

FAKTOR-FAKTOR YANG BERHUBUNGAN DENGAN PERILAKU PEDAGANG TERHADAP *FOOD WASTE* BUAH DAN SAYUR DI PASAR CISALAK DEPOK TAHUN 2026

Alivia Izfana

Abstrak

Food waste buah dan sayur di pasar berkontribusi terhadap peningkatan timbulan sampah organik. Di Depok, sampah sayur mayur dari pasar tradisional masih menjadi penyumbang timbulan sampah yang besar. Kondisi tersebut menunjukkan pentingnya memahami faktor yang berhubungan dengan perilaku pedagang dalam mengelola *food waste*. Menganalisis hubungan antara usia, lama berjualan, pengetahuan, sikap, norma sosial, fasilitas penyimpanan, akses informasi, regulasi pemerintah/pengelola, penyuluhan dan edukasi, serta dukungan sesama pedagang dengan perilaku pedagang terhadap *food waste* buah dan sayur. Penelitian ini menggunakan desain *Cross-sectional* pada Mei–Juni 2026. Sebanyak 103 pedagang buah dan sayur di Pasar Cisalak Depok dijadikan sampel dengan teknik *Total Sampling*. Data dikumpulkan menggunakan kuesioner dan dianalisis menggunakan uji *Chi-square* dan *binary logistic regression*. Sebanyak 57,3% responden memiliki perilaku buruk terhadap *food waste*. Sikap, norma sosial, akses informasi dan dukungan sesama pedagang berhubungan signifikan dengan perilaku pedagang terhadap *food waste* buah dan sayur. Ditemukan faktor dominan yaitu sikap (POR = 2,646; 95% CI: 1,103–6,349; *p-value* = 0,029) dan dukungan sesama pedagang (POR = 3,791; 95% CI: 1,582–9,084; *p-value* = 0,003). Dukungan sesama pedagang merupakan faktor paling dominan dan berperan penting dalam terbentuknya perilaku lebih baik karena interaksi intens antarpedagang memungkinkan pembentukan norma perilaku bersama.

Kata Kunci: Buah dan Sayur, *Food Waste*, Perilaku Pedagang

FACTORS ASSOCIATED WITH VENDORS' BEHAVIOR REGARDING FRUIT AND VEGETABLE FOOD WASTE AT THE CISALAK MARKET IN DEPOK IN 2026

Alivia Izfana

Abstract

Food waste from fruits and vegetables at traditional markets contributes to increasing organic waste generation. In Depok, vegetable waste from traditional markets remains a major contributor to waste generation. This study analyzed the relationship between age, length of time in business, knowledge, attitudes, social norms, storage facilities, access to information, government/market management regulations, outreach and education, support from fellow vendors, and vendors' behavior regarding food waste. A cross-sectional study was conducted from May to June 2026. A total of 103 fruit and vegetable vendors at Cisalak Market, Depok, were selected using total sampling. Data were collected using a questionnaire and analyzed with the chi-square test and binary logistic regression. Overall, 57.3% of respondents exhibited poor behavior regarding food waste. Attitudes, social norms, access to information, and support from fellow vendors were significantly associated with vendors' behavior. The dominant factors were attitude (POR = 2.646; 95% CI: 1.103–6.349; p-value = 0.029) and support from fellow vendors (POR = 3.791; 95% CI: 1.582–9.084; p-value = 0.003). Support from fellow vendors was the most dominant factor, fostering better behavior through interactions that facilitate the formation of shared behavioral norms.

Keyword: *Fruit and Vegetable, Food Waste, Vendors' Behavior*