



DETERMINANTS OF FAST FOOD CONSUMPTION BEHAVIOR IN ADOLESCENTS IN THE CITY OF JAKARTA

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Abstract

Fast food is high in calories and fat. Consuming fast food excessively can cause various health problems, including obesity. This study aims to determine the factors related to the behavior of fast food consumption in adolescents at SMA Negeri 30 Jakarta in 2022. The research design was quantitative with a cross-sectional approach. Data collection in this study was carried out in April - May 2022 with a population of 884. A total of 200 respondents as samples were collected and processed using the Quota Sampling sampling technique. This research employs univariate, bivariate, and Chi-Square test analysis methods. The results of the univariate analysis of most categories showed that adolescents often consumed fast food (51%), female gender (59.5%), had good knowledge (65%), had a positive attitude (59%), had a positive body image (56%), has high pocket money (66.5%), is not affected by social media (68.5%), not affected by peers (78%) and unaffected by promotion (65%). The bivariate analysis showed a relationship between knowledge (p-value= 0.000; PR= 2.566; 95% CI= 1.661-3.963), body image (p-value= 0.035; PR= 1.381; 95% CI= 1.042-1.830) , pocket money (p-value= 0.046; PR= 1.369; 95% CI= 1.039-1.804), and the influence of promotion (p-value = 0.009; PR= 1.572; 95% CI= 1.109-2.229) on fast food consumption behavior.

Keywords: Adolescent; Behavior; Consumption; Fast Food

1. Introduction

Adolescence is a period of transition from childhood to adulthood, characterized by various physical and psychological changes (Musmiah et al., 2019). Adolescence is a crucial period in human growth and development. According to the National Family Planning Coordinating Board (BKKBN), adolescents have an age limit of 10-24 years (Kemenkes, 2015).

Food is a basic need for every living creature. The obtained food needs can determine a person's nutritional status. Nutritional status is influenced by the quality and amount of food consumed (BPS, 2017). The nutritional needs of adolescents must be adequately met to create

good conditions when adolescents grow up. Nutritional intake in adolescents can be influenced by lifestyle and bad eating habits. The body's metabolic process will be disrupted if adolescents do not consume good food, both in terms of quality and the amount of food consumed, and this can result in the risk of disease (Adriani & Wirjatmadi, 2012).

The rapid advancement of technology has caused a change in the development of human life patterns. This is evidenced by the development of human life patterns that have a desire for something instantaneously. The current situation in which people prefer to eat fast food is no longer surprising. Fast food is food that can be consumed immediately since the

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cooking and serving are done quickly. This is what attracts someone, especially teenagers, to eat fast food. Many fast food restaurants are easy to reach in every corner of any area. Because of this, it is understandable that teenagers often visit fast food restaurants, especially when they are at an age that is actively interacting with their peers (Handayani et al., 2021).

Research from the Institute for Health Metrics and Evaluation (IHME) in 2014 showed that Indonesia is included in the top 10 countries where most of the population is overweight and obese (Suaebah et al., 2018). Data from the World Health Organization (WHO) in 2020 found that 80% of teenagers in the world often consume fast food, of which 15% are for breakfast, 50% for lunch, and 15% for dinner (Yetmi et al., 2021). According to data from the US Department of Health and Human Services, in 2011-2012, more than a third of children and adolescents consumed fast food on certain days. Children and adolescents consume 12.4% of their daily calories from fast food restaurants (Vikraman et al., 2018).

Fast food is mainly made of unhealthy ingredients (Al-Saad, 2016). Jahan et al. (2019) have stated that fast food has high energy levels, fat, salt, and sugar levels. However, fast food contains little to no protein, vitamins, or minerals. Fast food is also rich in fat yet has minimum fiber (Mardhiati & Setiawan, 2017). Consumption of fast food in Asia continues to increase in all sizes and types of food, leading to an increase in fast food consumption at every age.

