ABSTRACT

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CORRELATION BETWEEN ENVIRONMENTAL FACTORS AND BEHAVIOR OF CONSUMING FAST FOOD BY UPH STUDENTS ATHLETES
(xi + 40 pages; 3 figures; 6 tables; 6 attachments)

Fast food is unhealthy food that contains high cholesterol, high fat, high salt, and lack of vegetables. Consumption of fast food still exists among UPH student athletes as confirmed by 20 student athletes, even 15 of these student athletes said that they consumed fast food in the past weeks prior to the interview with the researcher. The main research purpose is to identify the correlation between the environmental factors and the behavior of UPH student athletes in consuming fast food. This research used quantitative research with cross-sectional method. The population consists of all UPH student athletes with a total of 45 students. The result shows that the majority of student athletes have moderate frequency of influence from environmental factors and behavior of consuming fast food. Chi Square test shows there is correlation between environmental factors and behavior of consuming fast food by UPH student athletes with the p value of 0.009. To minimize the behavior of consuming fast food, it is recommended that Sports Department can supervise the students to minimize negative influence from the environment around them.

Key words: environmental factors, behavior of consuming fast food, student athletes
References: 39 (2001-2011)