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THE INFLUENCE OF FOOD SANITATION HYGIENE PERCEPTION ON PURCHASING DECISIONS OF STREET VENDORS IN THE HOTEL X AREA, JAKARTA

Pengaruh Persepsi Higiene Sanitasi Makanan Terhadap Keputusan Pembelian Pada Pedagang Kaki Lima Di Area Hotel X Jakarta

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ABSTRACT

Perception of food hygiene and sanitation is one of the essential factors influencing consumers' purchasing decisions toward street food. This study aims to determine the influence of food hygiene and sanitation perception on purchasing decisions among street food vendors located behind a five-star hotel in Jakarta. This research employed a quantitative approach using incidental sampling techniques. The respondents were 100 five-star hotel employees who frequently purchased street food around Hotel X. The research instrument used a Guttman scale questionnaire tested for validity and reliability. The data were analyzed using simple linear regression. The results showed a positive and significant influence between the perception of food hygiene and sanitation and purchasing decisions, with a significance value of 0.001 < 0.05 and an R square value of 0.111. This indicates that 11.1% of the variation in purchasing decisions can be explained by perceptions of hygiene and sanitation. It can be concluded that the better the consumers' perception of the hygiene and sanitation practices of street food vendors, the greater their tendency to make a purchase.

Keyword : *food hygiene; perception; purchasing decision*

ABSTRAK

Persepsi higiene dan sanitasi makanan merupakan salah satu faktor penting dalam menentukan keputusan pembelian konsumen terhadap makanan kaki lima. Penelitian ini bertujuan untuk mengetahui pengaruh persepsi higiene sanitasi makanan terhadap keputusan pembelian pada pedagang kaki lima di belakang salah satu hotel bintang lima di Jakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik insidental sampling. Jumlah responden sebanyak 100 orang yang merupakan karyawan hotel bintang lima yang sering membeli makanan kaki lima di area hotel x. Instrumen penelitian menggunakan kuesioner skala Guttman yang telah diuji validitas dan reliabilitasnya. Data dianalisis menggunakan regresi linier sederhana. Hasil analisis menunjukkan adanya pengaruh positif dan signifikan antara persepsi higiene sanitasi makanan terhadap keputusan pembelian, dengan nilai signifikansi sebesar 0,001 < 0,05 dan nilai R square sebesar 0,111. Artinya, sebesar 11,1% variasi keputusan pembelian dapat dijelaskan oleh persepsi higiene dan sanitasi makanan. Kesimpulan dari penelitian ini adalah semakin baik persepsi konsumen terhadap higiene dan sanitasi makanan yang disediakan pedagang kaki lima, maka semakin tinggi kecenderungan mereka untuk melakukan pembelian.

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Kata Kunci: higiene makanan; keputusan pembelian; persepsi

INTRODUCTION

Hotel X is a five-star establishment located in South Jakarta. Standing 285 meters tall, it is recognized as the tallest hotel in Jakarta (Ritasari and Renitje, 2019). The hotel provides meal facilities for its employees; however, not all employees take advantage of this service. Some prefer to purchase food from street vendors operating in the area behind the hotel.

Street vendors (pedagang kaki lima/PKL) are informal business operators who utilize public spaces as their selling areas with temporary, either fixed or mobile, equipment (Putri et al., 2024). The term *kaki lima*—literally "five feet"—refers to the combination of the vendor's two feet and the three wheels or legs of their cart. Previous research by Permatasari et al. (2021) reported that many street vendors tend to disregard key principles of food hygiene and sanitation, such as leaving food uncovered, neglecting fingernail cleanliness, wearing jewelry during food preparation, and failing to properly cover waste containers.

