

ABSTRACT

FACTORS ARE RELATED TO FAST FOOD CONSUMPTION BEHAVIOR IN STUDENTS OF ECONOMICS AND BUSINESS FACULTY UNIVERSITY OF LAMPUNG

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Changes in people's lifestyles particularly fast food consumption in teenagers in tend to increase. Behind its superiority, fast food gives bad impact for health due to the food contents that tend to not comply the criteria of balanced nutrition.

This aims of this study is to determine associated with fast food consumption behavior in college students of the Faculty of Economics and Business, University of Lampung. This research design is using analytical observational with cross sectional approach. Number of sampels in this study amounted to 341 people with Stratified Proportional sampling method with inclusion criterias are college students of Economic and Business Faculty Lampung University, disposed to be research respondent, age 18-21 years old, with the exclusion criteria is vegetarian. Data of fast food consumption behaviour is obtained through FFQ questionnaire; nutrition knowledge, domicile status, and role of friends is obtained through questionnaire and body image is obtained through BSQ questionnaire. Data is analyzed in univariat and bivariat.

Results from study show that some respondents often concume fast food (76,0%), good knowledge of balance nutrition (81,8%), domicile status alone (71,0%), there is role of friends (66,3%) and satisfying body image (52,8%). There is a corelation between knowledge of balance nutrition, domicile status, role of friand and body image with fast food ($p= 0,020$; $p= <0,001$; $p= <0,001$; $p= <0,001$).

Conclusion : there is a corelation between knowledge of balance nutrition, domicile status, role of friends and body image with fast food consumption in college students of Faculty of Economics and Bussiness, University of Lampung.

Keywords: Body image, knowledge, the role of friend, domicile status.