

THE EFFECT OF BODY DISSATISFACTION, HEALTH BELIEFS MODEL AND SOCIAL SUPPORT ON HEALTHY DIETARY BEHAVIOR IN EARLY ADULTHOOD

Fathia Nabila Agfa¹ & Rika Febrianti²

Email : Fathianabilagfa@gmail.com¹, & Rikafebriantitwin12@gmail.com²

Faculty of Psychology

Program Study Masters of Psychology Profession

Persada Indonesia University Y.A.I. Street Jakarta, INDONESIA

ABSTRACT

Everyone wants to have a healthy body, ideal body shape and weight. This is not only for health reasons, body shape and weight also often affect a person's appearance. Appearance is something that often gets special attention and every individual tries to make their appearance look perfect in their social environment. A healthy diet is an easy way and is often relied on to keep the body fit and healthy. A healthy diet is done by consuming good, nutritious food and doing physical activity will of course increase body stamina, so that our health will always be maintained. The purpose of this study was to determine the effect of body dissatisfaction, health belief model (perceived susceptibility, perceived severity, perceived benefits, perceived barriers, cues to action and self-efficacy) and social support (emotional support or appreciation, real and instrumental support, information support and friendship support) on healthy diet behavior. The sample in this study was 151 people in early adulthood who were on a diet (reducing consumption of food, drinks containing high calories, high fat and doing physical activity) for at least one month. The results of the hypothesis test show the value of R Square = 0.321, meaning that the proportion of variance of healthy diet behavior explained by all independent variables is 32.1%, while 67.9% is influenced by other variables not studied. There are two variables that have a significant influence on healthy diet behavior, namely body dissatisfaction and perceived barriers.

Keywords: Healthy Diet Behavior, Body Dissatisfaction, Early Adulthood, Health Belief Model, Social Support.