

ABSTRACT

Waste management issues in Banyumas Regency remain complex, despite the implementation of a circular economy approach through the Integrated Waste Treatment Facility (TPST). One of the main challenges is the low level of women's involvement, despite their significant potential in supporting the waste management process from sorting to recycling. This study aims to design a conceptual model and provide recommendations for enhancing women's roles in circular economy-based TPST management. The approach used is the Theory of Planned Behavior (TPB) with six constructs: Women's Roles, Attitudes, Subjective Norms, Perceived Behavioral Control, Intentions, and Circular Economy Behavior. Data was collected through a survey of female workers at the TPST and analyzed using the SEM-PLS method. The results indicate that subjective norms and perceived behavioral control significantly influence women's intentions, while attitudes do not, suggesting that structural barriers persist despite positive perceptions. This study recommends gender-sensitive policies, competency-based training, and cross-sectoral collaboration to create a fair and sustainable waste management system.

Keywords: TPST, Circular Economy, Role of Women, Theory of Planned Behavior, SEM-PLS