

**Analisis Persepsi Dan Sikap Konsumen Terhadap Penggunaan QR Code
Nilai Gizi Untuk Menu Di Kantin Fakultas Kedokteran, Kesehatan
Masyarakat, Dan Keperawatan Universitas Gadjah Mada**

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INTISARI

Latar Belakang: Pandemi Covid-19 menyebabkan suatu fenomena baru yaitu masyarakat mulai memperhatikan kandungan gizi makanan melalui label gizi. Tim peneliti UGM telah mengembangkan sebuah inovasi yaitu QR Code Nilai Gizi. Konsumen dapat melihat informasi nilai gizi melalui gawai masing-masing. Inovasi baru tersebut dapat menimbulkan beragam persepsi dan sikap konsumen.

Tujuan Penelitian: Untuk menganalisis persepsi dan sikap konsumen terhadap QR Code Nilai Gizi serta hubungannya antara faktor karakteristik, persepsi, dan sikap konsumen dengan pengalaman penggunaan QR Code Nilai Gizi.

Metode Penelitian: Penelitian ini menggunakan metode *cross sectional* di kantin IKM. Sebanyak 61 subjek diambil datanya yang meliputi karakteristik subjek, persepsi, sikap, serta pengalaman penggunaan QR Code Nilai Gizi menggunakan kuesioner. Analisis data meliputi univariat dan bivariat. Analisis bivariat menggunakan uji *Kendall's Tau* pada data ordinal dan uji *Chi Square* pada data nominal untuk melihat hubungan antara variabel dengan nilai signifikansi $p < 0,05$.

Hasil Penelitian: Hasil analisis menunjukkan konsumen memiliki persepsi dan sikap yang positif terhadap QR Code Nilai Gizi. Selain itu, hasil analisis menunjukkan terdapat hubungan antara persepsi dan sikap konsumen terhadap QR Code Nilai Gizi dengan pengalaman penggunaan QR Code Nilai Gizi ($p = 0,005$). Namun, tidak terdapat hubungan antara faktor karakteristik dengan persepsi, sikap, dan pengalaman penggunaan QR Code Nilai Gizi ($p > 0,05$).

Kesimpulan: Terdapat hubungan antara persepsi dan sikap konsumen terhadap QR Code Nilai Gizi dengan pengalaman penggunaan QR Code Nilai Gizi. Namun, tidak terdapat hubungan antara faktor karakteristik dengan persepsi, sikap, dan pengalaman penggunaan QR Code Nilai Gizi.

Kata Kunci: konsumen, persepsi, sikap, QR Code Nilai Gizi, faktor karakteristik

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**Analysis Of Consumer's Perception And Attitude Toward The Use of
Nutritional Value QR Code For Menu at Faculty of Medicine, Public Health,
And Nursing Gadjah Mada University's Canteen**

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ABSTRACT

Background: The Covid-19 pandemic has caused a new phenomenon that people are starting to pay attention to the nutritional content of food through nutrition labels. The UGM research team has developed an innovation, Nutritional Value QR Code. Consumers can view the information of nutritional value through their devices. These new innovations can lead to various consumer's perceptions and attitudes.

Objective: To analyze the consumer's perceptions and attitudes towards the Nutritional Value QR Code and the relationship between the characteristics, perceptions, and attitudes of consumers with the experience of using the Nutritional Value QR Code.

Method: This study used a cross-sectional method in the canteen of IKM. A total of 61 subject's data was taken consist of the characteristics of the subject, perception, attitude, and experience of using the Nutritional Value QR Code using a questionnaire. Data analysis includes univariate and bivariate. Bivariate analysis using Kendall's Tau test for ordinal data and Chi Square test for nominal data to determine the relationship between variables with a significance value of $p < 0.05$.

Result: The results of the analysis show that consumers have positive perceptions and attitudes towards the Nutritional Value QR Code. In addition, the results of the analysis show that there is a relationship between consumer's perceptions and attitudes towards the Nutrition Value QR Code with the experience of using the Nutrition Value QR Code ($p = 0.005$). However, there is no relationship between characteristic factors with perceptions, attitudes, and experiences of using QR Code Nutritional Values ($p > 0.05$).

Conclusion: There is a relationship between consumer's perceptions and attitudes towards the Nutritional Value QR Code and the experience of using the Nutritional Value QR Code. However, there is no relationship between characteristic factors with perceptions, attitudes, and experiences of using QR Code Nutritional Values.

Kata Kunci: konsumen, persepsi, sikap, QR Code Nilai Gizi, faktor karakteristik

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