



Food Accessibility as a Determinant of Street Food Purchase Decisions in Lengkong Kecil, Bandung: A Cross-Sectional Study

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ABSTRACT

(Capital Letters, Centered, Upright, Cambria 10 , Single Spacing)

Street food plays a significant role in urban food systems, particularly in developing countries where it provides affordable and accessible meal options for diverse populations. This study examines the determinants of street food purchasing decisions among consumers in Lengkong Kecil, Bandung, a major urban culinary hub that attracts students and low- to middle-income groups. As ready-to-eat food becomes increasingly preferred for its convenience and affordability, understanding the role of food accessibility is critical. While previous studies have primarily focused on hygiene and price, this study highlights the combined influence of physical and economic access as a key determinant of consumer behavior. This study employed a cross-sectional analytical design involving 148 respondents selected through accidental sampling. Participants were consumers aged 18 years and older who purchased street food in the Lengkong Kecil area. Data were collected using structured questionnaires and analyzed using logistic regression. The results showed that perceived food accessibility was the only variable significantly associated with purchasing decisions ($p = 0.002$; OR = 4.6; 95% CI: 1.7–12.3). Consumers who perceived street food as geographically accessible and economically affordable were significantly more likely to make purchases. Interestingly, although 58.1% of respondents perceived vendor hygiene as poor and 69.6% perceived sanitation as inadequate, these factors did not significantly influence purchasing decisions, highlighting a behavioral paradox in this urban context. In conclusion, food accessibility—defined by both proximity and affordability—plays a dominant role in shaping street food purchasing behavior. Policy and intervention strategies should focus on optimizing vendor placement in high-traffic areas, particularly near student populations, and maintaining affordable price points to better support urban consumers, especially those from low-income groups.

Keywords : Consumer behavior; food accessibility; street food; young adults

Published by:

Tadulako University

Address:

Jl. Soekarno Hatta KM 9. Kota Palu, Sulawesi Tengah, Indonesia.

Phone: +62 821-9750-5707

Email: preventifjournal.fkm@gmail.com

Article history :

Received : 10 12 2026

Accepted : 23 04 2026

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INTRODUCTION

Purchasing decisions represent a critical stage in the consumption process, shaping consumption patterns and household expenditures. In the context of food, these decisions reflect consumer preferences and determine how households allocate their budgets (1). Given that food accounts for a substantial proportion of household spending, understanding the determinants of food purchasing behavior is particularly important in urban settings.

Data from the Central Statistics Agency show that nearly half of household expenditures in Indonesia are allocated to food, with a considerable share spent on ready-to-eat items (2,3). This trend indicates a growing reliance on convenient food options, including street food, as part of urban consumption patterns.

Street food has gained prominence due to its affordability, accessibility, and convenience, especially among urban populations seeking quick meal options (4,5). In Bandung, street food is also supported as part of the city's culinary and creative economy development strategy (6). Its popularity is particularly evident among young adults, who are attracted to its variety and practicality (7).

Previous studies have identified multiple determinants of food purchasing decisions, including price, product quality, location, income, and nutritional information (8–10). Hygiene and sanitation are also recognized as important factors influencing consumer trust and purchase intentions (11,12). However, emerging evidence suggests that these factors do not always translate into actual behavior. In many urban contexts, consumers continue purchasing street food despite perceiving poor hygiene conditions, reflecting a behavioral paradox in which convenience and accessibility outweigh health considerations.

This discrepancy highlights the need to examine alternative determinants of purchasing behavior. While hygiene and food safety have been widely studied, less attention has been given to food accessibility as a multidimensional construct. Food

accessibility encompasses both physical aspects, such as proximity and vendor location, and economic aspects, including affordability and perceived value relative to purchasing power. In rapidly growing urban areas, accessibility may play a more decisive role than traditionally assumed, particularly among populations facing time constraints and limited resources. This is especially relevant in dense urban environments where food vendors are strategically located in high-traffic areas.

Lengkong Kecil in Bandung represents a prominent street food hub characterized by high consumer mobility and diverse visitor groups, including students and workers. Its strategic location near educational institutions, offices, and commercial centers facilitates easy access to street food, making it an appropriate setting to examine the role of accessibility in shaping purchasing behavior.

Therefore, this study aims to analyze the influence of perceived food accessibility, alongside hygiene, nutrition information, and sociodemographic factors, on street food purchasing decisions in Lengkong Kecil. The findings are expected to contribute to the development of urban food policies and public health strategies that better reflect consumer behavior in real-world settings.

