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Factors Affecting to Fast Food Consumption Behavior Among Junior High School Students in Banyuwangi: Using Theory of Planned Behavior Approach

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ABSTRACT Phenomenon of fast food consumption behavior experiencing among junior high school students have a negative impact in long-term. The study aims is to analyze factors affecting to fast food consumption behavior among junior high school students using theory of planned behavior approach. This study design using observational analytic with cross-sectional approach. This study conducted in junior high school (SMP X) in Banyuwangi with involving among 98 students as samples using simple random sampling technique. The instruments using self-administered questionnaire derived from theory of planned behavior. Bivariate and multivariate-test used to measure relationship two variables and the dominant factor. The result shows that attitude, subjective norm, and perceived behavioral control (PBC) effect on fast food consumption behavior among junior high school students, with subjective norm as a dominant factor followed by attitude, and PBC. Encouraged for students to reduce fast food consumption behavior through strengthening of positive attitude, unfollowing friends who consume fast food, as well as suggesting the parents to forbid their children from buying fast food at school.

INDEX TERMS fast food, junior high school, theory of planned behavior.

I. INTRODUCTION

The phenomenon of fast food consumption among junior high school students has become a current issue over the last decade [1,2,3,4], although several studies have proved that consuming fast food in long-term could negatively impact on health status [5,6] including weight gain, obesity, cardiovascular disease, type 2 diabetes, as well as cancer [10,11].

World Health Organization (WHO) reported in 2020, the majority of adolescents (80%) worldwide are more likely to consume fast food when having breakfast (15%), lunch (50%), as well as for dinner (15%) [7]. A previous study reported that 49% of adolescents at 12–15 years old consumed fast food at least once a month, other studies also reported that 46.1% of adolescents consumed fast food at least once a week [8]. Meanwhile, majority of junior high school students in Jakarta (75%) did not take breakfast from home, they bought fast food at school such as burgers, kebabs, fish cakes, patties, meatballs, pastries, sweets, potato chips, and others [9]. Likewise, preliminary study conducted

in junior high school (SMP X) in Banyuwangi also reported that the majority of students (88%) bought fast food at school.

Regarding the negative impact of long-term fast food consumption on health status, there needs to be an effort to reduce the habit of fast food consuming behaviour among students in school. One of them through identifying and analyzing factors affecting to fast food consumption behaviour among students using behavioural theory. The famous theory used to predict a person's behaviour is the theory of planned behaviour [12,13,14].

Definition of behavior based on theory of planned behavior is a performed or result of a person's intention that described into the three interaction factors including attitude toward, subjective norms, and perceived behavioral control [15]. Attitude is a positive or negative evaluation by a person about the outcome the behaviour, the subjective norm is a perception of external factors influence (parents, peers, environment). Meanwhile, Perceived Behavioral Control

(PBC) is a perception of external and internal factors that influence on self-efficacy [15,16,17].

This theory has been applied to analyze factors affecting to fast food consumption among students [15,20]. The result showed that attitude, subjective norm, and perceived behavioral control (PBC) have a positive correlation with fast food consumption behavior [11,12,13]. However, other studies found different related dominant factors that contributed to fast food consumption behavior. Some studies showed that Subjective Norm (SN) is a dominant factor affecting to fast food consumption among students followed by attitude and PBC [12,13]. Whereas other studies showed that attitude is a dominant factor, followed by PBC and subjective norm [18].

How could this theory predict the phenomenon of fast food consumption behavior among junior high school students in Banyuwangi as well as factors affecting to fast food consumption behavior make the researcher intent to conduct the study of factors affecting to fast food consumption behavior among junior high school students (SMP "X") in Banyuwangi. The aims of this study is to identify and analysis of fast food consumption behavior among junior high school students and its associated factors using theory of planned behavior approach.

II. METHODS

This study design is a correlational study with a cross-sectional approach. The purpose is to analyse relationship between independent and dependent variable. The Independent variables are attitude, subjective norm, and PBC, whereas the dependent variable is fast food consumption behavior. The population of this study is students in Junior High School (SMP) "X" Tegalsari Blokagung Banyuwangi. The sampling technique uses simple random sampling to gotten samples based on inclusion criteria including registered as active students and willing as participants. The sample obtained is 98 students. This research was conducted from June up to July 2023 at SMP "X" Tegalsari Blokagung Banyuwangi. The process of sampling taken is conducted through in 3 stages including accounting the number of samples, selecting samples based on inclusion criteria, after getting the representative samples, the participants are explained about the aims and objectives of the study through fulfilling participants willingness sheet and questionnaire.

