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Factor Analysis on Culinary Business Owner Adoption of Green Practice

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Abstract

Indonesia's culinary industry has experienced rapid growth, driven by the increasing number of young entrepreneurs and the advancement of digital platforms. However, this growth has been accompanied by significant environmental impacts, particularly from food packaging waste and leftover ingredients. On the other hand, consumer awareness of environmental issues has also increased, creating pressure on business owners to adopt environmentally friendly practices (green practices). Although green concepts such as biodegradable packaging and waste management are becoming more familiar, their adoption among culinary business owners remains limited. This situation has prompted research to understand the psychological and social factors influencing business owners' intentions to adopt green practices, using the Theory of Planned Behavior (TPB) as the analytical framework. This quantitative study involved 78 culinary business owners as respondents, with data collected via questionnaires and analyzed using Confirmatory Factor Analysis (CFA) in SPSS. The results identified four dominant factors influencing adoption intentions: social pressure and regulations, reputation motivation and technical confidence, perceptions of economic and environmental benefits, and strategic considerations for implementation.

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INTRODUCTION

The culinary sector in Indonesia has seen significant growth in recent years, driven primarily by the influx of young entrepreneurs into the industry. According to data from the Central Statistics Agency (BPS) in 2023, the food and beverage sector accounted for approximately 34.55% of total micro, small, and medium enterprises (MSMEs), with the culinary business growing at 8.2% per year. This phenomenon is inseparable from the younger generation's strong interest in entering the culinary business, which is seen as a promising sector. The main reason they choose this sector is because of their belief that the culinary sector offers relatively affordable capital, stable market demand, and flexibility in business management. Furthermore, the development of social media and digital platforms such as GoFood and GrabFood has also fueled the growth of the culinary business, making it easier for entrepreneurs to reach a broader consumer base.

However, amid the rapid growth of the culinary industry, new challenges have emerged regarding its environmental impact. Data from the Ministry of Environment and Forestry (KLHK, 2023) indicates that 34% of waste in Indonesia comes from single-use food packaging, including plastic, Styrofoam, and plastic-coated paper. This type of waste takes tens to hundreds of years to decompose, resulting in negative impacts on ecosystems, including soil, water, and air pollution. Furthermore, food waste is also a serious problem. Its impact is not only environmental but also economic, due to resource waste and increasing waste management costs.

Recognizing this problem, the concept of going green, or adopting green business practices, has begun to be introduced as a sustainable solution. Green practices in the culinary sector refer to business efforts to

implement measures that reduce the social and environmental impacts arising from their daily operations, both directly and indirectly. This implementation involves environmentally sound management systems, with a focus on waste reduction, efficient use of water and electricity, and air pollution control (Halim et al., 2025).

Environmentally friendly practices, or green practices, in the culinary sector generally adopt an approach known as the 3R and 2E principles: reduce, reuse, and recycle; and energy efficiency. This principle emphasizes the importance of reducing waste, reusing usable materials, and implementing recycling processes as part of a sustainable operational strategy. Furthermore, energy savings and operational efficiency are also key to maintaining the sustainability of culinary businesses (Basana et al., 2022). Real-life examples of going green in the food business include using banana leaves or bamboo baskets instead of Styrofoam, using stainless-steel straws, and collaborating with waste banks to recycle used packaging. These steps can reduce waste created from materials that are difficult to recycle.

The challenges of implementing green practices in the culinary business are diverse, both internal and external. Internally, the main obstacle is higher operational costs. For example, environmentally friendly packaging such as bioplastics or recycled paper costs 20-30% more than conventional packaging. Furthermore, a lack of knowledge and training on green practices is also a barrier. Many MSMEs do not understand how to manage waste or choose sustainable raw materials. Externally, lax government regulations on waste management in the culinary industry contribute to low adoption of green practices. Although some regions already have regulations banning single-use plastics, their implementation remains weak. Despite numerous challenges to implementing green practices, some businesses still do so. Therefore, this study aims to analyze the factors influencing these business owners' decision-making regarding the implementation of green practices.

