

ABSTRACT

Food waste is a food product that is not selling well and must be recycled and even thrown away. Food waste occurs a lot in vegetables and some of them that don't sell well will be left alone, so that the rest of the vegetables will rot and leave an unpleasant aroma. The low awareness of vegetable traders on environmental issues is influenced by the behavior of the traders. In addition to awareness, the knowledge of vegetable traders on food waste management is important in order to minimize the occurrence of food waste. This study aims to determine the awareness and knowledge of vegetable traders on food waste behavior. The method used is quantitative with multiple linear regression approach. The results obtained indicate that the awareness of vegetable traders has an impact on food waste behavior. Improvements made are collaboration between stakeholders for policy making, campaigns, and educating traders to minimize the occurrence of food waste at the retail level.

Keywords: Awareness; Behavior; Food Waste; Knowledge;
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