

## The Effect of E-Commerce on Early Childhood's Eating Patterns

Anita Chandra Dewi Sagala<sup>1</sup>, Natalina Purba<sup>2</sup>, and Siti Fitriana<sup>3</sup>

<sup>1,3</sup>Universitas PGRI Semarang, Indonesia

<sup>2</sup>Universitas HKBP Nommensen Pematangsiantar, Indonesia

**Abstract:** Poor eating habits in children will affect the nutritional status of children. Food consumption given by parents to children must pay attention to the nutritional elements needed by the child's body. In meeting daily food needs, currently many parents rely on E-Commerce food ordering service providers. With the existence of E-Commerce food ordering services, parents do not need to bother cooking to meet their daily food needs. The formulation of the problem in this study is whether E-Commerce has an influence on the eating patterns of group A children at KB TK Islam Sultan Agung 02, Tembalang District, Semarang City. The purpose of this study is to determine the effect of E-Commerce on the eating patterns of group A children at KB TK Islam Sultan Agung 02, Tembalang District, Semarang City. This type of research is quantitative research. Data collection techniques used in this study are through observation and questionnaires. The results of the study showed that based on the output table "Paired Sample T-test" where the significance value is  $0.000 < 0.05$ , it is concluded that  $H_0$  is rejected and  $H_a$  is accepted, which means that there is an influence of E-Commerce on children's eating patterns. It can be concluded that E-Commerce has been proven to influence the eating patterns of group A children at KB TK Islam Sultan Agung 02 Semarang.

**Keywords:** E-Commerce, Early Childhood, Eating habit.

### INTRODUCTION

Choosing a balanced nutritious diet is important to pay attention to choosing healthy foods. Healthy food is by mixing various types of balanced foods, so that all nutritional needs for the body are met and can be felt physically and mentally (Astuti & Sandi, 2019). The meal pattern contains nutritional elements needed by the child's body, namely sources of energy (rice, bread, sugar, etc.), sources of building substances such as (fish, meat, eggs, etc.), and regulating substances such as (vegetables, fruits).

Myrnawati & Anita (2015: 218) argue that forming a good diet for a child requires a mother's patience. At preschool age, children often experience a difficult phase of eating. If this eating problem persists, it can interfere with the child's growth and development because the amount and type of nutrition entering the body is lacking. Food problems can occur because children imitate their parents' eating patterns which may not be good. Parents who are picky eaters and do not like vegetables will indirectly cause children to behave like their parents. Eating culture can also arise from eating habits that are carried out at home, for example, the habit of eating food using coconut milk and the habit of eating fast food. According to More in Riantika (2022: 35-37), Children's eating behavior during preschool age is explained into several parts, namely eating rituals, appetite, food preferences, eating frequency, types of food, ease of handling or processing food.

According to Subarkah in Riantika (2022: 37-39) there are several factors in eating in children, namely:

1. Food acceptance, namely in the form of satiety level, food taste, past experiences, and beliefs about certain foods.
2. The role of parents, in the form of interaction and the level of nutritional knowledge of parents.
3. Eating habits, parents or peers and idols have an influence, especially in preschool children
4. Other possibilities are exposure to various new foods that can increase nutritious choices for children.
5. Attitudes and requests for media food, which are very important are videos or television.

Parents, especially mothers, are determining factors in children's nutritional status. Children's poor eating patterns do not rule out the possibility that children will have poor nutritional status too. However, currently many children are found bringing unhealthy food supplies such as Junk food, chiki snacks with concentrated food coloring, instant fast food (such as noodles, nuggets, instant potatoes, etc.), instant drinks, candy and jelly. If done continuously and repeatedly, this can have an impact on children's eating patterns.

Anzman-Frasca, *et al.*, in Husain, Rahim (2022:6464) argue that in today's modern environment, delicious food such as fast food encourages unhealthy eating habits. Many parents don't want to bother cooking supplies for their children. Parents overcome this by buying food.