To understand the factors influencing business actors, or culinary business owners, in adopting green practices, the Theory of Planned Behavior (TPB) can serve as an analytical framework. TPB was developed by Ajzen (2020) and explains that human behavior is influenced by three main factors: attitude, subjective norms, and perceived behavioral control. Attitude refers to an individual's beliefs about a behavior, subjective norms to social pressure from the surrounding environment, and perceived behavioral control to the extent to which a person feels capable of acting (Ajzen, 2020).

The Theory of Planned Behavior is relevant for this study because it can reveal the motivations behind culinary business owners' intentions to go green. For example, a business owner who cares about the environment will tend to adopt green practices because they believe it benefits both the business and the environment. For example, a restaurant replacing plastic straws with stainless steel straws is driven by the belief that this step reduces pollution. Subjective norms also play a significant role; if consumers, competitors, or the government encourage environmentally friendly practices, businesses will be more motivated to follow suit. For example, the government's "Diet Kantong Plastik " campaign prompted many coffee shops to switch tumblers as an alternative. Meanwhile, perceived behavioral control is related to technical and financial capabilities. An MSME owner might want to switch to environmentally friendly packaging, but if it is too expensive or difficult to obtain, this intention may be hampered.

Based on the description above, this study aims to analyze the factors influencing culinary business owners' intentions to adopt green practices using the TPB approach. This research is important because it can provide recommendations to the government, business associations, and culinary businesses to promote sustainable business practices. Furthermore, the research results can serve as a reference for reducing the culinary industry's negative environmental impact. By understanding the factors of attitude, subjective norms, and perceived behavioral control, effective strategies can be developed to increase the adoption of green practices among culinary businesses in Indonesia.

LITERATURE REVIEW

The Theory of Planned Behavior (TPB) posits that a person's intention to engage in a behavior is influenced by attitudes, subjective norms, and perceived behavioral control (PBC) (Ajzen, 2020). The Theory of Planned Behavior (TPB) is one of the most used frameworks for analyzing and predicting a person's intention to perform a behavior at a specific time and in a specific situation. TPB was chosen in this research context to analyze the factors influencing culinary business owners' decisions to implement green practices. The TPB has also been widely used in sustainability research, including Paul et al. (2016), which found that attitude,

subjective norms, and PBC significantly influence consumers' intention to purchase environmentally friendly products.

Attitudes

Attitudes in the TPB refer to a person's positive or negative evaluation of a behavior (Ajzen, 2020). These attitudes are formed from an individual's beliefs about the consequences of their actions and their assessment of those consequences. For example, if an MSME owner believes that using environmentally friendly packaging will improve their business's image, they will have a positive attitude toward green practices.

According to Ajzen (2020), attitudes consist of two main dimensions: behavioral beliefs and outcome evaluation. Behavioral beliefs are an individual's beliefs about the outcomes of a behavior. For example, an MSME owner believes that going green will reduce waste costs. Outcome evaluation is an assessment of the expected results of that behavior. For example, an MSME owner believes that reducing plastic waste will improve the business's reputation.

These two dimensions of attitudes can influence a person's decision-making behavior. In this study, the attitude dimension will be used to understand how culinary MSME owners evaluate the benefits and risks of adopting a go-green approach. Jing et al. (2019) and Ajzen (2011) state that attitude indicators are divided into three indicators: positive impacts of doing something (ATT 1), negative impacts of doing something (ATT 2), desire to do something (ATT 3), benefits of carrying out certain business practices (ATT 4), long-term benefits of carrying out certain business practices (ATT 5), and alignment with personal or moral values (ATT 6).

