

ABSTRACT

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Title : Analysis of Factors Influencing College Students in Jakarta on Their Decision to Consume Stevia Sugar

Efforts to make food self-sufficient in Indonesia, especially sugar production, are made with reason for a fairly high demand for sugar. High sugar consumption in Indonesia has led to an ever-increasing of diabetes and is now at the seventh level out of ten countries with the highest diabetes rates. Reporting from Kompas.com, people with diabetes in Indonesia are increasing, especially during the Covid-19 pandemic, which reached 6.2%, of which there are more than 10.8 million Indonesians suffering from diabetes per year by 2020. Besides cane sugar, there are various kinds of sugar that can be consumed. One of which is stevia sugar which comes from the stevia plant (stevia rebaudiana). Stevia sugar contains zero calories that don't bind fat inside the body and a sweetness that tends to be stronger than cane sugar. Stevia sugar is very suitable for consumption to prevent diabetes, obesity, and for people who are on a diet program. However, in Indonesia not many people consume stevia sugar for several reasons. This study was conducted to determine the consumption factors of students in Jakarta on stevia sugar. From the results of 100 respondents, 61% of them consumed stevia sugar and 39% had never consumed stevia sugar. External and internal factors are being the reasons for consumers and non-consumers to consume sugar contains stevia.

Keywords: stevia sugar, consumer behavior, diabetes, lifestyle, sugar consumption