Moreover, currently there are many food ordering services that offer various types of dishes and foods. Along with the development of the era, E-Commerce has become a platform that is widely loved by all groups, one of which is E-Commerce which provides food ordering and delivery services. This e-commerce makes it easy to get something you want, such as making it easier for people to get food, buy and sell goods and so on. Some e-commerce food ordering and delivery services that are very popular and have millions of users in Indonesia are GoFood, Shoope Food, Grab food etc. So, it is suspected that one of the causes that affects children's eating patterns is the widespread use of E-commerce in meeting daily food needs. Parents find it more practical to order food online for their children. For parents who do not rely on E-commerce food ordering and delivery services, of course it will have a different impact on children's eating patterns.

E-commerce is defined as the process of buying, selling, transferring or exchanging products, services or information through a computer network via the internet (Kozinets, *et al.*, 2010). By taking traditional forms of business processes and utilizing social networks via the internet, business strategies can be successful if done correctly, which ultimately results in increased customers, brand awareness and revenue.

Generally, e-commerce is a new commercial strategy that leads to improving the quality of products and services and improvements in the level of service provision while linking organizational requirements, suppliers, and consumers towards reducing costs (Shaw, 2012). E-commerce is a new approach to the world of business electronically and using networks and the internet. In this way, the process of buying and selling or exchanging products, services and information via computers carries out

communication and networks including the internet (Turban, *et al.*, 2006).

## RESEARCH METHOD

The study was conducted on children in group A at KB TK Islam Sultan Agung 02, Tembalang District, Semarang City. The total number of group A was 36 children and 36 parents.

The variables in this study were the E-Commerce variable and the child's eating pattern variable. According to Sugiyono (2017: 61) the definition of a research variable is an attribute or value trait of a person, object or activity that has a certain variation that has been determined by the researcher to be studied, so that information is obtained about it and then conclusions are drawn. The independent variable is a variable that influences or causes changes or the emergence of the dependent variable (bound), and the dependent variable is a variable that is influenced or is the result, because of the independent variable.

The method in this study is a quantitative research method. Sugiyono (2016: 14) states that the quantitative research method is a research method based on the philosophy of positivism, used to research a certain population or sample. In this study, the research method used is quantitative correlational, namely research used to determine a relationship between two or more variables. The technical data analysis in this study uses the normality test as a prerequisite analysis test and uses the Paired sample T-Test as a hypothesis test.

## RESEARCH FINDINGS

Categorization of E-Commerce usage is divided into 3 categories, namely low, medium, and high. While the categorization of children's eating patterns is divided into 3 categories, namely bad, quite good, and good. The following are the distribution categories of E-Commerce usage and children's eating patterns:

**Table 1:** Categories of E-Commerce Usage and Children's Eating Patterns

Interval E-Commerce	Category E-Commerce	Interval Eating Pattern	Category Eating Pattern
12-23	Low	11-21	Bad
24 – 35	Medium	22-32	Moderate
36 – 47	High	33-43	Good

The results of calculating data on the value of E-Commerce usage and the value of children's eating

patterns obtained the following distribution:

**Table 2:** Distribution of Frequency of E-Commerce Usage and Children's Eating Patterns

Classification E-Commerce	Total	Classification of Children's Eating Patterns	Total
Low	8	Good	14
Medium	16	Moderate	15
High	12	Bad	7

The table above shows the use of E-Commerce, there are 8 respondents with a low category, 16 respondents use E-Commerce with a medium category, and 12 respondents use E-Commerce with a high category. Meanwhile, the frequency distribution of children's eating patterns shows that

