

ABSTRACT

AN ANALYSIS OF ECONOMIC LOSSES DUE TO FOOD WASTE AND ITS DETERMINANTS AT FOOD STALLS IN GUNUNG BALAU TOURISM AREA

By

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This study aims to examine the quantity and composition of consumer food waste, estimate the resulting economic losses, and identify the factors influencing the weight of leftover food at food stalls in the Gunung Balau Tourism Area, Bandar Lampung City. The study employed a quantitative survey method. Data were collected through structured interviews with 40 consumers and direct observation by weighing the leftover food. The analysis involved calculating the average amount of food waste produced, estimating daily and annual quantities, assessing economic losses based on menu prices, and conducting multiple linear regression analysis using the Ordinary Least Squares (OLS) method to determine the factors affecting leftover food weight. The findings show that the average leftover food weight was 0.106 kg per person, with an estimated total of 0.294 kg per day or approximately 1.08 tons per year. The most common types of food waste were ready-to-eat carbohydrate-based items such as boiled noodles and French fries. The estimated economic loss caused by food waste at the Gunung Balau food stalls in Bandar Lampung amounted to IDR 194,012 per day and IDR 70,814,380 per year. Age, gender, mealtime, and health condition significantly influenced the weight of leftover food.

Keywords: *Food Security, Food Waste, Economic Losses, Consumer Characteristics, Sequential Explanatory Mixed Methods, Tourism Area*

ABSTRAK

ANALISIS KERUGIAN EKONOMI AKIBAT *FOOD WASTE* DAN DETERMINANNYA PADA KEDAI DI WISATA GUNUNG BALAU BANDAR LAMPUNG

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Penelitian ini bertujuan untuk menganalisis timbulan dan jenis *food waste* konsumen, mengestimasi kerugian ekonomi yang ditimbulkan, serta mengidentifikasi faktor-faktor yang memengaruhi berat sisa makanan pada kedai di kawasan Wisata Gunung Balau, Kota Bandar Lampung. Penelitian ini menggunakan metode survei dengan pendekatan kuantitatif. Data dikumpulkan melalui wawancara terstruktur terhadap 40 konsumen serta observasi langsung berupa penimbangan sisa makanan. Analisis data meliputi perhitungan rata-rata timbulan *food waste*, estimasi timbulan harian dan tahunan, perhitungan kerugian ekonomi berdasarkan harga menu, serta analisis regresi linier berganda menggunakan metode *Ordinary Least Square* (OLS) untuk mengidentifikasi faktor-faktor yang memengaruhi berat sisa makanan. Hasil penelitian menunjukkan bahwa rata-rata berat sisa makanan sebesar 0,106 kg per orang dengan estimasi timbulan sebesar 0,294 kg per hari atau sekitar 1,08 ton per tahun. Jenis *food waste* yang dominan berupa makanan siap saji berbasis karbohidrat seperti mie rebus dan kentang goreng. Estimasi nilai kerugian ekonomi akibat *food waste* di Kedai Gunung Balau Bandar Lampung mencapai Rp194.012 per hari dan Rp70.814.380 per tahun. Variabel umur, jenis kelamin, waktu makan, dan kondisi kesehatan berpengaruh signifikan terhadap berat sisa makanan.

Kata kunci: Ketahanan Pangan, Food waste, Kerugian ekonomi, Karakteristik konsumen, Mixed method sequential explanatory, Kawasan wisata