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A Study of Factors Associated with Consumer Snack Food Choices in Tastura Square, Praya City

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Abstract

Indonesian traditional food is highly diverse in terms of types, shapes, and colors. In the Tastura Square area, a wide variety of street food is available and widely consumed. Consumer behavior in choosing street food is generally influenced by affordable prices and good taste. This study aimed to determine the relationship between education level, knowledge, attitudes, age, gender, and social media with consumer behavior in selecting street food in the Tastura Square area, Praya City. A cross-sectional study design was used, involving 100 respondents selected through a simple random sampling technique. Data were collected using questionnaires and checklist sheets. Data analysis was conducted using univariate and bivariate methods, with the Chi-square test employed for statistical analysis. The results showed no significant relationship between education level ($p = 1.000$), attitude ($p = 1.000$), age ($p = 1.000$), and gender ($p = 1.000$) with consumer behavior. However, a significant relationship was found between knowledge ($p = 0.006$) and social media ($p = 0.002$) with consumer behavior in choosing street food. Therefore, it is recommended that viral content promoting healthy food choices be intensified on social media to raise awareness among consumers when selecting street snacks.

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1. INTRODUCTION

Food is a basic human need that is needed at any time and requires processing before consumption so that quality and nutrition are guaranteed and can provide benefits to the body (Lupton, 1996; Wallace et al., 2018). One of the most effective ways to ensure food safety is to build a smart and conscientious society as the final consumer of food (Keleb et al., 2022; Suryani & Rustiawan, 2022). Food safety is a form of effort that is needed to prevent food from being contaminated with biological, chemical and other objects that can interfere with human health and does not conflict with religion, beliefs and community culture so that it is safe for consumption (Addo-Tham et al., 2020).

Often in various places we hear about cases of food poisoning and health problems because street vendors do not maintain food safety and do not apply hygiene and sanitation practices to food (Kamboj et al., 2020; Oskarsson, 2012). So that contaminated food can cause food poisoning and also health problems such as diarrheal disease. This disease can attack infants, children and even the elderly and those who have a weak immune system (Permatasari et al., 2021). Factors that influence the selection of snack foods include internal factors, internal factors include knowledge, especially knowledge of nutrition, intelligence, perception, emotion and motivation from outside (Yusnira, 2018). External factors include factors related to food, namely nutrition, chemical components and factors related to socio-economics, namely price, brand, availability and environment (Iklima, 2017),

Consumer behavior that is oriented towards low prices so that they do not benefit from street food. This is influenced by the low level of education (Cholilawati & Suliyanthini, 2021). So that the impact on the knowledge and attitudes held by consumers towards food safety will affect the actions in purchasing decisions for safe products (Astuti et al., 2019).

Based on the results of a preliminary study at Tastura Square, Praya City on April 25, 2022 by conducting simple interviews with 5 consumers, 2 consumers with junior high school level education and the rest are currently studying high school, 3 of them are female and the rest are male, age range 12 to 16 years. The results obtained were that 2 respondents had poor knowledge, they did not know about the dangers of snack foods containing harmful preservatives and dyes and what are the characteristics of snack foods that contain harmful additives. The attitude of 5 consumers is known that they do not care about the safety of the snacks they buy. Meanwhile, 3 people thought they were interested in buying because they saw videos of street food on social media culinary accounts and saw friends' Instagram stories.

The problems that will be examined in this study are consumer education in choosing safe snack foods, consumer knowledge in choosing safe snack foods, consumer attitudes in choosing safe snack foods, consumer age in choosing safe snack foods, consumer gender in choosing safe street food, the influence of consumer social media in choosing safe street food. Therefore, this study intends to examine whether the relationship between these factors and the behavior of consumers choosing healthy food in the Tastura Square area, Praya City.

2. METHOD

This investigation was conducted using a quantitative, cross-sectional design. The participants of this study were 100 visitors at Tastura Square Area, Praya City, West Nusa Tenggara Province who were randomly selected using simple random sampling technique. The criteria for respondents were that every visitor who was at the research site was willing to be a respondent (with informed consent signed), then before conducting the interview, the researcher explained clearly about this research. Respondents have the

right to disagree and withdraw from filling out the questionnaire. Data collection was carried out in July 2022 after obtaining a letter permit from the Faculty of Public Health, Ahmad Dahlan University, Yogyakarta and the Praya City Health Office.