The street vendors operating near Hotel X sell a variety of foods, including fried snacks, instant noodles, *gado-gado*, chicken noodles, and other dishes. However, their hygiene practices frequently fall short of established food safety and sanitation standards. Observations conducted on five vendors revealed that most did not use aprons, left food exposed, repeatedly reused cooking oil, washed utensils in buckets of stagnant water, and smoked while preparing food. Food items were also placed inside an abandoned building and were largely unprotected from dust and insects. These observations were supported by interviews with eight consumers, who reported concerns regarding the presence of flies on food, poor utensil cleanliness, the use of non-flowing water, and minimal efforts by vendors to maintain sanitary conditions in their selling environment.

Hotel X maintains high standards of hygiene, sanitation, and safety through employee training, provision of adequate facilities, and regularly audited SOPs, all aimed at ensuring the quality of food served in the hotel. Employees receive training that explains cleanliness standards to help them understand and apply hygienic practices.

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Nevertheless, employees outside the hotel's operational units who already possess knowledge of food hygiene and sanitation still choose to purchase food from unhygienic vendors. This raises questions about the extent to which their perceptions of the importance of food hygiene and sanitation influence their purchasing behavior. Such actions not only contradict the education they have received but also pose potential health risks for both individuals and the broader work environment.

This phenomenon indicates a discrepancy between the facilities provided by the hotel and employees' habits in choosing food. Therefore, it is important to further examine employees' perceptions of food hygiene and sanitation, as well as how these perceptions influence their decisions to purchase food from street vendors. This study aims to determine the effect of perceptions of food hygiene and sanitation on purchasing decisions at street vendors operating behind Hotel X Jakarta. The findings are expected to provide insights for food vendors to improve hygiene and sanitation practices, as well as to educate consumers to be more discerning when selecting safe and suitable food.

METHODS

Design, Setting, and Time

This study employed a quantitative approach with an associative research design. Associative research aims to determine the relationship between two variables (Sugiyono, 2016). The purpose of this study was to examine the effect of consumers' perceptions of food hygiene and sanitation on purchasing decisions at street vendors operating around Hotel X in Jakarta. The study was conducted in January 2025 in the area surrounding Hotel X, South Jakarta, particularly at the street vendor locations where respondents typically purchased food.

Number and Sampling of Subjects / Research Tools and Materials

The population of this study consisted of all employees of Hotel X who had previously purchased food from street vendors around the hotel. The sample size was 100 respondents. The sampling technique used was incidental sampling, in which samples are selected based on individuals who are encountered by the researcher by chance and are willing to participate. Incidental sampling was chosen because there was no specific list of

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employees who purchased food from street vendors, making random sampling impractical. Additionally, work mobility and multiple shifts within the hotel environment made planned sampling difficult. Therefore, incidental sampling was appropriate for reaching relevant respondents.

The instrument used in this study was a closed-ended questionnaire with a Guttman scale (scores 0–1), requiring respondents to provide definite answers ("Yes/No"). The instrument had been tested for validity and reliability prior to use. Validity was confirmed with calculated *r* values ≥ the table *r* value (≥ 0.361), indicating that the instrument was valid. Reliability was high, with values of 0.866 for variable X and 0.925 for variable Y.

Type and Method of Data Collection / Research Procedures

The type of data used in this study was primary data obtained directly from respondents through the distribution of questionnaires. Data collection was carried out by administering the questionnaires directly to the respondents. The research procedures included identifying the research problem, preparing the instrument, conducting validity and reliability tests, distributing the questionnaires, collecting the data, and processing the data.

Data Analysis

The data obtained were analyzed using simple linear regression to determine the effect of perceptions of food hygiene and sanitation on purchasing decisions. The statistical tests conducted included classical assumption testing (residual normality test), significance testing, and the coefficient of determination (R square) to assess the extent to which the independent variable influenced the dependent variable. All data analysis procedures were performed using SPSS version 22.

RESULTS AND DISCUSSION

Based on the results of the study using questionnaire items related to consumer choices based on information and preferences—which included food aroma, dining atmosphere, and positive reviews received—it was found that the number of male respondents was higher than female respondents, with 71 males and 29 females out of a total of 100 respondents. In the

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category of poor purchasing decisions, males accounted for 50%, while females contributed 21%. The moderate purchasing decision category consisted of 19% males and 7% females, whereas the good purchasing decision category included only 2% males and 1% females (Table 1).

