

## ABSTRACT

Cultured meat is a novel eco-friendly product which currently face specific challenges such as consumer behavior which were influence by knowledge and attitude & belief. Therefore, this research aims to assess the consumer knowledge, attitude & belief, and behavior towards cultured meat. The assessment of demographic characteristics, consumer knowledge, attitude & belief, and behavior were conducted to construct a survey, which was broadcasted online. The reliability of the questionnaire was measured using Kuder-Richardson formula 20 and Cronbach's alpha test, where the association between the variables will be analyzed further with ordinal regression and Spearman correlation. The result demonstrates a positive attitude (95.7%) and behavior (70.5%) towards cultured meat, with most respondents having insufficient knowledge (96.8%) of cultured meat. Moreover, the result of the association analysis showed that demographic factors had non-significant association with consumer knowledge and attitude. The result also shown that only age group was associated with consumer behavior whereas the rest of the demographic factors have non-significant correlation with consumer behavior. Based on previous studies, the unexpected variation within the result was predicted to be caused by the exclusion of other factors that could influence the measurement of consumer knowledge, attitude & belief, and behavior or by the different questionnaire design in this survey-based study and the previous study. In conclusion, the positive attitude and behavior observed in Indonesian young adults towards cultured meat showed that potential producers of cultured meat has a huge opportunity to market cultured meat successfully.