This study is consisted of two variables namely independent and dependent variables. Independent variable including attitude, subjective norm, perceived behavioral control (PBC), meanwhile dependent variable is fast food consumption behavior. All instrument of variables derived from TPB. Attitude using self-administered questionnaire containing 8 questions, subjective norm containing 8 questions, as well as PBC containing 10 questions. Whereas, fast food consumption behavior variable containing 10 questions. All question items have been tested for validity and reliability. The results show all questions are valid ($r\text{-value} > 0,70$), and reliable (Cronbach Alpha $> 0,70$). Application of this instrument to the participants through two

steps including explanation of the questionnaire, and asking the willingness as participants.

The statistical test using SPSS 16 programme for univariate, bivariate, as well as multivariate analysis. Frequency distribution is used to univariate analysis. Meanwhile, rank-spearman and logistic regression are used to bivariate and multivariate analysis. The ethical approval has been conducted to ensure credibility of this study including honesty, integrity, openness, human rights, privacy, guidance, responsibility as well as prioritizing human safety that carried out by ethical committee of STIKES Banyuwangi with letter number: 193/03/KEPK-STIKESBWI/VIII/2023.

III. RESULTS

A. DISTRIBUTION OF VARIABLES FROM THEORY OF PLANNED BEHAVIOR

TABLE 1

Frequency Distribution of Variables Derived from TPB

Variables	Category	f	%
Attitude	Positive	79	80,6
	Negative	19	19,4
Subjective norm	Positive	82	83,7
	Negative	16	16,3
Perceived Behavioral control	Poor	12	12,2
	Good	86	87,8
Fast food consumption behavior	Strong	83	84,7
	Weak	15	15,3

TABLE 1 shows that the majority of participants have positive attitude toward fast food consumption (80,6%), positive subjective norm (83,7%), as well as positive fast food consumption behavior (84,7%). These results indicate that the majority of participants do not have enough knowledge about the negative impact of fast food consumption on the body's health, and have a positive attitude toward fast food consumption that manifested by more like to eat fast food at school than bringing food from their home. The majority of participants have also the perception that their parents support them to buy fast food at school, as well as their peers also buy fast food at school. It indicates that their family and friends support them in consuming fast food at school.

B. THE EFFECT OF ATTITUDE ON FAST FOOD CONSUMPTION BEHAVIOR

TABLE 2

The Effect of Attitude on Fast Food Consumption Behaviour Among Junior High School Students

Attitude	Fast Food Consumption Behaviour				p-value; r
	Weak		Strong		
	f	%	f	%	
Negative	13	13,3	6	6,1	0,000; 0,723
Positive	2	2,0	77	78,6	
n	15	15.3	83	84.7	

Table 2 shows that there is a strong positive correlation between attitude with fast food consumption behavior among students ($p=0,000$). That mean attitude has effect on fast food consumption behavior among students. The majority of participants who have positive attitude also have strong fast food consumption behavior (78,6%). Whereas participants

with negative attitude also have weak fast food consumption behavior (13,3%).

C. THE EFFECT OF SUBJECTIVE NORM ON FAST FOOD CONSUMPTION BEHAVIOR

TABLE 3

The Effect of Subjective Norm on Fast Food Consumption Behavior Among Junior High School Students

Subjective norm	Fast Food Consumption Behaviour				p-value; r
	Weak		Strong		
	f	%	f	%	
Negative	12	12,2	4	4,1	0,000; 0,732
Positive	3	3,1	79	80,6	
N	15	15,3	83	84,7	

Table 3 shows a strong positive correlation between subjective norm with fast food consumption behavior ($p=0,000$; $r=0,732$). That mean subjective norm has effect on fast food consumption behavior among students. It is also proved by the majority of participants with positive subjective norms also shows fast food consumption behavior on strong category (80,6%). Whereas participants with negative subjective norm shows a weak category of fast food consumption behavior (12,2%).