Subjective Norms

Subjective norms refer to the social pressure a person feels to perform or not perform a behavior (Ajzen, 2020). This factor involves an individual's perception of the expectations of important people in their lives, such as family, business partners, or consumers. Basana et al. (2024) explain that in a business context, this factor can involve expectations from consumers, suppliers, and regulators. Research by Lim et al. (2022) shows that subjective norms play a crucial role in business decisions, especially when business actors perceive that stakeholders expect them to act sustainably. For example, if consumers begin boycotting environmentally unfriendly businesses, MSME owners may be encouraged to adopt green practices. According to Ajzen (2020), subjective norms consist of two main components: normative beliefs and the motivation to comply. Normative beliefs refer to an individual's perception of the expectations of others regarding specific behaviors, for example, the belief that family supports the use of environmentally friendly packaging. Meanwhile, motivation to comply reflects an individual's desire to meet expectations, such as meeting consumer demand for green products. Wang et al. (2020) found that motivation to comply tends to be stronger when the source of influence is a respected or authoritative party, such as a business mentor or a government institution. The indicators used, adopted by Jing et al. (2019) and Wang et al. (2020), are the expectations of those around them to do something (SN 1), support from those around them to do something (SN 2), influence from those around them to do something (SN 3), influence from family (SN 4), influence from fellow business people (SN 5), expectations from the surrounding community (SN 6), influence from business mentors/coaches (SN 7), compliance with government regulations (SN 8), desire for recognition by industry players (SN 9), and encouragement to follow media trends (SN 10).

Perceived Behavior Control

Perceived behavioral control (PBC) is the final variable in the TPB. According to Ajzen (2020), PBC reflects a person's beliefs about their ability to perform a behavior, including resource constraints and opportunities. These resources and opportunities are divided into internal factors (ability, skills, knowledge, and awareness) and external factors (opportunities, time, and future opportunities). For example, MSME owners who have access to eco-friendly packaging suppliers will feel more empowered to go green. In Han & Hyun's (2018) research, PBC among culinary business owners is often linked to capital availability and access to green technology.

Essam et al. (2025) identified two main dimensions of PBC: control beliefs and perceived power. Control beliefs refer to an individual's perceptions of factors that support or inhibit the performance of a behavior, such

as the difficulty of obtaining environmentally friendly packaging at an affordable price. Meanwhile, perceived power reflects an individual's belief in their ability to overcome these various obstacles, for example, the belief that they can maintain profits in business despite implementing green practices. These two dimensions interact to shape a person's overall perception of their ability to act. The indicators of perceived behavioral control used are adopted from Wang et al. (2020), namely Resources to carry out certain business practices (technology (PBC 1), financial capability (PBC 2), other resources (PBC 3), the ability to overcome problems that will arise after carrying out certain business practices (PBC 4), carrying out the business practice is their own decision (PBC 5), knowledge to carry out something (PBC 6), infrastructure to carry out something (PBC 7) and support from involved parties, such as staff or employees (PBC 8).

Decision to Adopt Green Practices

Green Practices in the culinary sector refer to business efforts to implement measures to reduce the social and environmental impacts arising from their daily operations, both directly and indirectly (Misik & Nagy, 2025). This implementation involves environmentally sound management systems, with a focus on waste reduction, efficient use of water and electricity, and air pollution control (Basana et al., 2022). The principles emphasize reducing waste, reusing usable materials, and implementing recycling processes as part of a sustainable operational strategy. In addition, energy savings and operational efficiency are also key to maintaining the sustainability businesses (Halim et al., 2025).

Based on research by Yu, Li, and Jai (2017), the decision to go green or adopt green practices in culinary businesses can be classified through levels of green attributes that reflect the depth of implementation of sustainable practices. At the most basic level (Minimum Green Practice), businesses begin adopting simple practices, such as using paid eco-friendly packaging, indicating a willingness to incur additional costs for sustainability. Then, at a more advanced stage (General Green Practice), businesses not only use environmentally friendly materials but also apply waste reduction principles through reuse and recycling systems and involve customers in environmental awareness training programs. Adopting green practices in business can provide customer satisfaction (Tarigan & Yobeanto, 2025).

The highest level (Advanced Practice) reflects a holistic commitment, where culinary businesses focus not only on daily operations but also on sustainable infrastructure design. Examples include energy and water conservation through efficient technologies, waste processing into value-added products (such as compost or biogas), and building construction that considers environmental impacts from the planning stage. Furthermore, businesses at this level actively engage in education and innovation in green practices, such as developing menus using local, organic ingredients or creating incentives for customers who bring their own containers.

