

ABSTRACT

The increase in food activity services has resulted in an increase in food waste in Indonesia. The rise of the staycation trend has forced hotels in Indonesia, especially 4 and 5 stars, to provide maximum service for their guests. The hospitality industry contributes 15% to producing food waste. There are indications that the behavior, knowledge, attitudes of the Indonesian people cause food waste to increase.

This research was conducted to determine the effect of behavior, cognition, and attitudes on willingness to pay in processing hotel food waste. Purposive sampling was used with a sample of Indonesian people who had stayed and used 4 and 5-star hotel restaurant services for less than the last 2 years. The sample results using the slovin formula obtained as many as 400 respondents, whose data were collected using questionnaires distributed through online media, and QR codes offline. And the data will be processed using IBM SPSS 26.

The results of this study indicate that behavior and cognition have a significant positive effect on willingness to pay, attitudes have a significant negative effect. This negative influence is because people still often leave their food behind, and pretend they don't know if they see other people leaving their food. With this influence, Indonesian people are willing to pay for the processing of food waste by hotels. Thus, hospitality management can review this information to implement an efficient and effective Food Waste Management policy in the future.

Keywords: *Food Waste Management, Behavior, Cognition, Attitude, Willingness to Pay*