

Fruit and Vegetable Consumption Behaviour Model: An Implication for Health Education

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ABSTRACT It is important to carry out public health education about fruits and vegetables consumption to improve healthy behaviour. This study aims to analyse the effect of perceived severity, perceived susceptibility, subjective norm, attitude, perceived behavioural control (PBC), and the intention to consume fruits and vegetables to the actual consumption of fruits and vegetables. The study used a quantitative research methodology with a survey research design. The survey was conducted in Jakarta, Indonesia. The number of samples of this study was 120 respondents. The researchers utilised some statistical analyses in this study, namely item-to-total correlation, Cronbach α analysis and Structural Equation Modelling (SEM) with Partial Least Square (PLS). This study found that the actual consumption of fruits and vegetables is influenced by perceived severity, perceived severity, attitude, PBC, and the intention to consume fruits and vegetables.