

Perubahan perilaku konsumsi makanan selama pandemi COVID-19 di Indonesia = Changes in food consumption behavior during COVID-19 in Indonesia

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Abstrak

Pandemi COVID-19 menyebabkan pembatasan aktivitas di lingkungan masyarakat dan mengubah banyak kebiasaan lama, termasuk perilaku konsumsi makanan. Meskipun pembatasan aktivitas baik untuk mencegah semakin tersebar virus, hal ini berdampak pada industri penyediaan makanan dan minuman di Indonesia. Oleh karena itu, studi ini menyelidiki perubahan perilaku konsumsi makanan di Indonesia selama pandemi COVID-19 serta kemungkinan keberlanjutan perubahan perilaku tersebut setelah pandemi berakhir. Penelitian ini menggunakan metode penelitian kuantitatif dengan sumber data primer. Data primer didapatkan dari penyebaran kuesioner dan terkumpul sebanyak 479 responden yang tersebar di seluruh Indonesia. Penelitian ini menunjukkan bahwa terjadi perubahan perilaku konsumsi makanan, seperti dari cara belanja, pola makan yang lebih sehat, dan pengurangan aktivitas makan di luar rumah, serta perubahan perilaku konsumsi makanan yang terjadi diperkirakan akan tetap berlanjut setelah pandemi berakhir. Hasil penelitian ini diharapkan dapat menginformasikan industri penyediaan makan dan minum yang terdampak oleh COVID-19 terkait perilaku konsumen.

.....The COVID-19 pandemic has caused restrictions on activities in the community and changed many old habits, including food consumption behavior. Although activity restrictions are good for preventing the spread of the virus, this has an impact on the food and beverage supply industry in Indonesia. Therefore, this study investigates changes in food consumption behavior in Indonesia during the COVID-19 pandemic and the possible continuation of these behavioral changes after the pandemic ends. This study uses quantitative research methods with primary data sources. Primary data was obtained from distributing questionnaires and collected as many as 479 respondents spread throughout Indonesia. This study shows that there is a change in food consumption behavior, such as from shopping, healthier eating patterns, and reducing eating activities outside the home, and changes in food consumption behavior that occur are expected to continue after the pandemic ends. The results of this study are expected to inform the food and drink supply industry affected by COVID-19 regarding consumer behavior.