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ABSTRAK

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HUBUNGAN FREKUENSI PENGGUNAAN APLIKASI *ONLINE FOOD DELIVERY* DENGAN KEBIASAAN KONSUMSI *JUNK FOOD* PADA MAHASISWA STUDI GIZI UNIVERSITAS SILIWANGI TAHUN 2025

Kebiasaan konsumsi *junk food* dapat meningkatkan risiko penyakit tidak menular. Perkembangan teknologi, termasuk meningkatnya penggunaan aplikasi *online food delivery*, mempermudah akses terhadap konsumsi *junk food*. Mahasiswa merupakan kelompok yang rentan memiliki kebiasaan konsumsi *junk food* karena tersedianya kemudahan akses terhadap *junk food* melalui aplikasi *online food delivery*. Penelitian ini bertujuan untuk menganalisis hubungan antara frekuensi penggunaan aplikasi *online food delivery* dengan kebiasaan konsumsi *junk food* pada mahasiswa Program Studi Gizi Universitas Siliwangi tahun 2025. Penelitian menggunakan desain observasional dengan pendekatan *cross sectional*. Populasi penelitian ini yaitu mahasiswa Program Studi Gizi Universitas Siliwangi angkatan 2021, 2022, 2023, dan 2024. Sampel sebanyak 83 mahasiswa yang dipilih menggunakan teknik *proportional random sampling*. Data dikumpulkan melalui formulir karakteristik, formulir penggunaan aplikasi *online food delivery*, dan formulir FFQ. Analisis data dilakukan secara univariat dan bivariat menggunakan uji *Spearman Rank* dengan bantuan SPSS versi 25. Hasil uji *Spearman Rank* menunjukkan terdapat hubungan signifikan antara frekuensi penggunaan aplikasi *online food delivery* dengan kebiasaan konsumsi *junk food* ($p \text{ value} = 0,001$; $\rho = 0,364$). Penelitian ini dapat disimpulkan bahwa terdapat hubungan antara frekuensi penggunaan aplikasi *online food delivery* dengan kebiasaan konsumsi *junk food* pada mahasiswa. Disarankan bagi mahasiswa tidak mudah terpengaruh oleh promosi dan diskon pada aplikasi, serta lebih selektif dalam memilih makanan yang lebih sehat. Penelitian selanjutnya diharapkan menggunakan populasi lintas institusi dan mempertimbangkan variabel tambahan, yaitu status gizi dan faktor lingkungan.

Kata Kunci: *Food delivery, junk food, mahasiswa.*

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ABSTRACT

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THE RELATIONSHIP BETWEEN FREQUENCY OF ONLINE FOOD DELIVERY APPLICATION USE AND JUNK FOOD CONSUMPTION HABITS AMONG NUTRITION STUDENTS AT SILIWANGI UNIVERSITY IN 2025

Junk food consumption habits are associated with an increased risk of non-communicable diseases. Technological advancements, including the growing use of online food delivery applications, have facilitated easier access to junk food. University students represent a vulnerable population due to the ease of use provided by these applications, which may influence their dietary behaviors. This study aimed to examine the relationship between the frequency of online food delivery application usage and junk food consumption habits among students enrolled in the Nutrition Study Program at Siliwangi University in 2025. Using an observational cross-sectional design, the population comprised students from the 2021 to 2024 classes. A total of 83 participants were selected through proportional random sampling. Data were collected via respondent characteristic forms, online food delivery usage questionnaires, and a food frequency questionnaire (FFQ). Univariate and bivariate analyses were conducted using Spearman's rank correlation test with SPSS version 25. Spearman's correlation analysis revealed a significant positive association between the frequency of online food delivery use and junk food consumption habits ($p = 0.001$; $\rho = 0.364$). These findings suggest that increased use of online food delivery applications is significantly related to higher junk food consumption among students. It is recommended that students exercise caution regarding promotional offers and discounts through these applications and make more selective choices favoring healthier food options. Future research should involve multi-institutional populations and consider additional variables such as nutritional status and environmental factors.

Keywords: Food delivery, junk food, students