

ABSTRACT

Title : The Relationship Between Gender, Nutritional Knowledge, Price, And Abodience Read Nutritional Information Labels In Making Purchase Decision Packaging Biscuit On Student Senior High School 65 in West Jakarta
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Background: Selection of improper packaging biscuits because of the high content of sugar, sodium, and fat over a long period can cause weight gain or increase the risk of various diseases such as hypertension and heart disease.

Objective: To find out the relationship between gender, nutritional knowledge, price, and adherence to reading the information label of nutritional value on the decision to purchase packaged biscuits in students of SMAN 65 West Jakarta.

Research Method: This type of research is observational with cross sectional design. The study population was all students of class XII of SMAN 65 Jakarta Barat as many as 132 people. Data collection was done through filling out questionnaire questionnaires. The statistical test used is chi square test and Odds Ratio.

Research Results: From the results of the study, it was found that male sex was more inappropriate in making decisions about purchasing packaging biscuits, namely 62.1%. Statistical tests showed factors that were significantly associated with the decision to purchase packaged biscuits were pocket money (p-value = 0.045; OR = 2.0902), gender (p-value = 0.05), nutritional knowledge (p-value = 0.001), price (p-value = 0.019; OR = 2.489), and compliance read the information label on nutritional value (p-value = 0.0001; OR = 3.958).

Conclusion: There is a significant relationship between pocket money, gender, nutritional knowledge, price, and adherence to reading the information label on nutritional value on the decision to purchase packaged biscuits in students of SMAN 65 West Jakarta.

Keywords: Gender, Nutritional Knowledge, Price, Abodience Read Nutritional Information Labels, Decision To Purchase Packaged Biscuits