

**HUBUNGAN ANTARA KONTROL DIRI
DAN PENGETAHUAN SUBJEKTIF TENTANG DAMPAK
KONSUMSI *FAST FOOD* BAGI KESEHATAN
DENGAN PERILAKU KONSUMSI *FAST FOOD*
PADA REMAJA**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara kontrol diri dan pengetahuan subjektif tentang dampak konsumsi *fast food* bagi kesehatan dengan perilaku konsumsi *fast food*. Hipotesis yang diajukan dalam penelitian ini adalah terdapat hubungan negatif antara kontrol diri dan perilaku konsumsi *fast food* pada remaja, dan terdapat hubungan negatif antara pengetahuan subjektif tentang dampak konsumsi *fast food* bagi kesehatan dan perilaku konsumsi *fast food* pada remaja. Subjek dalam penelitian ini adalah 200 remaja yang berusia 12-20 tahun dan bukan vegetarian dengan teknik pengambilan sampel *convenience sampling*. Metode penskalaan dalam penelitian ini menggunakan skala *likert* yang digunakan pada skala kontrol diri dan skala pengetahuan. Skala pilihan digunakan pada skala perilaku konsumsi *fast food*. Skala kontrol diri merupakan adaptasi dari skala Tangney *et al.* (2004). Skala pengetahuan dan skala perilaku konsumsi *fast food* disusun oleh peneliti. Koefisien reliabilitas pada skala kontrol diri sebesar 0,854, skala pengetahuan subjektif sebesar 0,901, dan skala perilaku konsumsi *fast food* sebesar 0,948. Hasil analisis dengan menggunakan teknik *Spearman's rho one-tailed* menunjukkan adanya hubungan negatif antara kontrol diri dan perilaku konsumsi *fast food* ($r = -0,182, p = 0,010$). Sedangkan, pengetahuan menunjukkan hasil yang tidak signifikan dengan perilaku konsumsi *fast food* ($r = -0,048, p = 0,499$).

Kata kunci: kontrol diri, pengetahuan subjektif, dampak konsumsi *fast food* bagi kesehatan, perilaku konsumsi *fast food*, remaja.

THE RELATIONSHIP BETWEEN SELF-CONTROL AND SUBJECTIVE KNOWLEDGE ABOUT THE IMPACT OF FAST FOOD CONSUMPTION ON HEALTH WITH FAST FOOD CONSUMPTION IN ADOLESCENT

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ABSTRACT

This current study was aimed to investigate the relationship between self-control and subjective knowledge about the impact of fast food consumption on health with fast food consumption behavior in adolescents. The hypothesis proposed in this study are that there is a negative correlation between self-control and fast food consumption behavior, then there is no negative correlation between subjective knowledge about the impact of fast food consumption on health and fast food consumption behavior in adolescents. Subjects in this study were 200 adolescents with age between 12 to 20 years old and not vegetarian which was conducted using convenience sampling technique. The scaling method in the current study were Likert scales that used on the self-control scale and knowledge scale. Optional scale used on the fast food consumption behavior scale. Self control scale was an adaptation of Tangney et al. (2004) Self Control Scale. Knowledge scale and fast food consumption behavior scale were made by researcher. The reliability coefficient on the self-control scale was 0.854, the subjective knowledge scale was 0.901, and the fast food consumption behavior scale was 0.948. The result which conducted using Spearman's Rho one-tailed showed that there is negative correlation between self-control and fast food consumption behavior ($r = -0,182$, $p = 0,010$). While, there is no significant correlation between subjective knowledge about the impact of fast food consumption on health and fast food consumption behavior ($r = -0,048$, $p = 0,499$).

Keywords: self-control, subjective knowledge, impact of fast food consumption on health, fast food consumption behavior, adolescents.