The instrument used was a structured questionnaire originally designed in Indonesian and divided into three sections: sociodemographic characteristics, knowledge and attitudes related to nutrition, and food-choosing behavior. The questionnaire primarily consisted of closed-ended questions and was self-administered by respondents.

Reliability testing using the Kuder-Richardson Formula 20 (KR-20) was conducted during a pre-test involving 30 students in a location with similar characteristics to the study area. The reliability coefficients were acceptable: 0.801 for food-choosing behavior, 0.830 for knowledge, and 0.820 for attitude.

The questionnaire consisted of six items on food-choosing behavior, ten items on nutritional knowledge, and eight items on attitudes toward food safety. Each correct response was scored as "1" and incorrect responses as "0." Total scores for each section were dichotomized using the median as the cut-off point: scores above the median were categorized as "good/positive," and those below as "poor/negative."

The primary outcome variable was food-choosing behavior, categorized as either good or poor. Descriptive statistics (frequencies and percentages) were used to summarize the data. Associations between independent variables and food-choosing behavior were analyzed using Chi-square tests for bivariate analysis and multiple logistic regression for multivariate analysis. All statistical analyses were performed using IBM SPSS Statistics version 26 under a Mahidol University license.

3. RESULTS AND DISCUSSION

Table 1. Distribution of the variables in this study

Variable	Frequency	Percentage
Age		
Adolescent	98	98%
Adult	2	2%
Sex		
Female	74	74%
Male	26	26%
Education		
Low	21	21%
High	79	79%
Knowledge		
Poor	13	13%
Good	87	87%
Attitude		
Poor	4	4%
Good	96	96%
Media Social		
Unsupported	15	15%
Support	85	85%
Food-choice behavior		
Poor	16	16%
Good	84	84%

Table 1 explains that of the 100 respondents studied, the majority of safe street food respondents were highly educated, with a total of 79 respondents (79%). Based on knowledge, the majority of respondents who have high knowledge of choosing safe street food are 87 respondents (87%). Based on attitude, the majority of respondents have a good attitude toward choosing safe street food, with a total of 96 respondents (96%). Based on age, it is known that the majority of safe snack food respondents are teenagers, amounting to 98 respondents (98%). Based on gender, the majority of respondents were female, amounting to 74 (74%). Based on the use of social media, the majority of respondents support the use of social media in choosing safe street food, with a total of 85 respondents (85%). And based on behavior, the majority of respondents have good behavior when choosing snacks, with a total of 84 respondents (84%).

Table 2. Result of bivariate analysis

Variable	Food-choice behavior		RP	CI 95%	p-Value
	Poor (%)	Good (%)			
Age					
Adolescent	16 (16.3)	82 (83.7%)	3.144	1.69-4.35	1.000
Adult	0 (0%)	2 (100)			
Sex					
Female	12 (16.2)	63 (83.8)	2.113	3.45-6.61	1.000
Male	4 (15.4)	22 (84.6)			
Education					
Low	3 (14.3)	18 (85.7)	1.221	4.21-8.77	1.000
High	13 (16.5)	16 (63.5)			
Knowledge					
Poor	6 (46.2)	7 (53.8)	4.015	1.75-9.18	0.006
Good	10 (11.5)	77 (88.5)			
Attitude					
Poor	0 (0)	3 (100)	3.121	1.52-3.11	1.000
Good	16 (16.5)	81 (83.5)			
Media Social					
Unsupported	7 (46.7)	8 (53.3)	4.407	1.94-10.02	0.002
Support	9 (10.6)	76 (89.4)			

