

***Determinants of Nutrition Label Reading Behavior of Packaged Food Products  
in College Students in Jember Regency***

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**ABSTRACT**

*People's consumption patterns today tend to choose to consume packaged foods. Without realizing it, packaged foods currently circulating contain excessive sugar, salt, and fat. Nutrition labeling on food products is one of the strategies in preventing NCDs (Non-Communicable Diseases) and the risk of nutritional problems. Data from the National Consumer Protection Agency (BPKN) in 2013 revealed that only 6.7% of consumers in Indonesia pay attention to the completeness of the food label of a packaged product. The purpose of this study was to determine of the behavior of reading nutrition labels on packaged food products among collage students in Jember Regency. This research is an analytic survey research with cross sectional design. The subjects in this study were regular students at universities offering undergraduate and vocational programs in Jember Regency, totaling 73 subjects. This research subject was taken using multistage random sampling technique. Data collection was carried out by filling out a questionnaire by the subject using Google Form. The data obtained were statistically analyzed using the Chi Square test, Fisher's Exact Test, and the Multiple Logistic Regression test. The results showed no relationship between gender and nutrition label reading behavior (p-value: 1,000), but there was a significant relationship between nutrition label reading behavior and special diets (p-value: 0.002), knowledge related to nutrition and nutrition labels (p-value: 0.004), and attitudes towards nutrition labels (p-value: 0.019). The results of logistic regression test analysis showed that nutrition knowledge and nutrition labeling were the most dominant factors among the independent variables that had 15,274 on good behavior in reading nutrition labels compared to subjects with low knowledge.*

***Key words: Diet, Nutritional Label, Knowledge, Behavior, Attitude***