Based on the explanation above, the research framework is shown in Figure 1.

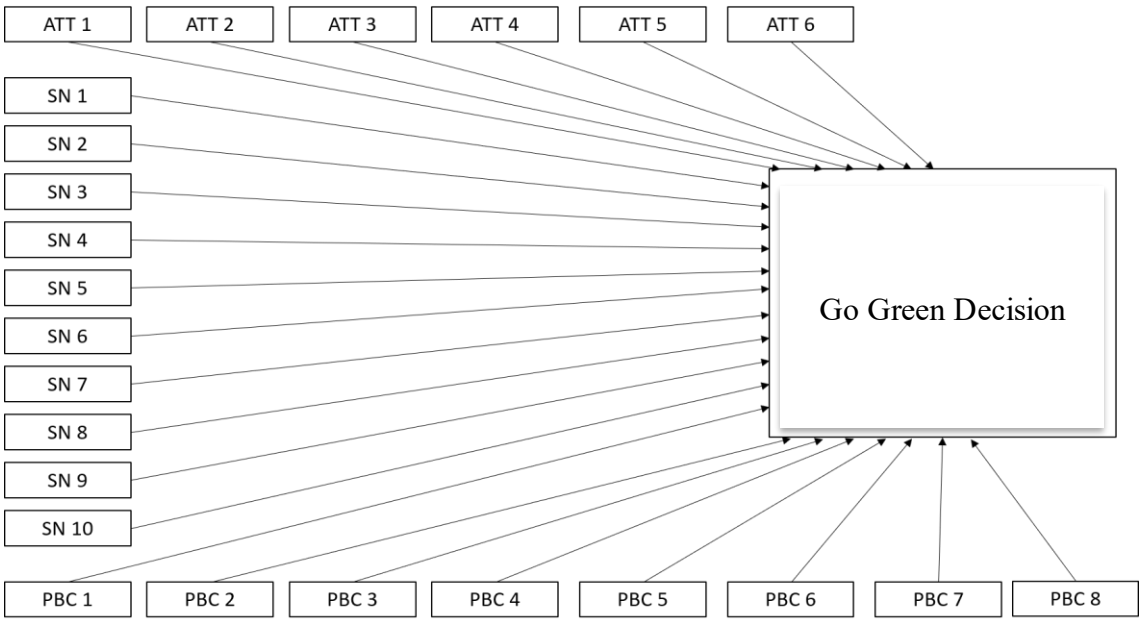

Figure 1. Research Framework

RESEARCH METHOD

This study uses a quantitative, survey-based approach to analyze the factors influencing culinary business owners' intentions to adopt green practices. Quantitative research methods are based on the philosophy of positivism and are used to study specific populations or samples. Sampling is usually random, and data are collected using research instruments. In this study, a quantitative approach was used to measure the factors influencing culinary business owners (MSMEs) to adopt green practices. According to Sekaran and Bougie (2016), a population is the entire unit of analysis that has specific characteristics that are the focus of the research. The purpose of the population is to determine the number of samples to be taken and determine the boundaries of the research scope (Hardani et al., 2020). In this study, the population is all culinary business owners or MSMEs in Surabaya and major cities. The sample is a subset of the population that possesses the population's essential characteristics. The sampling technique used in this study is non-probability purposive sampling, selecting samples based on predetermined criteria.

The sample must be representative of the entire population, as the research results will be used to draw general conclusions (Sekaran & Bougie, 2016). The minimum sample size required for this study is 100 respondents. The sample criteria used are business actors or MSMEs in the culinary sector, with a minimum of 1 year of experience, and who have implemented the most basic level (minimum green practices) in their business activities. Validity aims to assess the extent to which a measurement instrument, in this case a questionnaire, actually measures what it is supposed to measure. An item in a questionnaire is considered valid if the calculated r value exceeds the table r value. Conversely, an item is said to be invalid if the calculated r value is less than the table r value, and the item must be removed from this test. Reliability refers to the consistency of a measuring instrument across various situations or conditions. One method for testing reliability is Cronbach's Alpha. An instrument is considered to have low reliability if the Cronbach's Alpha value is <0.5. If the value is 0.5-0.7, the reliability is classified as moderate, while a value >0.7 indicates high reliability.

