

INTISARI

Latar Belakang : Penyakit Tidak Menular (PTM) merupakan penyebab kematian tertinggi di dunia. Pada akhir tahun 2019 virus Covid-19 (*Coronavirus disease*) muncul dan menjadi pandemi di berbagai negara. Konsumsi pangan fungsional diyakini mampu menjadi terapi alternatif PTM serta meningkatkan imunitas di tengah pandemi. Persepsi ibu tentang pembelian pangan fungsional penting diketahui karena peran utamanya sebagai penyedia makanan dalam keluarga.

Tujuan : Mengetahui faktor-faktor yang berhubungan dengan keputusan ibu dalam pembelian pangan fungsional.

Metode : Survei *cross sectional* online dilakukan kepada 406 responden ibu dan didistribusikan melalui media sosial selama dua minggu pada akhir November sampai Desember 2021. Dilakukan uji validitas dan reliabilitas kuesioner sebelum disebar. Analisis data menggunakan software STATA versi 15.0.

Hasil : Sebanyak 55,91% ibu memiliki pengetahuan yang baik terhadap pangan fungsional. Pembelian pangan fungsional tidak berhubungan secara signifikan terhadap kondisi sosial demografi (usia, pekerjaan, dan pendidikan) dengan nilai $p > 0,05$ (0,9088; 0,4413; 0,7451) tetapi berhubungan signifikan terhadap pengetahuan (nilai $p = 0,0161$) dan berhubungan signifikan terhadap perilaku yang dianalisis menggunakan *theory of planned behavior* meliputi sikap, norma subjektif, dan persepsi kontrol perilaku dengan nilai $p < 0,05$.

Kesimpulan : Perilaku pembelian ibu tidak berhubungan dengan kondisi sosial demografi karena ibu sudah memiliki penerimaan yang baik terhadap pangan fungsional. Pengetahuan dan perilaku ibu terhadap pangan fungsional yang baik dapat dikarenakan tingkat pendidikan responden tinggi dan terjadi peningkatan kesadaran terkait makanan sehat di tengah kondisi pandemi.

Kata Kunci : pangan fungsional, peran ibu, survei *cross sectional*, *theory of planned behavior*

ABSTRACT

Background : *Non-Communicable Diseases (NCD) is the highest cause of death in the world. At the end of 2019 the Covid-19 virus (Coronavirus disease) emerged and became a pandemic in various countries. Consumption of functional food is believed to be able to become an alternative therapy for NCD and increase immunity in the midst of pandemic. Mother's perception of purchasing functional food is important to know because of its main role as a food provider in the family.*

Objective : *To determine the factors related to the mother's decision to purchase functional food.*

Methods : *An online cross-sectional survey was carried out among 406 mothers and distributed through the social media platform for two weeks at the end of November to December 2021. The questionnaires were tested for validity and reliability before being distributed. Data analysis using STATA software version 15.0.*

Results : *A total of 55.91% of mothers have a great knowledge about functional food. Purchasing functional food was not significantly related to socio-demographic (age, occupation, and education) with p value $>0,05$ (0,9088; 0,4413; 0,7451) but significantly related to knowledge (p value = 0,0161) and significantly related to behavior which analyzed using the theory of planned behavior including attitudes, subjective norms, and perceived behavioral controls with p value $<0,05$.*

Conclusion : *Mother's purchasing behavior is not related to socio-demographic condition because they already have a good acceptance of functional food. Mother's knowledge and behavior toward functional food is good because their high educational level and there is an increase of healthy food awareness during pandemic.*

Keywords : *functional food, mother's role, cross sectional survey, theory of planned behavior*