Based on the research of Sumantari et al. (2018), it was found that as many as 60.5% of teenagers from the research sample frequently consumed fast food. Priwahyuni (2016) has found that 59.5% of students had fast food in their diets. There is a relationship between the level of knowledge, attitudes, and the amount of pocket money on the fast food pattern. This research is also parallel to the research of Ariyana & Asthiningsih (2020) and Nuraini & Asthiningsih (2020), who have stated that there is a significant relationship between attitudes and the habits of consuming fast food.

This study was taken place at SMA Negeri 30 Jakarta. Based on the results of interviews with counselors at SMA Negeri 30, it was found that 50% of students did not bring food from home. Students who do not bring food supplies usually buy food in the canteen during recess. The area in which SMA Negeri 30 Jakarta is located is also considered a strategic area, so various kinds of food are accessible.

The result of a preliminary study that the researcher conducted on 20 SMA Negeri 30 Jakarta students found that out of 20 students, 15 students (75%) like buying food. Four students (20%) like to snack every day. Students usually buy snacks such as burgers, kebabs, fish cakes, fritters, meatballs, pastries, sweets, potato chips, *sempolan* (an Indonesian dish made of processed chicken and flour), *seblak* (an Indonesian dish made of wet crackers and cooked with protein sources and vegetables in spicy sauce), and so on. There are six students (30%) who tend to skip meals due to snacking.

2. Methods

This research is quantitative research with a cross-sectional approach. The population in this study was 884. The sampling technique used was Quota Sampling, with the number of samples as many as 200 people. The dependent variable in this study is fast food consumption behavior. Meanwhile, the independent variables in this study are gender, knowledge, attitudes, body image, pocket money, the influence of social media, the influence of peers, and the influence of promotion.

The data in this study was collected using a questionnaire created through a Google form. The analysis method used in this research is a univariate and bivariate analysis using the Chi-square test. Before sending out the questionnaire, the questions in it have passed the validity and reliability tests so that the data collected can be measured accurately. All the results of the validity test on the questionnaire have a value of $r_{count} > r_{table}$ (> 0.361). Meanwhile, all reliability results on the questionnaire have a Cronbach's Alpha value > 0.6 .

3. Results and Discussions

Table 1. Distribution of Frequency based on Research Variables at SMA Negeri 30 Jakarta in 2022

Variable	Frequency	%
Fast Food Consuming Behavior		
Seldom	98	49
Often	102	51
Gender		
Female	119	59.5
Male	81	40.5
Knowledge		
Satisfying	130	65
Unsatisfying	70	35
Attitude		
Positive	118	59
Negative	82	41
Body Image		
Negative	88	44
Positive	112	56
Allowances		
Low	67	33.5
High	133	66.5
Social Media Influence		
Affected	137	68.5
Unaffected	63	31.5
Peer Pressure		
Affected	156	78
Unaffected	44	22
Brand Promotion		
Affected	130	65
Unaffected	70	35

Table 1. shows that the number of students who often consume fast food is more extensive than those who do not (51%), identified as female (59.5%), have good knowledge (65%), have positive attitudes (59%), have positive body image (56%), get big pocket money (66.5%), as well as unaffected by social media (68.5%), peers (78%) and brand promotion (65%).

Table 2. shows that male respondents (50.6%) rarely consume fast food compared to female respondents (47.9%). The Chi-Square test results showed no relationship between gender and fast food consumption behavior (p-value= 0.815).

Similar to the result of research by Munasiroh et al. (2019), there was no significant relationship between gender and fast food consumption behavior (p-value= 0.161) found in this study. A study conducted by Samingan &

Octaviani (2021) also showed no significant relationship between gender and fast food consumption behavior (p-value= 0.237). Based on these, the imbalance ratio between female and male respondents supported that there is no relationship between gender and fast food consumption behavior.

Table 2. shows that respondents with good knowledge (62.3%) rarely eat fast food compared to those with poor knowledge (24.3%). The Chi-Square test results show a relationship between knowledge and fast food consumption behavior (p-value= 0.000).