Factor analysis aims to reduce the number of variables into several new constructs or factors. There are two types of constructs in factor analysis: latent and empirical. Confirmatory factor analysis is conducted when researchers have previously determined the variables and factors to be analyzed based on existing theories or concepts. The purpose of this study is to determine whether the variables in the Theory of Planned Behavior (attitudes, subjective norms, perceived behavioral control) influence the green decisions of culinary business actors (MSMEs). Data processing was carried out using SPSS software version 27. Confirmatory factor analysis will include several outputs: first, the Kaiser-Meyer-Olkin (KMO) and Bartlett's Test; second, the Anti-image correlation test; third, communality; fourth, the total variance explained test; and fifth, the component matrix.

RESULTS AND DISCUSSION

The culinary industry is experiencing rapid growth, especially in large cities like Surabaya. Culinary business owners play a crucial role in shaping their businesses' direction and policies, including the decision to implement green practices. Green practices in this context encompass measures such as eco-friendly packaging, waste management, energy efficiency, and the selection of sustainable raw materials. The decision to adopt green practices is not easy. Various considerations influence business owners' decisions, ranging from perceived environmental benefits and consumer pressure to resource and financial capabilities. Not all culinary business owners share the same perspective, knowledge, or motivation regarding sustainability. Therefore, it is important to analyze the factors influencing these decisions. This study aims to identify and analyze the factors influencing culinary business owners' adoption of green practices using the theory of planned behavior, which includes the variables of attitudes, subjective norms, and perceived behavioral control.

The required number of respondents is 100, as calculated in Chapter 3 on the research sample. To achieve this number, questionnaires were distributed to culinary business owners. A total of 85 responses were collected, with 78 respondents meeting the criteria for culinary business owners in a large city and running a business with green practices in their business operations.

The respondent profile description aims to filter and group respondents according to predetermined criteria. The distributed questionnaire includes initial screening questions to ensure that only respondents who meet the criteria can continue, as well as several identity questions to understand the characteristics of 85 culinary

business owners. The company has implemented green practices in its business operations. Furthermore, the questionnaire included respondents' identities. The following are the results of processing the respondent identity data: 50 respondents (58.8%) were male, and 35 (41.2%) were female. Respondent characteristics based on domicile from Surabaya, 75 people (88.3%), and outside Surabaya, 10 people (11.7%). The variable aims to find out the average value of the statements compiled in the questionnaire. The average value summarizes the level of agreement or disagreement with the respondents' answers, as shown in Table 1.

Table 1. Analysis of the description of variables and measurement items

Description	Mean	Deviation Standard
Implementing Go Green is beneficial for business (ATT1).	4,56	0,636
Concerns that not implementing Go Green will negatively impact the culinary business (ATT2).	3,94	0,858
Implementation of Go Green due to environmental concerns (ATT3).	4,41	0,612
Implementation of Go Green due to environmental concerns (ATT4).	4,31	0,726
Implementation of Go Green to attract more customers (ATT5).	4,36	0,664
Implementation of Go Green in accordance with life principles (ATT6)	4,32	0,693
Customers expect businesses to implement Go Green (SN1)	4,23	0,788
Go, Green is implemented with the full support of business partners (SN2).	4,13	0,858
Considering Go Green because competitors are already doing it (SN3).	3,68	1,145
Implementation of Go Green because the family strongly recommends it (SN4).	3,95	1,080
Inspired to implement Go Green after discussions with fellow business actors (SN5).	4,14	0,864
The local community appreciates businesses that go green (SN6).	4,31	0,761
Decided to Go Green after a business mentor suggested it (SN7).	4,18	0,833
Implementing Go Green to comply with government regulations (SN8).	4,22	0,832
The business is known as an environmentally friendly culinary actor (SN9).	4,19	0,823
It started going green because of the trend on social media (SN10).	3,76	1,107
Implementation of Green Practice because the supporting technology is already available (PBC1).	4,46	0,574
Able to allocate funds for the implementation of Go Green (PBC2).	4,28	0,701
Have sufficient other resources to carry out Go Green practices (PBC3).	4,40	0,709
Believe in being able to resolve any obstacles that may arise during the implementation of Go Green (PBC4).	4,26	0,711
Choosing Go Green is own desire, not because of coercion (PBC5).	4,36	0,644
Understanding how to implement Go Green in the culinary business (PBC6).	4,35	0,661
Have adequate facilities to support the adoption of Go Green in business (PBC7).	4,32	0,634
Have staff who can implement green business practices (PBC8).	4,42	0,635

