

ABSTRACT

Household food waste is one of the main contributors to environmental problems in Indonesia, including in Banyumas Regency. This study aims to determine the extent of housewives' involvement in managing food waste with a circular economy approach. Using a quantitative survey method on 382 housewife respondents, the data were analyzed using the Structural Equation Modeling - Partial Least Squares (SEM-PLS) technique. The results of the analysis revealed that subjective norms, perceived behavioral control, and intentions play an important role in shaping the circular economy related to food waste management. In contrast, attitudes did not show a significant influence. These findings highlight the role of housewives' strategies as a key to realizing sustainable food waste management. In addition to reducing the amount of waste produced, this initiative can also provide added economic value to households and support the implementation of more effective environmental policies.

Keywords: *Banyumas, circular economy, housewives, food waste, SEM-PLS*