The results of the Prevalence Ratio (PR) calculation show that respondents with good knowledge tend to rarely consume fast food by 2.566 times compared to respondents with poor knowledge (95% CI 1.661-3.963). It is in line with what Ariyana & Asthiningsih (2020) and Ranggayuni & Aini (2021) have found in their study that there was a significant relationship between knowledge and habits of consuming fast food with a p-value= 0.000.

One's knowledge level is undoubtedly different from the other. A person can make decisions and determine actions because of knowledge (Ranggayuni & Aini, 2021). Thus, knowledge should be closely related to fast food consumption behavior. Respondents with good knowledge will consider and pay more attention to the ingredients and nutrition, so they rarely eat fast food. In contrast, respondents with poor knowledge are not interested in such consideration, favoring serving time, so they tend to be interested in consuming fast food often.

Table 2. shows that respondents who have a positive attitude (52.5%) rarely eat fast food compared to respondents who have a negative attitude (43.9%). The Chi-Square test results showed that attitude and behavior toward fast food consumption (p-value= 0.290) are not related. It is similar to what Afifah et al. (2017) (p-value= 0.667) and Samingan & Octaviani (2021) (p-value= 0.107) have shown in their study that there was no relationship between attitudes and fast food consumption.

Table 2. Bivariate analysis of factors related to fast food consumption behavior in adolescents at SMA Negeri 30 Jakarta in 2022

Variable	Fast Food Consumption Behavior				Total		PR (95% CI)	p-value
	Seldom		Often		n	%		
	n	%	n	%				
Gender								
Female	57	47.9	62	52.1	119	100	0.946 (0,711-1,259)	0.815
Male	41	50.6	40	49.4	81	100		
Knowledge								
Satisfying	81	62.3	49	37.7	130	100	2.566 (1,661-3,963)	<0.05
Unsatisfying	17	24.3	53	75.7	70	100		
Attitude								
Positive	62	52.5	56	47.5	118	100	1.197 (0,888-1,614)	0.290
Negative	36	43.9	46	56.1	82	100		
Body Image								
Negative	51	58	37	42	88	100	1.381 (1,042-1,830)	0.035
Positive	47	42	65	58	112	100		
Allowances								
High	40	59.7	27	40.3	67	100	1.369 (1,039-1,804)	0.046
Low	58	43.6	75	56.4	133	100		
Social Media Influence								
Affected	69	50.4	68	49.6	137	100	1.094 (0,799-1,499)	0.677
Unaffected	29	46	34	54	63	100		
Peer Pressure								
Affected	78	50	78	50	156	100	1.100 (0,768-1,576)	0.717
Unaffected	20	45.5	24	54.5	44	100		
Brand Promotion								
Affected	73	56.2	57	43.8	130	100	1.572 (1,109-2,229)	0.009
Unaffected	25	35.7	45	64.3	70	100		

Attitudes can be manifested in action according to the current event and are situational, meaning they can be shown based on one's experience (Notoatmodjo, 2014). Respondents who have a positive attitude do not necessarily have a healthy diet. Some respondents prefer eating fast food because they follow current trends. Additionally, if the respondents are too busy to have time to eat at home, they prefer to eat fast food because it is practical. This practicality is what attracts teenagers to eat fast food.

Table 2. shows that respondents with a negative body image (58%) rarely eat fast food compared to respondents with a positive body image (42%). Chi-Square test results show a relationship between body image and fast food consumption behavior (p-value= 0.035). The Prevalence Ratio (PR) calculations in this category show that respondents with a negative body image tend to rarely consume fast food by 1.381 times compared to respondents with a positive body image (95% CI 1.042-1.830). It matches the research results of Hadiyuni et al. (2021) (p-value= 0.029) and Mardhina & Rahmawati (2014) (p-value= 0.001), who have stated that there was a significant relationship

between perception of body image and eating behavior.

A person with a negative body image usually negatively evaluates their body shape and views their physical condition as unattractive to others. Therefore, they work hard to change their appearance by changing their eating habits (Hadiyuni et al., 2021). Respondents with a negative body image tend to pay more attention to their body condition so that they become more attentive to the food they consume, including fast food consumption behavior. On the contrary, respondents with a positive body image are more confident with their body condition, so they do not pay too much attention to their food consumption.