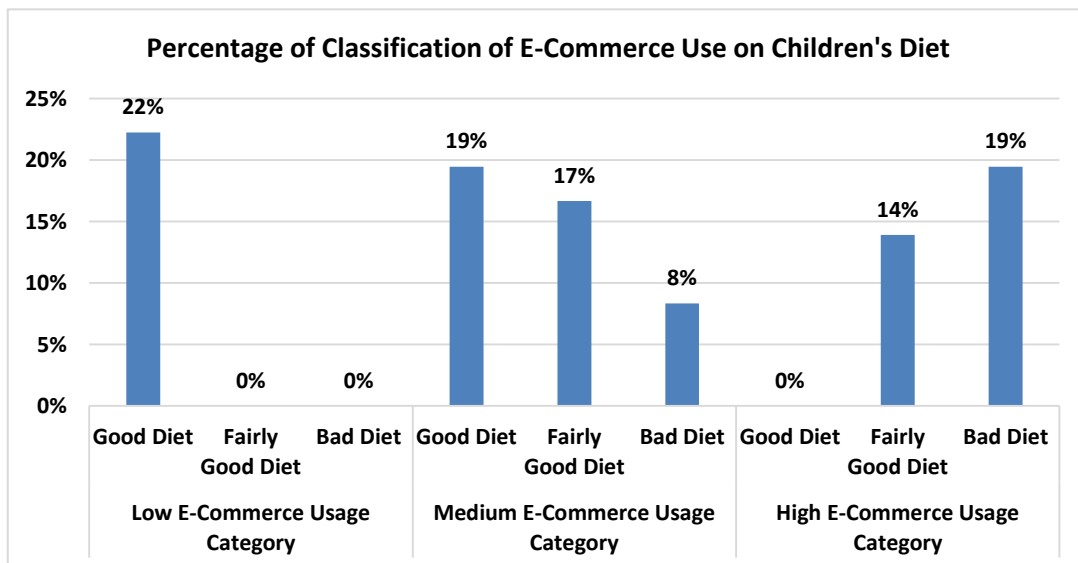
14 children have good eating patterns, 15 children with fairly good eating patterns, and 7 children with poor eating patterns. To find out the category of E-Commerce use on eating patterns, see the following distribution and percentage table:

**Table 3:** Category of E-Commerce Use on Eating Patterns

E-Commerce Usage Category	Category of Eating Pattern	Total	Percentage
Low	Good	8	22%
	Moderate	0	0%
	Bad	0	0%
Medium	Good	7	19%
	Moderate	6	17%
	Bad	3	8%
High	Good	0	0%
	Moderate	5	14%
	Bad	7	19%
Total		36	100%

In the table above, it can be seen that the use of E-Commerce in the low category shows that 8 children or 22% of respondents have a good diet. The use of E-Commerce in the medium category shows that 7 children or 19% of respondents have a good diet, 6 children or 17% of respondents have a fairly good diet, and 3 children or 8% of

respondents have a poor diet. And, the use of E-Commerce in the high category shows that 5 children or 14% of respondents have a fairly good diet, 7 children or 19% of respondents have a poor diet. The following is a percentage chart of the classification of E-Commerce use against children's diet:



**Figure 1:** Percentage classification of E-Commerce usage on children's eating patterns

The results of the normality test can be seen in the following table:

**Table 4:** Results of the Data Normality Test

Variable	Significance of Count	Standard Sig	Note
The Effect of Social Media on Children's Eating Patterns	0,060	> 0,05	Normal

From the table above, it can be seen that the data is normally distributed. The following are the results

of the hypothesis test of the E-Commerce variable on the child's eating pattern variable:

**Table 5:** Paired Sample T-Test Results

Variable	Sig. (2-tiled)	Standard Sig	Note
The effect of E-Commerce on Children's Eating Patterns	0,000	< 0,05	Significant effect

From the table above, it can be seen that the Sig.(2-tiled) value is  $0.000 < 0.005$ . According to the decision-making provisions, if the significance calculation result is smaller than the significance standard, then  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is an influence of the use of E-Commerce as a food delivery service provider on children's eating patterns.