METHODS

This study employed an analytical cross-sectional design to examine factors associated with street food purchasing decisions. The study was conducted in the Lengkong Kecil street food area, Bandung City, from August 2024 to August 2025. The study population included all street food consumers in the area, with respondents selected using accidental sampling based on availability and willingness to participate. The minimum sample size was calculated using the Lemeshow formula, resulting in 134 respondents, which was increased by 10% to account for non-response, yielding a total of 148 respondents. Eligible participants were consumers aged ≥ 18 years who purchased street

food using their own financial resources, while vendors and individuals unable to provide complete responses were excluded. Data collection was conducted at different times (weekday and weekend; morning to evening) to improve representativeness.

Data were collected using a structured questionnaire administered via Google Forms, covering sociodemographic characteristics and perceptions of hygiene, sanitation, nutrition information, food accessibility, and budget management. The instrument consisted of 35 items measured on a 5-point Likert scale. Validity was assessed using Pearson correlation ($p < 0.05$), and reliability testing showed acceptable internal consistency (Cronbach's alpha: 0.72–0.81). Variable scores were converted into percentages and categorized as “good” ($\geq 75\%$) or “bad” ($< 75\%$). Food accessibility was defined as a composite of physical and economic dimensions. Data were analyzed using SPSS Statistics 2021 through univariate, bivariate (simple logistic regression), and multivariate (multiple logistic regression) analyses, with statistical significance set at $p < 0.05$. Ethical approval was obtained from the Ethics Committee of the Faculty of Medicine, University of Jember (No. 1005/UN25.1.10.2/KE/2024).

RESULTS

Before analyzing the determinants influencing street food purchasing decisions, it is essential to first understand the basic characteristics of the consumers. This foundational knowledge aids in interpreting consumer behavior, particularly in the context of snack food selection. By examining aspects such as consumption habits, food preferences, and purchase frequency, researchers can obtain a comprehensive understanding of street food consumption patterns. Accordingly, data on purchase frequency and the most commonly consumed types of street food are presented to identify dominant consumption trends among local consumers. This information provides a clear context for subsequent analysis of purchasing decisions. Details of these consumption patterns are shown in Figure 1.

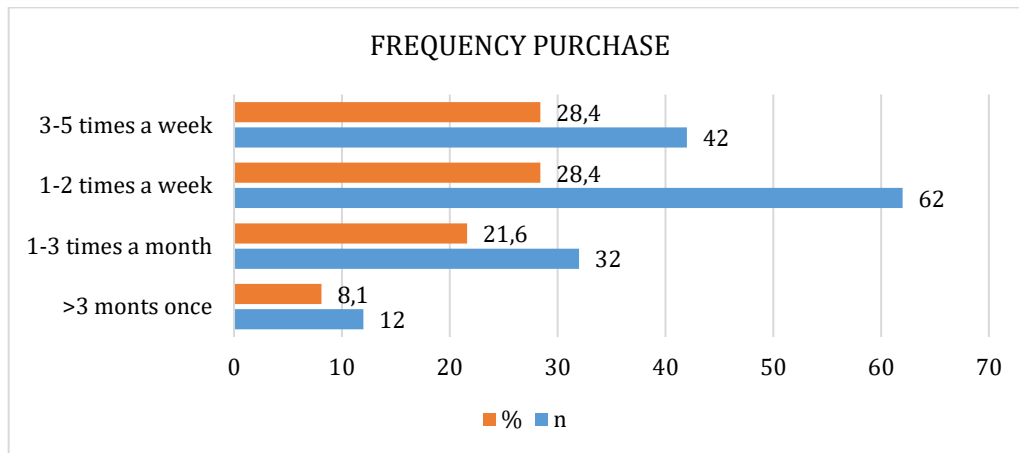


Figure 1. Frequency of consumer purchases of street food in the Lengkong Kecil Area, Bandung City, 2025

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Figure 1 illustrates that, in 2025, the majority of street food consumers in the Lengkong Kecil area exhibit relatively high purchasing frequencies, indicating strong street food consumption patterns. Specifically, 62 consumers (41.9%) reported purchasing street food 1-2 times per week, representing the largest group. Additionally, 42 consumers (28.4%) purchased street food 3-5 times per week, reflecting a significant reliance on ready-to-eat foods in their daily routines. Conversely, 32 consumers (21.6%) reported lower but consistent purchasing behavior, buying street food 1-3 times per month, while

only 12 consumers (8.1%) purchased street food less than once every three months. This distribution suggests that street food constitutes a substantial component of dietary patterns for most consumers. Following this overview of purchase frequency, Figure 2 shows the most frequently purchased types of street food to provide further insight into consumer preferences.