D. THE EFFECT OF PERCEIVED BEHAVIORAL CONTROL ON FAST FOOD CONSUMPTION BEHAVIOR

TABLE 4

The Effect of PBC with Fast food Consumption Behavior among Students

Perceived Behavioral Control	Fast food consumption behaviour				p-value; r
	Weak		Strong		
	f	%	f	%	
Poor	8	8,2	4	4,1	0,000; 0,533
Good	7	7,1	79	80,6	
n	15	15,3	83	84,7	

Table 4 shows a positive correlation between perceived behavioral control (PBC) with fast food consumption behavior among students ($p=0,000$; $r=0,533$). That mean PBC has an effect on fast food consumption behavior. The majority of participants with good perceived behavioral control (PBC) also shows a strong category of fast food consumption behavior (80,6%), whereas participants with poor perceived behavioral control (PBC) also have weak fast food consumption behavior (8,2%).

E. DOMINANT FACTOR AFFECTING TO FAST FOOD CONSUMPTION BEHAVIOR AMONG STUDENTS

TABLE 5

Dominant Factor Affecting to Fast Food Consumption Behaviour among Students

Variables	Walf	Sig. (a)
Attitude	5,179	0,023
Subjective norm	9,710	0,002
Perceived Behavioral Control	3,652	0,056

Table 5 shows that subjective norm is dominant factor affecting to fast food consumption behavior among students followed by attitude and perceived behavioral control (PBC). That mean three factors including attitude, subjective norm

and PBC have effect on consuming fast food behavior among junior high school students. Majority of students who consume fast food at their school because they have a positive subjective norm from their parents and peers, as well as having positive attitude and good PBC toward consuming fast food at their school.

IV. DISCUSSION

A. The effect of attitude on fast food consumption behavior among junior high school students

The result shows there is a positive correlation between attitude with fast food consumption behavior among students. It indicates that attitude has effect on consuming fast food behavior among students. This result is consistent with previous studies that attitude has a positive effect on fast food consumption behavior among students [12,13,14,26,27]. It is proved that the majority students with a strong category of fast food consumption behavior also have a positive attitude that coming from their belief or feeling.

This result is consistent with the theory of planned behavior that attitude is categorized into positive or negative as well as cognitive or affective attitude [15, 20]. A positive attitude means that the students agree or support behavior related to fast food consumption in the school, whereas negative attitude means toward avoiding or rejecting behavior related to fast food consumption [31,32]. The students have positive beliefs or feelings regarding fast food because of its friendly price, delicious taste, satisfy, convenience and easy to be consumed [28,29].

The quality of attitude is depended on belief and emotion. The previous studies showed that there are positive correlation between belief and attitude [39,40]. Other studies also proved there are positive relationship between mood (emotion) with attitude toward fast food consumption [41,42].

A positive attitude regarding fast food consumption behavior means that students agree or approve of fast food consumption behavior at the school, even though this positive attitude should be directed to an efforts in reducing fast food consumption. The aims to enhancing attitude through giving understanding, belief as well as emotions to remain committed to reducing fast food consumption.

B. The effect of subjective norm on fast food consumption behavior among junior high school students

The result shows there is a positive correlation between subjective norm with fast food consumption behavior among students. It indicates that subjective norm has a positive effect on fast food consumption behavior. That is also proved that majority of participants with positive subjective norms could toward a strong category of fast food consumption behavior. The result is consistent with the previous studies that there is positive correlation between

subjective norm with fast food consumption behavior [19,30,32,34], but contradicted with other studies that subjective norm is not significant correlation with fast food consumption behavior [31,33].

Subjective norm is a perception about social expectation to adopt the behavior [20], it depend on normative belief and motivation to comply [15]. A positive value of subjective norm could toward a strong behavior performed by a person. Whereas a negative subjective norm could toward avoiding or reject the behavior [33]. Subjective norm probably influence behavior if the person has a positive perception regarding the influence of other people around them and tends to comply, which ultimately could impact the quality of the behavior that which they perform.

Subjective norm is affected by influence of the closest people (parents and peers), as well as the motivation to comply with them [20,43], that means only a person who has a good relationship with parents and peers, as well as has willingness to comply would perform a positive subjective norm. The result shows that majority students who consume fast food at school because getting supported from their parents as well as peers also eating fast food.

Individual perception regarding subjective norm is affected by the correlation between normative belief and motivation [29,30,31], this means the stronger value of normative beliefs and person's obedience, which finally impact on positive value of person's subjective norm performed [35].