Table 2 shows that for the education variable, the p-value is $1.000 < \alpha = 0.05$, meaning that there is no relationship between education and consumer behavior in choosing safe snack foods. There is a relationship between knowledge and consumer behavior in choosing safe street food, with a p-value of $0.006 < \alpha = 0.05$. Based on the research results, it was found that the Prevalence Ratio (RP) was 4.015 and the 95% CI was 1.755–9.185, meaning that respondents who have low knowledge have a 4.015-times higher risk of having bad behavior in choosing unsafe snack foods. There is no relationship between attitudes and consumer behavior in choosing safe street food, with a p-value of $1.000 > \alpha = 0.05$. There is no relationship between age and consumer behavior in choosing safe street food, with a p-value of $1.000 > \alpha = 0.05$. There is no relationship between gender and consumer behavior in choosing safe street food, with a p-value of $1.000 > \alpha = 0.05$. Meanwhile, there is a relationship between social media and consumer behavior in choosing safe street food, with a p-value of 0.002. Based on the research results, it was found that the Prevalence Ratio (RP) value was 4.407 and the 95% CI was 1.939–10.019, meaning that respondents whose use of social media did not support them had a 4.407-times higher risk of having bad behavior in choosing unsafe snack foods. The results of

the study showed that there was no relationship between age, gender, education, and attitudes and consumer behavior in choosing safe street food in the Tatura Square area of Praya City.

Respondents who have a low level of education and have good behavior are 18 respondents (85.7%); it is estimated that respondents have received informal education such as obtaining information about the characteristics of safe street food from printed media such as newspapers, posters, magazines, and electronic media such as television, and counseling from the Health Service. Someone who has higher education will have extensive knowledge (Riyanto & Budiman, 2013). Education is needed to obtain information, and in general, the higher a person's education, the easier it is to receive information (Wawan & Dewi, 2010). Respondents with a high level of education and bad behavior in choosing safe street food were 13 (16.5%). This is thought to be due to a lack of attention and awareness of the importance of having good behavior when choosing safe street food. Respondents prefer cheap and tasty snacks without thinking about the nutritional value of a food (Daniel, 2020). The educational approach is more appropriate in the framework of fostering and improving public health behavior. It was concluded that the health promotion education approach is a form of intervention or effort aimed at behavior, so that the behavior is conducive to health (Notoatmodjo, 2014).

In this study, there were 81 respondents (83.5%) who had a good attitude and good behavior in choosing safe snack foods; this was proven by almost all respondents who answered the questionnaire well. This attitude of the respondents could be due to the fact that they already had good knowledge about choosing safe snack foods and had good information about the dangers of unsafe snack foods. Attitude is determined by one's knowledge (Riyanto & Budiman, 2013). Determining attitudes is not just a feeling of supporting or not supporting behavior; it involves an estimation of that behavior (Winkler et al., 2016). So, knowledge is the source of attitude, and this attitude is manifested in behavior. Attitudes can be improved by following good behavior in choosing safe snack foods. Given the various impacts of unsafe street food (Notoatmodjo, 2014).

The majority of respondents in this study were teenagers, with 82 respondents (83.5%), and they had good behavior in choosing safe snacks. As people get older, they will begin to determine their own food choices, and individuals at a younger age still follow the behavior exemplified by their parents, peers, and the surrounding environment (Fadhilah et al., 2018). Respondents in the youth category were 16 (16.3%) and had bad behavior in choosing safe snack foods. Teenagers sometimes have unhealthy eating habits because they don't care about knowledge about healthy snacks, so they don't know the impact that can occur on the body (Tort-Nasarre et al., 2021). Teenagers also often spend time outside hanging out with friends and trying new street foods. As many as 85.5% of adolescents have poor eating habits. Teenagers with poor eating habits because of random snacks Teenagers prefer snacks and try new things, so the higher the desire to try new snack foods (Hafiza et al., 2021). Age plays an important role in determining one's food choices. Because age can affect a person's speed in receiving and responding to information received and is one of the factors related to food consumption (Abd Razak et al., 2023). Eating habits are formed at a young age and are maintained through later ages. Over time, the eating behaviors present in childhood may persist, with implications such as poor dietary variety or high responsiveness to food cues and an increased risk of obesity. Food preferences continue to change throughout life under the influence of biological, social, and environmental factors, and these preferences are a determinant in choosing food and the quality of food consumed (Syahroni et al., 2021).

