

INFLUENCE OF PERCEIVED BEHAVIOR CONTROL TOWARDS THE INTENTION OF DIETARY BEHAVIOR IN OVERWEIGHT WOMEN

Poppy Dwi Ratih ^{a*)}, Noor Rochman Hadjam ^{a)}, Ria Maria, Karmilasari ^{a)}

^{a)} Universitas Gunadarma, Jakarta, Indonesia

^{*)}Corresponding Author: poppy.sitepu@gmail.com

Article history: received 09 July 2023; revised 20 July 2023; accepted 28 July 2023

DOI: <https://doi.org/10.33751/jhss.v7i2.7311>

Abstract. This study aims to determine the influence of perceived behavior control on dietary behavior intentions. Data collection techniques in this study were carried out through questionnaires and literature studies. The population in this study was overweight people in several regional public hospitals in Jakarta, while samples were determined by telknik purposive sampling. The results showed that perceived behavior control over dietary behavior intentions was influential and significant. The greater a person has a sense of ability and control in carrying out these behaviors, the stronger the intention of one's diet behavior. In the context of diet, a person with strong dietary behavioral intentions tends to feel more confident and able to better control his food consumption. This can affect a person's overall dietary behavior and help achieve desired dietary goals.

Keywords: perceived behavior control; dietary behavior intentions; diet

I. INTRODUCTION

Health is such an expensive thing that no one wants to get sick. However, without realizing it, diseases suddenly come due to negligence in maintaining health so that the importance of healthy living behaviors. Healthy living behavior is a habit of life that holds the principle of maintaining health even though it is not easy to do (Suharjana, [1]2012). Unhealthy behavior can trigger the emergence of various problems, one of which is weight problems. Weight that exceeds the ideal weight results in a high interest in dieting. Weight loss diets are carried out to gain the ideal weight in order to get an attractive appearance (Rifsyina, [2]).

Having an ideal body that is thin and slim is every woman's dream. This is what triggers diet behavior (Manurung [3]). According to Polivy & Herman [4] getting that diet behavior is a person's attempt at losing weight followed by a certain way. In the research of Sawqy [5] conducted on 6728 adolescents, it was found that those who paid more attention to weight were women than men, as many as 45.4% of adolescent girls had dietary behaviors to look better. Thus, women are more dominant in wanting the ideal body as they wish (Safitri et al [6]). In line with research conducted by Wijaksana [7] on 3000 adolescent girls, it was found that 62% had the intention to carry out dietary behaviors while 48% tried to maintain their weight to get the ideal body (Agustin et al, [8]). Based on the background of the problems that have been described, researchers are interested in conducting a study with the title "The Effect of Perceived Behavior Control on Dietary Behavior Intentions".

II. RESEARCH METHODS

The type of research used in this study is quantitative research. According to Sugiyono [9] quantitative data is a research method based on positivistic (concrete data), research data in the form of numbers that will be measured using statistics as a calculating test tool, related to the problem being studied to produce a conclusion. The population is a group of subjects this must have the same traits or characteristics, which distinguishes it from other subject groups (Azwar [10]). The population in this study was overweight people in several regional public hospitals in Jakarta. While the sample is a part of the population. The sample must have the characteristics that the population is aware of. The sampling technique used in this study is purposive sampling, which is a sample determination technique by selecting samples among populations according to what the researcher wants (goals / problems in the study), so that the sample can represent previously known population characteristics (Nursalam [11]). The characteristics of the samples in this study were:

- Overweight individuals with BMI 25-29.9
- Female gender
- Follow a diet program from a professional, namely a nutritionist doctor

Hypothesis: Dietary behavioral intentions have a positive and significant effect on Perceived Behavior Control. To test the hypothesis in this study the analytical technique used to test structural equation models to explain the relationship between these variables. Test this model with AMOS for windows tools.

III. RESULTS AND DISCUSSION

A validity test is the extent to which a measuring instrument can measure variables that are supposed to be measured. In the context of research, validity tests are carried out to find out whether the instrument used can measure the concept to be studied precisely (Arikunto [12]). Based On The Data In Table 1, It Can Be Seen That All Instruments Have Pearson Correlation Values Greater Than R Table = 0.138 (N=200) And Sig Values. (2-Tailed) Correlation For All Items 0.000 Is Less Than 0.05 So It Can Be Concluded That All Statement Items Are Declared Valid, So The Questionnaire Is Declared Valid For Use. The reliability test of this research questionnaire was carried out using Microsoft Office Excel software Based on the calculation results, Cronbach's Alpha value is $0.848 > 0.600$. Then the statement instrument on the questionnaire is declared reliable for all statement items. With this, the items from the questionnaire statement can be used for further data measurement. Test hypotheses to analyze the relationship between structural models and hypotheses proposed. The test will be carried out using the probability value from the regression weight table which has the criteria that the hypothesis is accepted if the P value > 0.05 while the hypothesis is rejected if the value in the P column < 0.05 , the results of data processing through AMOS 5 are as follows. Regression Weight will be a reference for testing hypotheses in this study with the criteria that have been explained, namely the hypothesis is accepted if the P value is < 0.05 , while the hypothesis is rejected if the value in the P column > 0.05 . The test results of the hypothesis proposed in this study are as follows: Hypothesis: Perceived Behavior Control has a significant effect on Dietary Behavior Intentions, this is evidenced by the data in table 3 showing a P value of *** which means $P < 0.05$.

