revelance.....	49
Table 4.7 Collinearity statistics (VIF).....	50
Table 4.8 Path Coefficient and Significance.....	51
Table 4.9 Attitude Path Coefficient.....	52
Table 4.10 Subjective Norms Path Coefficient.....	53
Table 4.11 Perceived Behavioral Control Path Coefficient.....	55
Table 4.12 Control Variable - Gender Result.....	56

