

**FACTORS AFFECTING HOUSEHOLD IN MANAGING THEIR  
WASTE USING WASTE4CHANGE**

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BACHELOR'S DEGREE

in

International Business Administration  
Business and Communication

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June 2021

**Revised after Thesis Defense on 15 July 2021**

**STATEMENT BY AUTHOR**

I hereby declare that this submission is my own work, and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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**ABSTRACT****FACTORS AFFECTING HOUSEHOLD IN MANAGING THEIR WASTE  
USING WASTE4CHANGE**

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Intention to act is a motivational factor that influence a set of behavior, including waste management behavior. Indonesia is the second largest waste producer in the world, ranking after China as the world's top polluter. The trend of waste generation in DKI Jakarta has been increasing annually at an alarming rate. In DKI Jakarta itself, there are 52 licensed waste collection services, and one of them is Waste4Change. Waste4Change is a private company that helps consumers manage and segregate their waste and ensure that it is disposed of in an environmentally friendly way. In Indonesia, although people have high waste management awareness, it does not guarantee that they will act or change their lifestyle to help minimize waste, such as doing waste management at home. The purpose of this research is to discover whether Waste Management Awareness, Religiosity, Perceived Price and Social Norm has a positive effect towards consumer Intentions to Act in using Waste4Change. This study uses a quantitative method and collect the information from people who are familiar or have used the service of Waste4Change to manage their household waste who lives in JABODETABEK using sampling method and questionnaires. The result indicates that Perceived Price and Social Norm have a significant effect on Intentions to Act on using Waste4Change service, However, Waste Management Awareness does not have a significant effect towards people's Intentions to Act on using Waste4Change service. Therefore, there are several recommendations for Waste4Change company and government that will be discussed in this research.

*Keywords : Waste Management, Intentions to Act, Waste Management Awareness, Religiosity, Perceived Price and Social Norm.*



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## DEDICATION

To my parents,

Tjemerlang Tjhe (alm) and Irawati Tamsil

To my biggest support system

Lily Tamsil, Amanda Thedrica, Letycia Thedrica

And to my dearest friends,

Who was there for me in every step of the way



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## ACKNOWLEDGEMENTS

First of all, I would like to express my endless gratitude to God for the blessings and mercy that helps me to finish my research.

Secondly, I would like to express my deepest gratitude to my beloved parents and family who have always been my strongest pillar of support.

A special gratitude to my advisor and mentor Mr. Fiter Abadi M.B.A. who patiently guide and support me since day one, believed in my idea, lead and support me in every step of the way.

Last but not least, I would like to thank my support system who has always been there for me. Appreciation to Alisha Aozora, Garry Ian, Amanda Thedrica, Letycia Thedrica, Demetrios Balaskas, Antonio Arden, Satrio Pamungkas, Gunawan Bondan Danardono, and the rest of my beloved IBA 2017 buddies for assisting me in unsurpassed ways that they can and be my emergency call when I needed them the most. I would not have been able to do it without your endless love and support. And to all of you who are reading this, I hope we all can make a difference to this world, even with the smallest act.

*“No act of kindness, no matter how small is ever wasted”*

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