The results obtained from hypothesis analysis testing show the results that Dietary Behavior Intentions have a positive and significant effect on Perceived Behavior Control, in table 3 shows a P value of which means $P < 0.05$ which means that the hypothesis is accepted. A strong Perceived Behavior Control can influence dietary behavior Intentions in a positive and significant way. Perceived Behavior Control is an individual's perception of his or her ability to perform certain behaviors. In the context of diet, a person with strong dietary behavioral intentions tends to feel more confident and able to better control his food consumption. This can affect a person's overall dietary behavior and help achieve desired dietary goals. Previous research conducted by (Amani et al, [13]) aimed to determine the relationship between the theory of planned behavior and diet in adolescent girls in Iran. This study used a questionnaire to collect data from 400 high school students in Tehran. The results showed that perceived behavior control had a significant influence on dietary behavior intentions in adolescent girls in Iran. This shows that the stronger a person's intention to adopt a healthy diet behavior, the greater their perception of that behavior control. The results of this study also show that perceived behavior control has a significant influence on healthy eating behaviors in adolescent girls in Iran. This is reinforced by research

conducted by (Kim et al, [14]) the results of the study show that the intention factor is the most powerful predictor of dietary behavior, followed by perceived behavior control and attitude. The study concluded that increasing a person's intention to undergo healthy dietary behaviors can be an effective strategy in reducing the risk of hypertension in Korean adults.

IV. CONCLUSION

According to the results of the study, there is a significant influence between Perceived Behavior Control on the intention of dietary behavior. That is, the more likely they are to feel in control and feel capable of carrying out dietary behaviors the higher the intention of one's diet behavior. When it comes to diet, a person who has strong dietary behavioral intentions tends to feel more confident and able to better control food intake. This has the potential to affect overall dietary behavior and help achieve desired dietary goals.

REFERENCES

- [1] Suharjana. Kebiasaan Berperilaku Hidup Sehat dan Nilai-Nilai Pendidikan Karakter. *Jurnal Pendidikan Karakter*. 2(2), 189-201. 2012
- [2] Rifsyina, N., Briawan, D. Pengetahuan, Persepsi, dan Penerapan Diet Penurunan Berat Badan Pada Mahasiswa Gizi Putra. *J. Gizi Pangan*. 10(2), 109-116. 2015.
- [3] Manurung, I. Hubungan antara Body Image dan Perilaku Diet pada Wanita Dewasa. *Buletin Riset Psikologi dan Kesehatan Mental (BRPKM)*. 1(2), 1126-1131. 2021.
- [4] Polivy, J., Herman, C. P., & Warsh, S. Internal and External Components of Emotionality in Restrained and Unrestrained Eaters. *Journal of Abnormal Psychology*, 87(5), 497-504. 2021
- [5] Sawqy, S. Pengaruh kepribadian terhadap intensi berwirausaha mahasiswa jurusan desain grafis dan multimedia universitas mercu buana jakarta. 2010
- [6] Safitri, et al. Body Dissatisfaction dan Perilaku Diet pada Remaja Perempuan. *Jurnal Psibernetika*. 12(2), 100-105. 2019
- [7] Wijaksana, I. K. E. 'Infectobesity dan Periodontitis: Hubungan Dua Arah Obesitas dan Penyakit Periodontal', *Odonto Dental Journal*, 3, pp. 67-73. 2016
- [8] Agustin, et al. Hubungan antara Cinta Diri dan Penerimaan Diri dengan Perilaku Diet pada Model Wanita Dewasa Awal di Surakarta. *Jurnal Sains Psikologi*. 8(1), 177-181. 2019.
- [9] Sugiyono. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*, penerbit. Alfabeta, Bandung. 2018.
- [10] Azwar, S. *Penyusunan Skala Psikologi* [Edisi 2]. Yogyakarta: Pustaka Pelajar. 2013.

- [11] Nursalam. *Konsep dan Penerapan Metodologi Penelitian Ilmu Keperawatan*, Jakarta: Salemba Medika. 2008.
- [12] Arikunto. *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta. 2010.
- [13] Amani, R., Gill, T., & Sud, A. Theory of planned behavior and dietary patterns study among Iranian adolescent girls. *Journal of Education and Health Promotion*, 4, 4. 2015.
- [14] Kim, M. H., Lee, J. E., & Kim, K. W. The effects of the theory of planned behavior on dietary behavior in Korean adults with hypertension. *Nutrition research and practice*, 10(2), 216-223. 2016.