

ABSTRAC

It remains to be seen whether consumers who claim to be willing to make more responsible food choices will ultimately translate these initiatives into actual behaviour. A thorough understanding of individual behaviour is important in analysing the factors that influence food waste behaviour. This study explores the intentions and actual behaviour of young consumers in Banyumas Regency by integrating Theory of Planned Behaviour (TPB), habitual factors and anticipated emotions. A survey was conducted among 400 individuals aged 15-34 years and the data were analysed using Structural Equation Modelling - Partial Least Squares (SEM-PLS). The results showed that attitudes, subjective norms and perceived behavioural control positively influence intentions to reduce food waste. However, these intentions are not always reflected in actual behaviour, indicating an intention-behaviour gap. Habit, as an automatic pattern of behaviour, becomes an obstacle to achieving the intention. Anticipated emotions such as guilt or pride also influence consumer decisions, but do not moderate the relationship between intention and behaviour. These findings highlight the need for more effective strategies to identify the intention-behaviour gap in food waste management.

Keyword : *Food Waste; Intention–Behaviour Gap; TPB; Habit; Anticipated Emotions*