

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

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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
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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.



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

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