
**Fast Food Consumption Habits in Students at Pejuang University of the Republic of Indonesia
Makassar**

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ABSTRACT

Changes in lifestyle, urbanization, and technological advancement have driven an increase in fast food consumption, especially among adolescents and young adults. This study aims to analyze the relationship between nutritional knowledge, the use of food delivery services, and environmental influence on fast food consumption among students at Universitas Pejuang Republik Indonesia (UPRI), Makassar. Using an analytic observational method with a cross-sectional design, the results of Spearman's rho test showed a significant negative correlation between nutritional knowledge and fast food consumption ($p=0.003$; $r=-0.295$), and a significant but very low negative correlation between food delivery service usage and fast food consumption ($p=0.047$; $r=-0.199$). Meanwhile, no significant correlation was found between environmental influence and fast food consumption ($p=0.361$; $r=0.092$). These findings suggest that both internal and external factors influence students' fast food consumption habits. Strengthening nutritional education, monitoring food delivery usage, and implementing environment-based interventions are recommended to reduce excessive fast food intake among adolescents.

Keywords: *fast food; nutritional knowledge; food delivery; environment; students.*

INTRODUCTION

Fast food consumption is increasing along with the development of modern lifestyles, urbanization, and technological advancements. This phenomenon is especially noticeable among teenagers and college students, especially in big cities such as Makassar, which have a large selection of fast food restaurants and online food delivery services.

College students, as a group of teenage and early adulthood, often face time constraints, academic pressure, and financial limitations, so they choose fast food as a practical solution. However, these habits can affect nutritional status, increasing the risk of obesity, hypertension, and other degenerative diseases.

A number of previous studies have highlighted the factors of nutritional knowledge, lifestyle, peer influence, and ease of access to fast food through digital applications as determinants of adolescent diet.

However, studies that link these factors simultaneously are still limited. Therefore, this study was conducted to analyze the relationship between nutritional knowledge, the use of food delivery services, and the influence of the environment on fast food consumption habits in UPRI Makassar students.

METHODS

This study uses an analytical observational design with a cross-sectional approach. The research population is students of the University of Pejuang Republik Indonesia Makassar in 2025 with a sample of 100 respondents, which were selected using purposive sampling techniques.

The research instrument is in the form of a questionnaire consisting of three parts:

1. Respondent demographic data
2. Nutrition knowledge questionnaire
3. Food Frequency Questionnaire (FFQ) to assess fast food consumption habits

The statistical test used is Spearman's rho to see the relationship between the variables of nutritional knowledge, food delivery use, and environmental influence on fast food consumption habits.

RESEARCH RESULTS

Respondent Characteristics

Table 1. Distribution of Respondents by Age Group of Students of Pejuang University of the Republic of Indonesia

Age	n	Percentage
18	6	6%
19	32	32%
20	18	18%
21	6	6%
22	17	17%
23	11	11%
24	10	10%
Quantity	100	100%

Source: Primary Data, 2025

Table 2. Distribution of Respondents by Gender of Students of Pejuang University of the Republic of Indonesia

Gender	n	Percentage
Male	54	54%
Women	46	46%
Quantity	100	100%

Source: Primary Data, 2025

Univariate Analysis

Table 3. Distribution of Respondents Based on Nutritional Knowledge of Pejuang Republik University StudentsIndonesia

Nutritional Knowledge	n	Percentage
Bad	62	65%
Good	38	38%
Quantity	100	100%

Source: Primary Data, 2025

Table 4. Distribution of Respondents Based on the Use of Online Food Ordering Services (Food Delivery) for Students of Pejuang University of the Republic of Indonesia

Use of Food Delivery	n	Percentage
Low	12	12%
Medium	80	80%
Height	8	8%
Quantity	100	100%

Source: Primary Data, 2025

Table 5. Distribution of Respondents Based on the Influence of the Student Environment of Pejuang University of the Republic of Indonesia

Environmental Impact	n	Percentage
Low	17	17%
Medium	38	38%
Height	45	45%
Quantity	100	100%

Source: Primary Data, 2025

Table 6. Distribution of Respondents Based on Fast Food Consumption Habits of Students of Pejuang University of the Republic of Indonesia

Fast Food Consumption Habits	n	Percentage
Low	1	1%
Medium	9	9%
Height	90	90%
Quantity	100	100%

Source: Primary Data, 2025

Bivariate Analysis

1. The Relationship between Nutrition Knowledge and Fast Food Consumption

Most students with poor nutrition knowledge have high fast food consumption habits (95.4%). The Spearman's rho test showed a significant relationship between nutritional knowledge and fast food consumption habits ($p=0.003 < 0.05$), with a negative correlation direction and low relationship strength ($r=-0.295$). This means that the lower the student's nutritional knowledge, the higher the tendency to consume fast food.

2. The Relationship between Food Delivery Use and Fast Food Consumption

The Spearman's rho test showed a significant relationship between the use of food delivery services and fast food consumption habits ($p=0.047 < 0.05$), with a negative correlation direction and a very low relationship strength ($r=-0.199$). This negative correlation direction showed that the relationship between the two variables was not completely unidirectional; its very low strength indicated that the use of food delivery alone was not enough to explain the variation in fast food consumption habits in students.

3. The Relationship between Environmental Influence and Fast Food Consumption

No significant relationship was found between environmental influences and fast food consumption habits ($p=0.361 > 0.05$), with a positive correlation direction and very low relationship strength ($r=0.092$).

DISCUSSION

The results of this study show that nutritional knowledge plays an important role in determining students' fast food consumption behavior. Poor nutritional knowledge makes students prioritize taste, price, and practicality over nutritional content.

The negative relationship between food delivery use and fast food consumption, although significant, has a very low strength, so it needs to be interpreted carefully. This finding is different from the study of Anggraini (2024) which found a significant relationship between the intensity of food ordering application use and the increase in fast food consumption. The difference in direction and strength of this relationship is likely influenced by differences in respondent characteristics, measurement methods, or other confounding factors that are not controlled in this study, so the findings need to be confirmed through follow-up research with a stronger design.

Contrary to initial expectations, the influence of the environment has not been proven to be significant. This is likely because students are more influenced by internal factors (nutritional knowledge, personal preferences) and digital technology than just the surrounding environment. However, previous studies have shown that peers and family can influence adolescents' eating habits (Rahmasari, 2024).

The implication is that interventions to reduce excessive fast food consumption need to be carried out through a multidisciplinary approach, namely nutrition education, digital literacy, and campus environment support that provides healthy food choices.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

1. There was a significant relationship between nutritional knowledge and fast food consumption habits of UPRI Makassar students ($p=0.003$; $r=-0.295$).
2. There was a significant relationship between the use of food delivery services and fast food consumption habits ($p=0.047$; $r=-0.199$).
3. There was no significant relationship between environmental influences and fast food consumption habits ($p=0.361$; $r=0.092$).

Recommendations

1. For the next researcher: expand the research variables and the number of samples to obtain more comprehensive results.
2. For the campus: organizing nutrition education, seminars, and digital campaigns on the impact of fast food.
3. For students: it is wiser to use food delivery applications and choose healthy food.
4. For the government: make policies that support healthy diets for adolescents through regulations on fast food advertising and the provision of nutritious food alternatives.

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