Table 1. Results of Gender Testing by Purchasing Decision Category

Gender and Purchasing Decisions						
			Purchasing Decision			
			Poor	Moderate	Good	Total
Gender	Male	Count	50	19	2	71
		% of Total	50.0%	19.0%	2.0%	71.0%
	Female	Count	21	7	1	29
		% of Total	21.0%	7.0%	1.0%	29.0%
Total		Count	71	26	3	100
		% of Total	71.0%	26.0%	3.0%	100.0%

Although males dominated almost all categories, this was primarily due to the larger number of male respondents compared to females. No striking differences were observed in the purchasing decision patterns between the two groups. This indicates that both men and women tend to exhibit similar tendencies in making purchasing decisions, particularly in their assessment of street food. The Chi-Square test showed no significant relationship between gender and purchasing decisions, as the significance value of 0.954 was greater than 0.05. Thus, it can be concluded that gender does not significantly influence the decision to purchase food from street vendors. Previous research indicates that gender can influence consumer perceptions of food hygiene and sanitation, with men tending to have higher tolerance toward suboptimal food cleanliness compared to women (Ratasuk, 2023).

The instrument categories in this study were based on the categorization approach by Fatmawati et al. (2013), with index scores (%) >80 categorized as good, 60–80 as moderate, and <60 as poor. Most respondents across different age groups showed purchasing decisions in the poor category. The age groups of 21 and 25 years were the largest contributors to poor assessments, each with 13 respondents. Older age groups (above 30 years) also displayed poor purchasing decisions, although their numbers were not dominant. The Chi-Square test produced a significance value of 0.024, indicating a significant relationship between age and purchasing decisions. This suggests that as individuals age, they are more likely

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to be critical when evaluating food quality, although the majority still held negative perceptions of the cleanliness of street food. A study in Turkey found that younger age groups (19–22 years) showed a high preference for street food, with this preference being stronger than in other age groups (Sanlier et al., 2018).

In this study, most respondents had a high school–level education or equivalent (83%), while only 17% were university graduates (Bachelor's degree). Poor purchasing decisions were dominated by high school graduates at 58%, compared to 13% among Bachelor's degree holders. Good purchasing decisions were found only among high school graduates, accounting for 3%. These findings indicate that formal educational level does not directly correspond to more selective attitudes in food purchasing decisions. The absence of Bachelor's degree respondents in the "good" category suggests that higher education does not necessarily guarantee better or more critical purchasing decisions regarding the cleanliness of street food. This result contradicts studies suggesting that higher education tends to promote healthier consumption patterns (Islam, 2021). However, in the context of street food, despite greater knowledge of hygiene among those with higher education, many consumers still choose street food mainly because of price and convenience rather than hygiene considerations (Fenteng, 2023). The Chi-Square test yielded a significance value of 0.688, which is greater than 0.05. Thus, it can be concluded that there is no significant relationship between educational level and purchasing decisions. In other words, formal education is not a primary factor influencing perceptions of food sold by street vendors.

The largest proportion of respondents fell within the income group of IDR 2,500,000–5,000,000, accounting for 44%. The income group of IDR 5,000,000–10,000,000 contributed the highest proportion of poor purchasing decisions (31%), whereas good purchasing decisions were found only in the IDR 2,500,000–5,000,000 group, with three respondents. High-income respondents (>IDR 10,000,000) did not show any purchasing decisions classified as good; in fact, most were still in the poor category, possibly due to higher expectations of food quality. Meanwhile, lower-income groups also showed predominantly poor decisions, but in

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a smaller proportion. Income is recognized as one of the key determinants of food safety perception, where low-income consumers tend to prioritize price over food cleanliness, while high-income groups tend to be more selective and prioritize food hygiene (Nie et al., 2021). Statistical testing showed a significant relationship between income and purchasing decisions, with a significance value of 0.046 (<0.05). This indicates that income influences how individuals assess the quality of street food, with middle-income groups showing more variation in their purchasing decisions.