The results of the study showed that the majority of respondents were female, 63 (83.7%), and had good behavior in choosing safe snack foods. Women prefer to choose snacks according to their wishes and are more careful when choosing types of snacks that are healthier or cleaner (Lonto et al., 2019). The drive for a woman's desire to eat is based on mood or emotion, thus indicating a change in eating behavior. In this case, eating is a method of coping with stress which makes a person consume food not to feel full or because of hunger, but to satisfy himself because he is unable to withstand the stress that occurs (Pridynabilah, 2022).

The level of knowledge of respondents on consumer behavior in choosing safe snack foods.

The results of the study show that there is a relationship between knowledge and consumer behavior in choosing safe street food in the Tastura Square area of Praya City. Based on the results of bivariate analysis using the Fisher's exact test between knowledge and consumer behavior in choosing safe snacks, a significance value of 0.006 was obtained. Statistically, there is a significant relationship between knowledge and consumer behavior in choosing safe street food, in other words, H_0 is rejected, H_a is accepted. The results of the study obtained the value of Prevalence Ratio (RP) = 4.015 and 95% CI = 1.755 – 9.185 meaning that respondents who have low knowledge have a risk of 4.015 times to have bad behavior in choosing unsafe snack foods.

Based on the results of statistical tests, it showed that 77 respondents (88.5%) had high knowledge and good behavior in choosing safe snack foods. Knowledge is the result of someone's curiosity, which occurs after sensing an object. Respondents who have high knowledge in this study are thought to have good information about the dangers of snack foods that use artificial coloring agents and harmful food additives so that they can cause illness for themselves, so respondents will behave well and be careful in choosing snacks. Information is a transfer that can be obtained anywhere. So that the more information you get, the more knowledge you get (Riyanto & Budiman, 2013). Knowledge is a factor that supports respondents in choosing safe snack foods. Knowledge of snack food is a form of intelligence in choosing snack food, which is a source of nutrients, and intelligence in choosing safe snack food. Behavior based on knowledge will be more lasting than behavior based on ignorance (Notoatmodjo, 2010).

The social media support of respondents on consumer behavior in choosing safe snack foods

The results of this study indicate that there is a relationship between social media and consumer behavior in choosing safe street food in the Tastura Square area of Praya City. Based on the results of bivariate analysis using the Fisher's exact test between social media and consumer behavior in choosing safe street food, a significance value of 0.002 was obtained, where the value was less than 0.05, which means there is a relationship between social media and consumer behavior in choosing street food in the region. Praya City Tastura Square. The results showed that the Prevalence Ratio (RP) = 4.407 and 95% CI = 1.939 – 10.019 meaning that respondents whose use of social media was not supportive had a risk of 4.407 times to have bad behavior in choosing unsafe snack foods. The amount of influence exerted by social media on consumer behavior in choosing safe street food can be seen from the percentage results which show that as many as 76 respondents (89.4%) of respondents were influenced by social media. Promotions and information about street food on social media culinary accounts are proven to influence a person's consumption patterns. As many as 80% of respondents stated that they were

often influenced by buying food or drinks because of posts on social media (Masitah & Sulistyadewi, 2022). Based on the explanations of consumers in this study, they made culinary accounts on social media to find information about the latest street food, and promotions carried out on social media about snack food made consumers aware of the promotions being offered. Consumers feel happy with the promotions offered, so the more consumers buy the product, the more sales and income earned will also increase. Sales promotion is a promotional strategy aimed at encouraging consumers to make purchases (Efendi et al., 2020).

4. CONCLUSION

The dominant determinants of food safety practices among food handlers include food safety knowledge, education level, participation in food safety training, attitudes towards food safety, household income, work experience, and access to sanitation facilities. However, a broader review of the literature suggests that additional factors may also play a role in shaping these practices. Future research is recommended to explore these determinants within more specific subgroups of food handlers in Indonesia, considering the socio-cultural and economic diversity that may influence food safety behaviors differently across contexts. Moreover, future literature reviews on this topic would benefit from adopting a systematic review approach and expanding the scope of article databases to reduce selection bias and ensure a more comprehensive understanding of the influencing factors.

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