

THE RELATIONSHIP BETWEEN MOTIVES FOR EATING TASTY FOOD AND BINGE EATING TENDENCIES IN EARLY ADULTS IN DKI JAKARTA

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ABSTRACT

This research was conducted to find out the relation between palatable food eating motives (PEMS) and binge eating tendency among young adults in DKI Jakarta. The research applied quantitative methods with 100 young adults having age range from 18-25 years. Palatable food eating motives was measured using Indonesian Palatable Eating Motives Scale (I-PEMS) and binge eating tendency was measured using Binge Eating Scale (BES). Research data processing uses pearson correlation techniques and shows the results of the positive correlation coefficient of 0.244 with a significance level of 0.015 ($p < 0,05$). That means, there is a positive and significant correlation between palatable food eating motives and binge eating tendency. It can be concluded that there is a relationship between palatable food eating motives and binge eating tendency among young adults in DKI Jakarta.

Keywords: Palatable Food Eating Motives, Binge Eating Tendency, young Adults.