

## Faktor dominan frekuensi konsumsi fast food pada mahasiswa Fisip UI tahun 2016 = Dominant factor in frequency of fast food consumption in college student at faculty of Social and Political University of Indonesia 2016

Nabila Marsya Syaihu Putri, author

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### Abstrak

Sering mengonsumsi fast food dapat berdampak pada kenaikan berat badan dan munculnya penyakit degeneratif. Penelitian ini bertujuan untuk mengetahui faktor dominan frekuensi konsumsi fast food pada Mahasiswa FISIP UI Tahun 2016. Metode penelitian yang digunakan adalah kuantitatif dengan desain studi crosssectional. Data karakteristik personal, lingkungan, aksesibilitas, dan paparan media diperoleh dari kuesioner, data frekuensi konsumsi fast food dan besar porsi fast food diperoleh dari semi-quantitative FFQ, serta data konsumsi harian didapat dari 2x24- hours food recall. Kuesioner dibagikan kepada 127 responden yang dipilih dengan system random sampling, setelah mengisi kuesioner, responden diwawancara dengan FFQ dan food recall.

Hasil penelitian ini menunjukkan sebanyak 48% responden mengonsumsi fast food dengan frekuensi sering. Selain itu, terdapat perbedaan proporsi pada pengetahuan gizi dan fast food ( $p=0,001$ ), preferensi fast food ( $p=0,001$ ), pengaruh peer group ( $p=0,008$ ), jarak restoran fast food ( $p=0,001$ ), uang saku ( $p=0,001$ ), keterpaparan iklan ( $p=0,017$ ), dan keterpaparan promosi ( $p=0,000$ ). Berdasarkan hasil analisis regresi logistik ganda, pengaruh keterpaparan promosi merupakan faktor dominan dalam menentukan frekuensi konsumsi fast food ( $p=0,000$ ). Mahasiswa dengan pengaruh keterpaparan promosi yang kuat memiliki peluang 10,5 kali lebih sering mengonsumsi fast food dibandingkan mahasiswa dengan pengaruh lemah setelah dikontrol pengetahuan gizi, preferensi fast food, jarak restoran fast food, dan keterpaparan iklan.

*The excessive of fast food consumption can have an impact to gain weight and increase risk of degenerative disease. The aim of this study is to determine the dominant factor in fast food consumption among college student of FISIP UI in 2016. The research method is quantitative and cross sectional design. Data about personal characteristics, social influences, accessibility, and media influences are collected by a questionnaire, semi-quantitative FFQ used to determine fast food frequency, and 2x24 hours food recall also used to determine daily consumption. The questionnaires were given to 127 college student at FISIP UI which selected by simple random sampling, after filled the questionnaire, respondents being interviewed with Semi-quantitative FFQ and food recall questionnaire.*

Result showed that 48% of respondents had higher frequency of fast food consumption. Furthermore, there is a significant difference in proportion of nutrition and fast food knowledge ( $p=0,001$ ), fast food preference ( $0,001$ ), peer group effect ( $p=0,008$ ), fast food restaurant's distance ( $p=0,001$ ), daily allowance ( $p=0,001$ ), fast food advertisement effect ( $p=0,017$ ), and fast food promotion effect ( $p=0,000$ ). Based on multiple regression analysis, fast food promotion is a dominant factor in determining the frequency of fast food consumption. Student who had a higher fast food promotion has an opportunity 10,5x higher frequency of fast food consumption than who's had a lower fast food promotion after controlled by nutrition and fast food

knowledge, fast food preference, fast food restaurant`s distance, and fast food advertisement.</i>