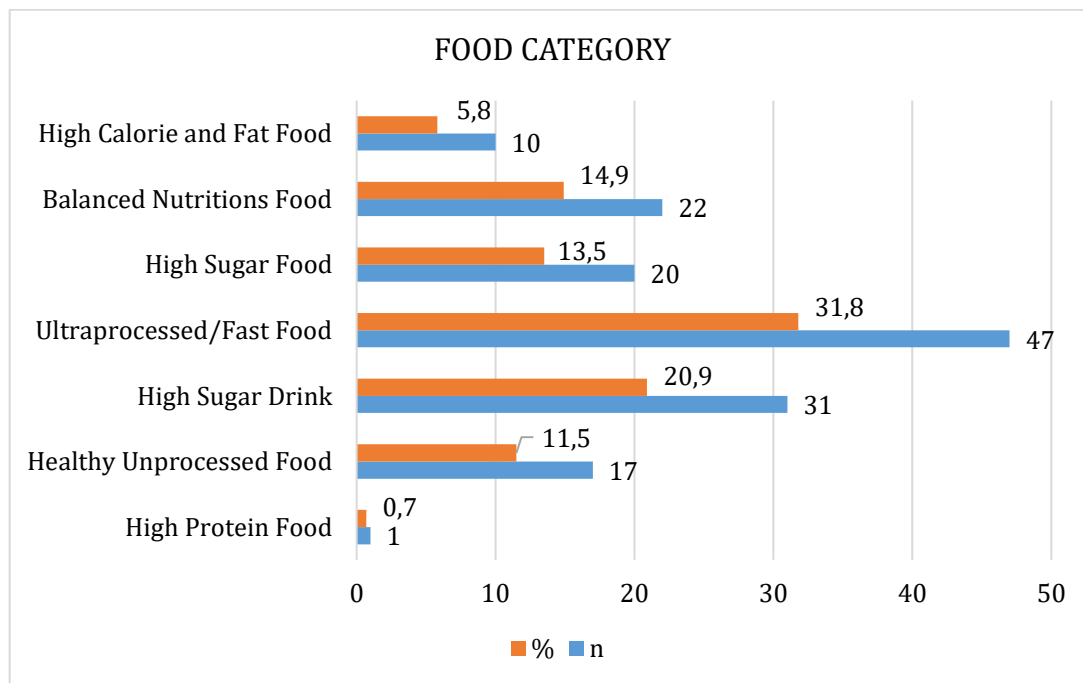


Figure 2. Types of food purchased by consumers street food in the Lengkong Kecil area, Bandung City, 2025

Figure 2 shows that ultra-processed or fast foods were the most frequently consumed type of street food (31.8%), followed by sugar-sweetened beverages (20.9%), and sugary foods (13.5%). Balanced meals accounted for 14.9%, while minimally processed healthy foods represented 11.5%. High-calorie and high-fat foods made up 6.8%, and high-protein foods were the least consumed at only 0.7%.

The high consumption of ultra-processed foods and sugar-sweetened beverages appears to be closely associated with the sociodemographic characteristics of the respondents. With

64.9% identified as students and 52.7% earning less than IDR 1,500,000 per month, food choices are likely driven by affordability and convenience. This pattern suggests that economic constraints and time efficiency play a central role in shaping preferences for readily available, low-cost street food options.

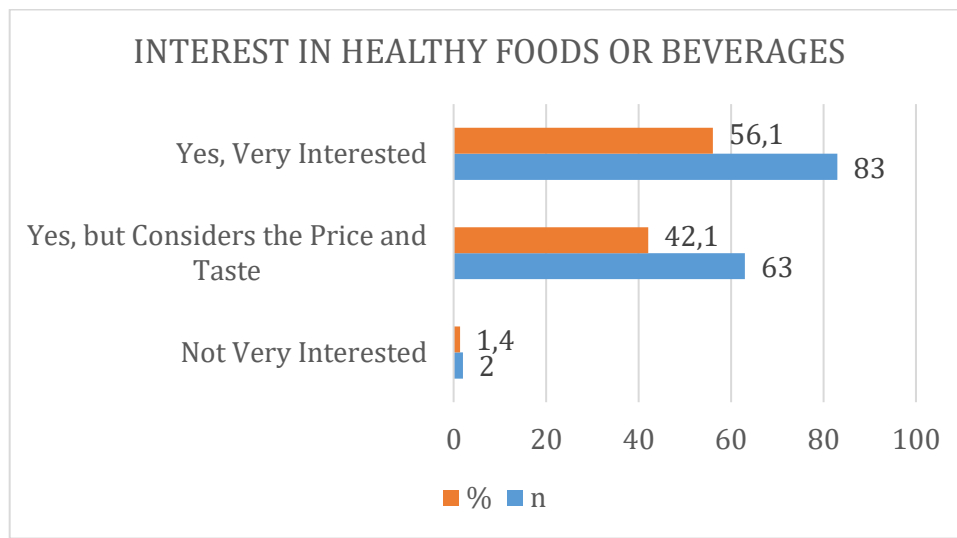


Figure 3. Consumer interest in healthy food or beverages street food in the Lengkong Kecil Area, Bandung City 2025

Figure 3 illustrates consumer interest in healthy food and beverages, revealing a generally positive attitude. A total of 83 respondents (56.1%) reported strong interest in consuming nutritious options, while 63 respondents (42.1%) expressed moderate interest but indicated that price and taste remained key determinants of their purchasing decisions. Only 2 respondents (1.4%) reported low interest in healthy options.