Table 2. shows that respondents with low pocket money (59.7%) rarely eat fast food compared to respondents with high pocket money (43.6%). The Chi-Square test results show a relationship between pocket money and fast food consumption behavior (p-value= 0.046). The Prevalence Ratio (PR) calculations show that respondents with low pocket money rarely consume fast food by 1.369 times compared to respondents with high pocket money (95% CI 1.039-1.804). This is similar to the research

conducted by Priwahyuni (2016) (p-value= 0.025) and Imtihani & Noer (2013) (p-value= 0.006) who have found a significant relationship between the amount of pocket money and fast food consumption patterns with a value.

According to Suswanti (2012), pocket money significantly influences a person in determining the type of food to be consumed. People choose between various types of food based on their pocket money. A large amount of pocket money will usually support someone in choosing instant, trendy foods. With that in mind, pocket money is considered one factor influencing respondents in choosing food. High pocket money encourages respondents to consume fast food because it is practical. In contrast, respondents with low pocket money are more selective in eating fast food because they have more consideration about the prices.

Table 2. shows that respondents who are not affected by social media (50.4%) consume fast food less often than respondents who are affected (46%). The Chi-Square test results show no relationship between social media influence and fast food consumption behavior (p-value= 0.677). It is similar to the research of Afifah et al. (2017) (p-value= 0.982) and Salsabilla & Sulistyowati (2021) (p-value= 0.803), that have proven that there is no relationship between exposure to information from the media and the act of consuming fast food.

Teenagers nowadays spend more time using their mobile phones and like to interact through social media. Due to the influence of social media, a person can easily access information online, including information on fast food (Fitriani et al., 2022), making them less selective in choosing food. Nevertheless, that theory is not proven in this current study. Respondents of this study are not affected by information or trends circulating on the internet. This is because even without the influence of the media, respondents already have their preferences for fast food.

Table 2. shows that respondents who are not influenced by peers (50%) consume fast food less often than respondents who are influenced by their peers (45.5%). Chi-Square test results show no relationship between peer influence and fast food consumption behavior (p-value= 0.717).

This finding is parallel with the research of Afifah et al. (2017) (p-value= 0.145) and Salsabilla & Sulistyowati (2021) (p-value= 0.496) who have found no relationship between interaction with peers and the act of consuming fast food.

Suhada & Asthiningsih (2019) have argued that consuming food out of peers' influence is one of the influential factors in consuming habits among teens, as eating with friends is a form of socializing. However, this theory is not proven in this study. Teenagers have a particular interest in fast food that would still be consumed without the influence of peers. Teenagers can decide what food they will consume by themselves.

Table 2. shows that 56.2% of respondents who are not affected by brand promotions consume fast food less often than 35.7% of respondents who are influenced by promotions. The Chi-Square test results show a relationship between the influence of promotion and fast food consumption behavior (p-value < 0.009). The results of the Prevalence Ratio (PR) calculation show that respondents who are not affected by promotion tend to rarely consume fast food by 1.572 times compared to respondents who are influenced (95% CI 1.109-2.229).

Wongso (2020) (p-value= 0.006) and Asdiansyuri & Octavia (2022) (p-value= 0.014) have found the same thing about the close relationship between promotions and purchasing decisions of Burger King and McDonald's consumers. According to Wongso (2020), promotion has a role in persuading consumers to buy a product. A successful promotion will attract many consumers and increase fast food consumption in the community.

4. Conclusion

It is found in this study that fast food consumption behavior is tightly connected with knowledge, body image, pocket money and the influence of promotions. On the other hand, gender, attitude and influence of social media and peers do not contribute to fast food consumption behavior. Based on these points, the researcher can advise educational institutions to conduct counseling in the form of material presentations (power points) and the installation

of posters in schools related to fast food. Furthermore, it should be necessary to carry out routine health checks once a month by school's health clinic officers, especially in measuring weight and height, so that students know and can obtain their ideal Body Mass Index (BMI).

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