

ABSTRACT

Food waste in Banyumas Regency, particularly in food court areas, has become a serious issue with environmental, social, and economic impacts. Consumers' habit of discarding leftover food is driven by consumptive behavior, low food literacy, and social influences. This study uses data from consumers to formulate a strategy for reducing food waste. This issue requires analysis because food courts are central to food consumption and have a high potential for generating waste. For example, consumers often purchase excessive food due to trends or promotions but fail to finish their meals. This reflects a gap between current consumption behavior and the ideal of sustainable consumption patterns. The solution was carried out by analyzing behavioral factors that trigger food waste using a variable relationship model. Data from 410 respondents were processed to identify the main causal factors and develop reduction strategies that include consumer education, portion control, and behavioral change. The results show that the intention to reduce food waste significantly decreases the tendency to discard food. Food choice and food literacy are key drivers of this intention. The resulting strategies can be applied by business actors and local governments to effectively reduce food waste.

Keywords: *food waste, food court, consumer behavior, portion control, food literacy, food waste reduction strategy*