

HUBUNGAN ANTARA FAKTOR SOSIAL EKONOMI DENGAN FREKUENSI EATING OUT PADA INDIVIDU DEWASA DI KOTA YOGYAKARTA

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INTISARI

Latar belakang: Salah satu perubahan gaya hidup yang sangat mudah diamati saat ini adalah banyaknya restoran atau tempat makan yang dapat ditemui di mana saja. Pertumbuhan industri *food service* pun semakin cepat, terutama di kota-kota besar. *Eating out* dilakukan tidak hanya karena alasan lebih cepat dan praktis, tapi juga untuk alasan rekreasi dan sosial. Faktor-faktor yang dapat mendukung *eating out* juga bermacam-macam, salah satunya adalah faktor sosial dan ekonomi.

Tujuan: Mengetahui hubungan antara faktor sosial ekonomi dengan frekuensi *eating out* pada individu dewasa di Kota Yogyakarta.

Metode: Desain penelitian ini adalah *cross-sectional*. Subjek penelitian adalah 110 individu dewasa yang dipilih dengan teknik *purposive sampling*. Data faktor sosial ekonomi diperoleh dengan menggunakan kuesioner faktor sosial ekonomi dan frekuensi *eating out* diperoleh dari kuesioner *eating out*. Analisis antara frekuensi *eating out* dengan jenis kelamin, tingkat pendapatan, status pernikahan, jumlah anak, dan jumlah kendaraan dilakukan dengan uji *independent t-test*. Analisis antara frekuensi *eating out* dengan usia, tingkat pendidikan, dan jenis pekerjaan dilakukan dengan uji *one way anova*.

Hasil: Berdasarkan hasil analisis, tidak terdapat perbedaan signifikan antara jenis kelamin terhadap frekuensi *eating out*. Tidak terdapat perbedaan signifikan antara usia terhadap frekuensi *eating out*. Tidak terdapat perbedaan signifikan antara status pernikahan terhadap frekuensi *eating out*. Tidak terdapat perbedaan signifikan antara tingkat pendidikan terhadap frekuensi *eating out*. Terdapat hubungan signifikan antara jenis pekerjaan terhadap frekuensi *eating out*. Terdapat perbedaan signifikan antara tingkat pendapatan terhadap frekuensi *eating out*. Tidak terdapat perbedaan signifikan antara jumlah anak terhadap frekuensi *eating out*. Tidak terdapat perbedaan signifikan antara jumlah kendaraan terhadap frekuensi *eating out*.

Kesimpulan: Faktor sosioekonomi yang mempunyai hubungan bermakna terhadap frekuensi *eating out* yaitu jenis pekerjaan dan tingkat pendapatan.

Kata kunci: *eating out*, *food service*, *fast food*, faktor sosial ekonomi

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***The Association of Socioeconomic Factors with Eating Out Frequency
among Adults in Yogyakarta***

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ABSTRACT

Background: *One of many lifestyle changes that is easily observed nowadays is more places to eat could be found anywhere. The growth of food service industry increasing rapidly, especially in big cities. Many people eating out of home not only because it's more quick and convenient, but also because of social and recreational reason. There are many factors that support eating out, one of them is socioeconomic factors.*

Objective: *To understand the association between socioeconomic factors with eating out frequency among adults.*

Method: *This study apply cross sectional design. The subject of this study was 110 adults, chosen with purposive sampling technique. Data of socioeconomic factors was collected with socioeconomic questionnaire, and data of eating out frequency was collected with eating out questionnaire. Independent T-test was used to examine the association between gender, income, marriage status, number of children, and number of vehicles with eating out frequency. One way anova test was used to examine the association between age, education, and occupation with eating out frequency.*

Results: *There were no significant association between gender with eating out frequency. There were no significant association between age with eating out frequency. There were no significant association between marriage status with eating out frequency. There were no significant association between education with eating out frequency. There is significant association between occupation with eating out frequency. There is significant association between income with eating out frequency. There were no significant association between number of children with eating out frequency. There were no significant association between number of vehicles with eating out frequency.*

Conclusion: *Socioeconomic factors that significantly associates with eating out frequency are occupation and income.*

Keywords: *eating out, food service, fast food, socioeconomic factors*

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