**DISCUSSION**

The results of the data normality test showed that the data was normally distributed with a Sig. value of  $0.60 > 0.05$ , and the results of the paired sample t test showed a Sig. value (2-tiled)  $0.000 < 0.05$ , which means that  $H_0$  is rejected and  $H_a$  is accepted, so it can be concluded that there is an influence of E-Commerce media for food delivery services on children's eating patterns.

The results of data calculations during the study showed that the eating patterns of children from parents who used E-Commerce food delivery services with low intensity, showed that the children's eating patterns were included in the good category. Every day the children received food intake that was cooked by themselves, so that every day the children could eat enough vegetables, side dishes, and carbohydrates. Meanwhile, the use of E-Commerce by respondents with high intensity affected children's eating patterns, which showed that children's eating patterns in consuming fast food, instant food, and food that uses flavor enhancers were also high. While the consumption of home-processed food, snacks and fruit was low.

Al Farasyi in Wikara, B. P. S. (2023: 2) states that digital culture influences people's mindset, mentality, ethics, attitudes, and behavior. Digital culture has also become integrated into people's lives today. This can be seen from people today spending more time doing activities in the digital world. Digital culture has resulted in a shift in people's consumption patterns. This change can be seen from people's consumption patterns, where previously people preferred to shop offline, now

they are switching to prefer shopping online. E-Commerce food delivery services provide convenience in meeting daily food needs, but parents should be wise in choosing the food menu on the E-Commerce application so that good eating patterns in children are maintained, and nutritional needs are met. Myrnawati, Anita (2016) concluded that children's eating patterns are greatly influenced by the family's lifestyle, this can be seen from children's habits of eating fast food. Habits occur because parents' habits in introducing fast food are not accompanied by providing knowledge to children about the dangers of eating fast food continuously in children. Parents must pay attention to the type of food, the amount of food, and the regularity in providing food to children. The Indonesian Ministry of Health in Fakhriyah, H., Suwardi (2020), states that eating patterns are a way of trying to regulate the amount and type of food with a specific purpose such as maintaining health, nutritional status, preventing or helping to cure diseases. The aspects needed to fulfill a good and healthy diet include:

1. Type of food  
types of food that contain balanced nutrition consisting of side dishes, vegetables, fruits, healthy drinks. Side dishes such as fish, meat, eggs, tempeh and tofu. Vegetables such as spinach, carrots, kale, beans, mustard greens, corn, potatoes, and others. Fruits such as apples, oranges, guava, papaya, bananas, and others. Then healthy drinks can be obtained from milk, juice, fruit water, and water. (Kholifah, A, et al., 2023: 74).
2. Amount of food  
The amount of food is the amount of something we eat or also called a portion of food. The amount of food eaten must be adjusted to the energy intake needs.
3. Frequency of eating  
The frequency of eating is the number of meals in a day which includes breakfast, lunch, and dinner. Some individuals have irregular eating

frequencies, some are less than three times but some are more than three times a day. A study showed that the frequency of eating is related to the incidence of stunting. This study was conducted by Harianto, Rombi (2016: 1) concluded that there is a relationship between stunting nutritional status and children's eating frequency. The results of research by Nugroho, Hikmah (2020: 189) showed that Junk food consumption and eating frequency are related to the incidence of obesity in adolescents at SMP 18 Samarinda. This will increase the risk of obesity in adulthood.

Aspects of diet consisting of type of food, amount of food, and frequency of eating are interrelated. Each aspect influences the need for balanced nutritional intake and energy needs of each individual. The type of food eaten, the amount of food eaten, and the frequency of food eaten must be done by adjusting the needs of each individual.

## CONCLUSION

The use of E-Commerce media for food delivery services has an impact on children's eating patterns. The high use of E-Commerce delivery services as a means of fulfilling daily food needs if not accompanied by the ability to choose a healthy food menu will affect children's eating patterns and nutritional fulfillment. By consuming food cooked by other people, we do not know the ingredients used to process the food. Cooking for daily food needs yourself will be safer. We can organize the fulfillment of healthy and nutritious food needs for family members.

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