The majority of respondents came from the housekeeping and F&B services departments, each accounting for 36%, followed by the kitchen department at 22%. Poor purchasing decisions were most common among respondents from housekeeping (28%), F&B services (21%), and kitchen (17%). Good purchasing decisions were found only in the kitchen (2%) and F&B services (1%) departments. Although departments such as kitchen and F&B are directly related to food handling, most respondents still showed poor assessments of street food. This indicates that professional knowledge in the food sector does not automatically translate into better perceptions of hygiene and sanitation practices in real conditions. According to Utami (2020), employees in the F&B department tend to have better food hygiene knowledge, whereas non-F&B employees have lower levels of understanding (Lestari, 2021). The Chi-Square test produced a significance value of 0.427 (>0.05), indicating that there is no significant relationship between department of employment and purchasing decisions. In other words, the respondents' job backgrounds do not substantially influence how they evaluate food sold by street vendors.

For the prerequisite data analysis, the Kolmogorov-Smirnov Normality Test and Linear Regression Linearity Test were conducted. In this study, the normality test was carried out on two variables—"Perception of Food Hygiene and Sanitation" (X) and "Purchasing Decision" (Y)—using the Kolmogorov-Smirnov method with a significance level of 5% ($\alpha = 0.05$). The results of the Kolmogorov-Smirnov Normality Test are presented in Table 2.

DOI 10.20884/1.jgipas.2025.9.2.17006

Table 2. Kolmogorov-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	4.76088336
Most Extreme Differences	Absolute	.067
	Positive	.058
	Negative	-.067
Test Statistic		.067
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Table 2 shows the results of the Kolmogorov–Smirnov test for the variable, indicating an asymptotic value of 0.200. Since 0.200 > 0.05, the data for this variable can be concluded to be normally distributed. It can be stated that both variables meet the normality assumption based on the Kolmogorov–Smirnov test, which allows the data to be further analyzed using parametric statistical methods.

Next, a linearity test was conducted to determine whether there is a relationship between the two variables. In this case, "Food Hygiene and Sanitation Perception" (X) and "Purchase Decision" (Y) are assumed to have a linear relationship. The following is the table of Linearity Test Results:

Table 3. Linearity Test Results

ANOVA TABLE							
			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * Food Hygiene and Sanitation Perception	Between Groups	(Combined)	918.504	23	39.935	1.890	.021
		Linearity	280.255	1	280.255	13.265	.000
		Deviation from Linearity	638.249	22	29.011	1.373	.156
	Within Groups		1605.686	76	21.127		
	Total		2524.190	99			

Based on the results of the linearity test presented in Table 3, it can be seen that the significance value in the "Deviation from Linearity" row is 0.156, which is greater than 0.05 (p = 0.156 > 0.05), indicating a significant linear relationship between the variables "Food Hygiene and Sanitation

DOI 10.20884/1.jgipas.2025.9.2.17006

Perception" (X) and "Purchase Decision" (Y).

In the hypothesis testing, correlation testing, regression significance testing, regression equation testing, and the coefficient of determination testing were carried out. First, the correlation test was conducted to determine the presence of a relationship between the two variables, namely "Food Hygiene and Sanitation Perception" and "Purchase Decision". This test used the Pearson Correlation method to measure the strength and direction of the relationship between the two variables.

From Table 3, it can be seen that the Sig. (2-tailed) value is 0.001. Since Sig. (2-tailed) = 0.001 < 0.05, it can be stated that H0 is rejected, meaning there is a significant relationship between "Food Hygiene and Sanitation Perception" and "Purchase Decision". The correlation coefficient value is 0.333 with a positive sign, indicating a low positive relationship. This means that the higher the food hygiene and sanitation perception, the better the purchase decision, and vice versa

Table 4. Correlation Test Results

Correlations			
		Food Hygiene and Sanitation Perception	Purchase Decision
Food Hygiene and Sanitation Perception	Pearson Correlation	1	.333**
	Sig. (2-tailed)		.001
	N	100	100
Purchase Decision	Pearson Correlation	.333**	1
	Sig. (2-tailed)	.001	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the coefficient interval guidelines, the value of 0.333 falls within the category of a low-level relationship between the two variables. This indicates that food hygiene and sanitation perception plays only a small role in influencing purchase decision behavior among hotel employees.