The total number of respondents included in the validity test was 78. The validity test was conducted using SPSS software, in which each statement instrument was tested individually for validity by comparing the Pearson correlation coefficient (calculated R) with the existing R table value. The results of the validity test were obtained from the invalid attitudes variable, namely the statement items ATT 2, ATT 5, and ATT 6. The perceived behavior control variable statement items are invalid in PBC 3, PBC 5, PBC 7, and PBC 8.

Reliability testing assesses how stable and consistent a research measuring instrument is across various testing conditions (e.g., when the sample size is smaller or larger than the initial sample size). If the value is greater than 0.5, it meets the requirements of Table 2 (Sugiono, 2015).

Table 2. Reliability Test

Variable	Cronbach's Alpha	Conclusion
Attitudes	0,545	Reliable
Subjective Norms	0,782	Reliable
Perceived Behavior Control	0,551	Reliable

Table 2 presents the results of reliability testing for each variable separately. Cronbach's alpha of each variable is above 0.5 (> 0.5), which means that all variables can be declared reliable. Factor analysis was conducted after validity and reliability tests; the results of the previous tests indicated that 23 questionnaire instruments were valid and reliable, making them suitable for factor analysis. Factor analysis is conducted through several stages, namely the KMO test and Bartlett's test. This test is the first requirement in the factor analysis series. The KMO measure must be greater than 0.5 (>0.5) for the factor analysis process to proceed. Meanwhile, Bartlett's test must yield a value of 0 for the factor analysis to proceed (Table 3).

Table 3. KMO Test and Barlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0,626
Bartlett's Test of Sphericity	**Approx. Chi-Square**	389,559
	df	120
	Say.	<0,001

Table 3 shows the results of the KMO and Bartlett's Test. The KMO value is 0.626, and the Bartlett's Test significance value is <0.001. These values meet the requirements for continuing the factor analysis.

Second, the anti-image correlation test. This test is the second step, aimed at determining which variables can be used for factor analysis. Variables with Measure of Sampling Adequacy (MSA) values below 0.5 (<0.5) must be removed and the variables reselected.

Table 4. Anti Image Correlation Test

Statement Items	MSA	Conclusion
Attitudes		
ATT01	0,609	Meet the Requirements
ATT03	0,679	Meet the Requirements
ATT04	0,513	Meet the Requirements
Subjective Norms		
SN01	0,600	Meet the Requirements
SN02	0,713	Meet the Requirements
SN03	0,653	Meet the Requirements
SN04	0,702	Meet the Requirements
SN05	0,572	Meet the Requirements
SN06	0,749	Meet the Requirements
SN07	0,494	Not Eligible
SN08	0,675	Meet the Requirements
SN09	0,700	Meet the Requirements
SN10	0,415	Not Eligible
Perceived Behavior Control		
PBC01	0,634	Meet the Requirements
PBC04	0,664	Meet the Requirements
PBC06	0,601	Meet the Requirements

