

ABSTRACT

Household waste management is still a major challenge in various regions in Indonesia, especially in rural areas that do not yet have a structured waste management system. Lack of public awareness and minimal management facilities cause waste to often be dumped or burned. This also occurs in Purwasaba Village which is facing an increase in the amount of waste without an adequate management system. This study aims to analyze the factors that influence community behavior in household waste management and develop management strategies that are in accordance with the social conditions in the village. The study was conducted on 355 respondents using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method. The results of the analysis show that intention is the most influential factor in waste management behavior, which is formed by attitudes, social norms, and perceptions of behavioral control. Knowledge also plays an important role because it influences public awareness, attitudes, and perceptions. Based on these findings, recommended strategies include public education, provision of facilities such as TPS and separate trash bins, establishment of a waste bank, and involvement of community leaders. It is hoped that this strategy can increase community participation and realize better and more sustainable household waste management.

Keywords : *waste management, community behavior, intention, environmental awareness, sustainable strategy*