Next, a regression significance test was conducted to determine whether the independent variable, Food Hygiene and Sanitation Perception, has a significant effect on the dependent variable, Purchase Decision. This test uses the ANOVA table to examine the significance value (p) in the

DOI 10.20884/1.jgipas.2025.9.2.17006

"Sig." column, as well as the F-statistic as an indicator of the strength of the regression model (Table 5).

Table 5. Regression Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	280.255	1	280.255	12.240	.001[b]
	Residual	2243.935	98	22.897		
	Total	2524.190	99			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant): Food Hygiene and Sanitation Perception

Based on Table 5, the F-statistic is 12.240 with a significance value of 0.001. Since p = 0.001 < 0.05, it can be concluded that H0 is rejected. This means that *Food Hygiene and Sanitation Perception* has a significant influence on *Purchase Decision*. These results indicate that the regression model used in this study is statistically significant and can explain the relationship between the independent and dependent variables. Thus, the perception of food hygiene and sanitation clearly contributes to improving purchase decisions for street food vendors.

Third, the regression equation test was conducted to determine the mathematical form of the relationship between the independent variable (*Food Hygiene and Sanitation Perception*) and the dependent variable (*Purchase Decision*). The regression analysis results are presented in Table 6, with the constant and regression coefficient parameters shown in the "Unstandardized Coefficients" column.

Table 6. Regression Equation Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.776	1.191		9.891	.000
	Food Hygiene and Sanitation Perception	.316	.090	.333	3.499	.001

a. Dependent Variable: Purchase Decision

The constant value of 11.776 indicates that when the food hygiene and sanitation perception (X) is zero, the purchase decision value (Y) is 11.776. The regression coefficient of 0.316 shows that every one-unit increase in food hygiene and

DOI 10.20884/1.jgipas.2025.9.2.17006

sanitation perception will increase the purchase decision value by 0.316. The significance values for both the constant and the regression coefficient are 0.001. Since p < 0.05, both parameters are statistically significant. This means that the regression equation can be used to predict purchase decisions based on food hygiene and sanitation perception.

Finally, the coefficient of determination test was conducted to determine how much the independent variable *Food Hygiene and Sanitation Perception* contributes to the dependent variable *Purchase Decision*. The test results are presented in Table 6, with the R Square value as the main indicator.

Table 6. Determination Coefficient Test Results

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.333	.111	.102	4.78511

a. Predictors: (Constant): Food Hygiene and Sanitation Perception
b. Dependent Variable: Purchase Decision

Based on Table 6, the R Square value is 0.111, which means that 11.1% of the variance in *Purchase Decision* can be explained by *Food Hygiene and Sanitation Perception*, while the remaining 88.9% is explained by other factors not examined in this study.

Consumer purchase decisions are influenced by various behavioral dimensions. The dimension with the highest average is consumer attitude (80.02%), indicating that most respondents have high awareness of the importance of food safety. The study by Waani et al. (2022) showed that consumer attitude significantly influences purchasing decisions for tea products. This suggests that having a positive attitude can influence an individual's decision-making when making purchases.

The next dimensions are motivation (73.75%) and lifestyle (71.48%), which also drive individuals to make purchasing decisions, particularly for street food. Consistent with a study in China by Xiao et al. (2022), which identified various consumer motivation profiles—emotional, rational, and balanced—it was found that rational values such as money, quality, and convenience have a stronger correlation with purchase intention compared to other profiles.