Table 5. Communalities Test

Statement Items	Communality	Conclusion
Attitudes		
ATT01	0,689	Meet the Requirements
ATT03	0,736	Meet the Requirements
ATT04	0,814	Meet the Requirements
Subjective Norms		
SN01	0,687	Meet the Requirements
SN02	0,622	Meet the Requirements
SN03	0,725	Meet the Requirements
SN04	0,608	Meet the Requirements
SN05	0,575	Meet the Requirements
SN06	0,620	Meet the Requirements
SN08	0,668	Meet the Requirements
SN09	0,600	Meet the Requirements
Perceived Behavior Control		
PBC01	0,664	Meet the Requirements
PBC04	0,603	Meet the Requirements
PBC06	0,764	Meet the Requirements

Table 4 is the result of the anti-image correlation test, the MSA value of statements SN07 and SN10 on the variable subjective *norms* is below 0.5 (< 0.5), so the variable instrument must be removed for factor analysis.

The third stage is the communalities test. This test is the third step, designed to assess the correlation between two variables. The value *of the communality* variables below 0.5 (< 0.5) should be deleted.

Table 5 shows the results of the communality test; the communality value of all instruments is above 0.5 (> 0.5), so that the variable instruments can be used for factor analysis.

The fourth stage total variance explained test. This test is the fourth step, aimed at determining how many factors emerge from further testing. The requirement is an eigenvalue above one (> 1) in the section total.

Table 6. Total Variance Explained Test

Component	Total	% of Variance	Cumulative %
1	4,167	29,765	29,765
2	1,607	11,479	41,243
3	1,358	9,703	50,947
4	1,082	7,727	58,674

Table 6 shows the results of the total variance explained test, where five components have eigenvalues above one (>1). The cumulative percentage, or cumulative %, is 58.674%, with the first component at 29.765%, the second at 11.479%, the third at 9.703%, and the fourth at 7.727%. This means that these four main factors account for 58.674% of the analysis of factors influencing business owners' adoption of green practices, or almost 59%. The fifth stage is the component matrix test.

Table 7. Component Matrix

Item Statement	1	2	3	4
ATT01			-0,533	
ATT03	0,529			
ATT04				0,592
SN01	0,540			
SN02	0,657			
SN03	0,685			
SN04	0,547	-0,506		
SN05	0,525			
SN06	0,558			
SN08	0,603			
SN09	0,551			
PBC01				
PBC04	0,545			
PBC06		0,693		

Table 8. Rotated Component Matrix

Statement Items	1	2	3	4
ATT01			0,742	
ATT03			0,555	
ATT04			0,528	0,630
SN01	0,681			
SN02	0,736			
SN03	0,614			
SN04	0,615			
SN05		0,644		
SN06		0,597		
SN08	0,619			0,531
SN09		0,610		
PBC01		0,697		
PBC04		0,645		
PBC06				0,777

Table 7 shows the results of the component matrix test. Four of the 15 factors are suspected to be the main factors influencing culinary business owners to adopt green practices. A rotated component matrix was used to clarify these factors. The sixth stage is the rotated component matrix test.

Table 9. Naming of New Factors

Main Factors	Main Factor Name	Factor	Statement
1	Social Pressure and Regulation	(SN01) Expectations from people around you regarding this behavior.	Customers expect businesses to implement green practices.
		(SN02) Support from people around you for this behavior.	Implementation of green practices because business partners support it.
		(SN03) The influence of people around you on this behavior.	Considering adopting a Go Green policy because competitors are already doing so.
		(SN04) Compliance with government regulations.	Implementing Go Green because family strongly recommends it.
		(SN08) Compliance with government regulations.	Implementation of Go Green to comply with government regulations.
2	Reputation, Motivation, and Confidence in Technical Ability	(SN05) Influence from fellow business actors.	Implementing Go Green because we care about the environment.
		(SN06) Expectations of the surrounding community.	The local community appreciates businesses that go green.
		(SN09) Desire to be recognized by industry players.	Have adequate facilities to support the adoption of Go Green in business.
		(PBC01) Technology to carry out certain business practices.	Be confident can go green because the supporting technology is already available.
		(PBC04) Ability to overcome problems that will arise after carrying out certain business practices.	Believe in being able to resolve any obstacles that may arise while implementing Go Green.
3	Motivation Perception of Benefits	(ATT01) Positive impact of doing something.	Implementing Go Green benefits businesses.
		(ATT03) The desire to do something.	Implementing Go Green because we care about the environment.
		(ATT04) Benefits of engaging in certain business practices.	Go Green can attract more customers.
4	Strategic Considerations for Implementation	(ATT04) Benefits of engaging in certain business practices.	Go Green because it can attract more customers.
		(SN08) Compliance with government regulations.	Implementation of Go Green to comply with government regulations.
		(PBC06) Knowledge to do something	Implementation of Go Green in the culinary business.