C. The relationship between perceived behavioral control (PBC) with fast food consumption behavior among junior high school students

The result proves there is a positive correlation between Perceived Behavioral Control (PBC) with fast food consumption behavior among students. It is consistent with the previous studies that PBC has been significantly associated with fast food consumption among students [12,13,14,36]. Whereas, other studies show that there is no positive correlation between PBC with fast food consumption behavior among students [19,23].

According to the theory of planned behavior, the quality of PBC is depended on their perception or belief about the ability and external support [15,20]. This means that only a person who is able to control the ability and could taking opportunities from the external support would perform a good PBC. The result shows that the majority of participants with good category PBC showed a strong tendency to perform fast food consumption behavior. The majority of participants who buy fast food because of availability of money as well as meet peers also consume fast food at the school.

Perceived behavioral control has also affected by attitude or belief related to behavior. In order to fast food consumption behavior, majority of students with good PBC are also have positive attitude related to fast

food consumption. Majority of them belief that fast food is save for them because their parents let them buying that as well as their friend also consume fast food like them.

D. Dominant factor affecting to fast food consumption behavior among students

The study shows that subjective norm is the dominant factors affecting to fast consumption behavior, followed by attitude and PBC. It consistent with the previous studies [19,12,13,14,20], but other studies showed different that attitude is the dominant factors [9,18,21,22], whereas other studies also reported that PBC is the dominant factors [23,24,25].

According to the theory of planned behavior, individual behavior is affected by three factors including attitude, subjective norm, and perceived behavioral control [15,20]. From those, there is a dominant factor that has a strong affecting on the behavior presented. If the dominant factor is attitude, it means that he or she prioritizes their thoughts or feelings in making a decision or performing a behavior. If the subjective norm is the dominant factor, it means that the person prioritizes the influence of external factors (parents, peers, or others) in deciding to do something or perform a behavior. On the other hand, if PBC is the dominant factor, it means that a person is more considerate of his thoughts or feelings with the suggestion from others to perform a behavior [15,20].

The result shows that the majority of participants are more following or prioritized external support from their parents and peers regarding fast food consumption rather than empowering their own thoughts or feelings to decide to buy fast food as well as using their perception to consider the ability and potential support from others regarding to fast food consumption. The result also finds that the majority of participants got money from their parents to buy fast food at school and did not forbid their children to eat fast food at school. Besides that, the majority of their friends also buy fast food at school, so the students felt alone if they didn't buy fast food with their friends [37].

The multivariate result shows that the subjective norm is the dominant factor affecting fast food consumption behavior, followed by attitude and perceived behavioral control. It means that the participants who consume fast food at the school primarily because of gotten support from their parents and friends, having positive attitudes as well as ability to control internal and external support [19,12,13,14,20].

The result gives a meaning that fast food consumption behavior among junior high school students (SMP X) in Banyuwangi is caused by the highly influence of subjective norms namely following peers who mostly consume fast food at school, nothing forbidden from the parents of buying fast food, meanwhile there are other contributed factors including

lack of positive attitudes and low perceived behavior control (PBC) namely inability to control themselves to avoid fast food.

The highly influence of subjective norms among students are caused by positive perception or highly dependence of students with peers as well as nothing observing by the parents regarding fast food consumption at school. Whereas, majority of the students do not have enough knowledge or belief about the impact of fast food consumption, and having low self-control regarding influences from outside or the surrounding environment for them.

The weakness of this study is about sample size and timing for the study. This study only involved the students in one school (homogeneous), so the sample size was not enough huge. So, there is still a need to develop future study that applying in a more wide-site, so that obtain more representative and complex results.

V. CONCLUSION

Based on TPB, variables including attitude, subjective norm, as well as perceived behavioral control (PBC) have positive effect on fast food consumption behavior among junior high school students. Majority of students who consume fast food are caused by the highly influence of subjective norm, lack of positive attitude, and poor of PBC. It indicates that subjective norm is the dominant factor affecting to fast food consumption behavior, followed by attitude and perceived behavioral control. The future study is suggested to develop the intervention based on TPB to reduce fast food consumption behavior among students through strengthening of subjective norm from the parents and peers, enhancing individual positive attitude, as well as good control of self-ability (PBC).

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