DOI 10.20884/1.jgipas.2025.9.2.17006

The dimension of attitude toward certification shows the lowest average at 19.29%, with only 6% of respondents in the good category (>80%), 9% in the moderate category (60–80%), and 85% in the poor category. Many respondents demonstrated low awareness of certification in influencing purchasing decisions. With the majority (79 respondents) in the poor category, this indicates low appreciation for the benefits of official certification. This contradicts the findings of Nur and Khusnul (2024) in Banda Aceh, which showed that halal certification has a significant positive effect on food product purchase decisions, with a determination value reaching 89%.

For the variable *Food Hygiene and Sanitation Perception*, the dimension with the highest score is food hygiene (77.51%), indicating that most respondents assess food cleanliness as fairly good. This dimension reflects food hygiene, including protection from contamination and maintenance of food quality. Nevertheless, there remains a need to improve food cleanliness. This aligns with Tuhuteru et al. (2021), who found that food cleanliness is positively correlated with health, while improper handling negatively impacts health. Previous findings also show that in many developing countries, fewer than 40% of vendors cover their food from flies/dust (Singh et al., 2018).

However, other dimensions such as personal hygiene of food handlers (45.54%), premises cleanliness (23.32%), and equipment cleanliness (23.25%) remain low, with most respondents rating them in the poor category. This indicates that although the food may appear clean, other aspects such as vendor hygiene, equipment cleanliness, and the surrounding environment still need substantial improvement to ensure street food safety. One example is the use of gloves. The use of gloves or tongs has been shown to reduce the risk of cross-contamination, as direct hand contact is a major source of food quality decline when gloves are not used consistently (Honi and Ruhana, 2024). Research also found that street vendors who wear clean footwear are 62% more likely to adhere to other hygienic practices, such as maintaining a clean workspace and wearing clean work attire (Harianto and Ardani, 2021).

The analysis indicates that although the majority of respondents have poor perceptions of street food vendors (PKL), they still make purchases. This differs from

DOI 10.20884/1.jgipas.2025.9.2.17006

the study by Haque et al. (2023), which found that low-income consumers in Bangladesh avoid unhygienic vendors. This discrepancy may be explained by the characteristics of respondents, who were predominantly 18–25 years old and of middle income, a group that tends to be more flexible and prioritize accessibility over cleanliness. According to Nurainy (2018), younger age groups prioritize practicality and flavor variety over hygiene considerations when selecting food.

The regression significance test yielded p=0.001 < 0.05, indicating that food hygiene and sanitation perception has a significant influence on purchasing behavior. The regression equation model in this study is Y = 11.776 + 0.316X. This indicates that every one-unit increase in food hygiene and sanitation perception results in a 0.316 increase in purchase decision score.

The R Square value was 0.111, meaning that 11.1% of the variance in *Purchase Decision* is explained by *Food Hygiene and Sanitation Perception*, while the remaining 88.9% is influenced by factors outside the model. The low value indicates that food hygiene and sanitation perception contributes only a small amount to purchase decisions at street food vendors based on the sample from street vendors around Hotel X in Jakarta. Nevertheless, the regression model illustrates the relationship between the variables. Overall, despite the low value, food hygiene and sanitation perception still contributes to improving purchase decisions—the higher the perception, the better the consumer's purchase decision.

CONCLUSION

The results of the study show that there is a significant influence between food hygiene and sanitation perception and purchase decisions at street food vendors around Hotel X Jakarta, with a correlation coefficient of 0.333 and a significance value of p = 0.001. This indicates that the higher the food hygiene and sanitation perception, the better the consumer's purchase decision. The regression significance test (p = 0.001 < 0.05) shows that food hygiene and sanitation perception has a significant effect on purchase decisions.

The regression equation model in this study is:

Y = 11.776 + 0.316X

This means that every one-unit increase in food hygiene and sanitation perception

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increases the purchase decision score by 0.316.

The coefficient of determination (KD) in this study is 0.111, which means that 11.1% of the variance in purchase decisions can be explained by food hygiene and sanitation perception, while the remaining 88.9% is influenced by other factors not examined in this study.

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