Table 8 is a further processing of the component matrix table, called the rotated component matrix. Each indicator is grouped into one main factor. The following is a summary of the contents of each main factor:

1. Factor 1 contains SN01, SN02, SN03, SN04, SN05, SN06, SN08

2. Factor 2 contains ATT04, ATT05, ATT06, ATT08, SN09, SN10, SN11
3. Factor 3 contains ATT01, ATT02, ATT03
4. Factor 4 contains PBC01, PBC02, PBC03
5. Factor 5 contains PBC05, PBC06, PBC07

The tests and calculations conducted above need to be accompanied by a discussion that will form the core of this research. There are four main factors influencing culinary business owners in major cities to adopt green practices. These new factors do not yet have names, so they need to be given appropriate names to group the statements. The following presents the new factors influencing culinary business owners to adopt green practices.

Table 9 presents the names of the new factors identified from the data testing, along with the rationale for each name. The first factor is named "Social Pressure and Regulation" because it contains keywords such as customer expectations, support from business partners, competitor influence, family, and government regulatory compliance. Social pressure, in this case, refers to the various external parties that influence a business owner's decision to implement green practices. Regulations, on the other hand, reflect legal obligations that must be met. This combination of social pressure and regulatory demands can encourage culinary businesses to adopt environmentally friendly practices.

The second factor is called "Reputation, Motivation, and Confidence in Technical Ability" because it contains the keywords inspired by fellow business actors, community appreciation, the desire to be known as environmentally friendly, and confidence in the availability of technology and the ability to overcome obstacles. Reputation motivation is the desire to build a positive image in the community and the environment, while technical confidence reflects the perception of infrastructure readiness and competence. These two aspects complement each other in shaping the intention to behave green. The third factor is called "Perceived Benefit Motivation" because it contains the keywords business benefits, desire to do business practices, and customer attraction. The meaning of perceived benefit is the belief in concrete benefits to be gained from adopting green practices, thereby motivating adoption. The fourth factor is called "Strategic Consideration of Implementation" because it contains the keywords customer attraction, regulatory compliance, and technical understanding. Strategic consideration is a rational analysis that combines market (commercial), legal (compliance), and operational (technical) aspects to inform business decision-making. This strategic mindset determines the extent to which green practices can be implemented sustainably.

CONCLUSION

The results of this study reveal four main factors influencing culinary business owners' decisions to adopt green practices. These factors include social and regulatory pressure, motivation, reputation, and confidence in technical ability, perceived benefits and motivation, and strategic considerations for implementation. The most dominant factor is Social and Regulatory Pressure, indicating that external influences from society and the environment (consumers, business partners, competitors) and government regulatory demands have the most significant impact on encouraging the adoption of environmentally friendly practices. The practical implications of these findings are important for business owners, policymakers, and researchers. For culinary businesses, the results emphasize the importance of building a green image as a differentiation strategy in an increasingly competitive market. The implementation of green practices should begin with simple steps, such as replacing single-use packaging, before moving on to more complex initiatives, such as waste management or energy efficiency. For the government, these findings underscore the need for more structured policies, including progressive regulations tailored to MSMEs' capacity, technical assistance programs, and fiscal incentives for businesses that meet sustainability standards. Meanwhile, future researchers can further develop the TPB model by incorporating contextual variables, such as local culture, or by conducting comparative studies across culinary business segments. For further researchers, it can be developed by first creating many variables or additional factors suspected of influencing the adoption of green practices.

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