

## **The Impact of Attitude, Subjective Norms, and Perceived Behavior Control on Staff Decision-making in Participating in Hotel's Food Waste Management Program: A Case Study in Bandung, Indonesia**

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### **Abstract:**

Bandung is one of Indonesia's key tourist destinations and preferred location for office and government meetings. As both a holiday and business destination, Bandung has at least 130 star-rated hotels<sup>1</sup>. In recent years, the city has faced a mounting waste management crisis, with the proportion of food waste reaching 44,52% daily<sup>2</sup>. The tourism sector, particularly hotels, has significantly contributed to this growing problem, about 15% of food waste still edible<sup>3</sup>.

Hotel staff play crucial roles in improving waste management, as their background influences decision-making regarding sustainability and food waste<sup>4</sup>. Therefore, this study applied Theory of Planned Behavior to analyze how attitudes, subjective norms, and perceived behavioral control impact hotel staff's willingness to participate in surplus food donation as food waste management programs.

Data were collected through surveys with 147 respondents from kitchen and management level staff across 57 hotels (3-5 stars) in Bandung City and were further analyzed using multivariable analysis and logistic regression. The results show that positive attitude strongly influenced hotel workers towards their participation in surplus food donation. Subjective norms and perceived also control respective influence youth and adult worker's intention in different donation schemes.