Before examining the determinants influencing street food purchasing decisions, it is important to describe the sociodemographic characteristics of respondents. Table 1 presents the results of the univariate analysis.

The findings indicate that the typical respondent in this study was a young adult female under 40 years old, predominantly a student, with relatively low income. This profile reflects the dominant consumer group in the Lengkong Kecil area.

A notable finding from Table 1 is the presence of an “urban consumer paradox.” Although 58.1% of respondents perceived food vendor hygiene as poor and 69.6% perceived sanitation as inadequate, they continued to purchase street food. This contradiction suggests that, in this urban context, perceived convenience and accessibility may outweigh concerns related to food safety and hygiene.

Table 1
Distribution of street food consumers in the Lengkong Kecil Area, Bandung City, in 2025

Variable	n	%
Age		
Young adult (19-40 years)	140	94,6
Late adulthood (41-59 years)	8	5,4
Gender		
Female	102	68,9
Male	46	31,1
Last Education		
Low	99	66,9
High	49	33,1
Occupation		
Permanent worker	29	19,6
<i>Freelancer</i>	6	4,1
Entrepreneur	2	1,4
Student	96	64,9
Others (Housewife/Pensioner)	15	10,1
Marital Status		
Not married	125	84,5
Married	22	14,6
Divorced alive/deceased	1	0,7

Variable	n	%
Income		
<Rp1,500,000	78	52,7
>1,500,000 - 2,500,000	17	11,5
>2,500,000 - 3,500,000	20	13,5
>3,500,000	33	22,3
Food/Beverage Purchase Expenditure <i>Street food</i>		
Rp10,000-Rp20,000	68	45,9
Rp20,000-Rp30,000	37	25,0
>Rp30,000	43	29,1
Food Vendor Hygiene		
Good	62	41,9
Bad	86	58,1
Food Vendor Sanitation		
Good	45	30,4
Bad	103	69,6
Nutrition Information		
Important	65	43,9
Not important	83	56,1
Food Access		
Affordable	77	52,0
Not Affordable	71	48,0
Budget Management		
Good	56	37,8
Not good	92	62,2
Total	148	100

Source: Primary data, 2025

The bivariate analysis identified six variables with p-values < 0.25, which were subsequently included in the multivariate logistic regression model. These variables were gender, nutrition information, food access, budget management, age, and hygiene perception.

Table 2
Bivariate analysis of the relationship between sociodemographic characteristics, consumer perceptions, and street food purchasing decisions in Lengkung Kecil, Bandung City, 2025

Variable	Purchases		No Purchases		Total		<i>p-value</i>
	n	%	n	%	n	%	
Age							
Young adult (19-40 years)	69	49,3	71	50,7	140	100	<i>baseline</i>
Late adulthood (41-59 years)	1	1,2	7	8,8	8	100	0,076*
Gender							
Female	56	54,9	46	45,1	102	100	<i>baseline</i>
Male	14	30,4	32	69,6	46	100	0,007*
Last Education							
Low	45	45,5	54	54,5	99	100	<i>baseline</i>
High	25	51,0	24	48,9	49	100	0,524
Occupation							
Permanent worker	9	31,0	20	69,0	29	100	<i>baseline</i>
<i>Freelancer</i>	1	16,7	5	83,3	6	100	0,487
Entrepreneur	0	0	2	100	2	100	0,999
Student	51	53,1	45	46,9	96	100	0,040
Others (Housewife/Pensioner)	9	60,0	6	40,0	15	100	0,069
Marital Status							
Not married	62	49,6	63	50,4	125	100	<i>baseline</i>
Married	8	36,4	14	63,6	22	100	0,255
Divorced alive/deceased	0	0	1	100	1	100	1,000
Income							
<Rp1,500,000	37	47,4	41	52,6	78	100	<i>baseline</i>
>1,500,000 - 2,500,000	12	70,6	5	29,4	17	100	0,091
>2,500,000 - 3,500,000	10	50,0	10	50,0	20	100	0,838
>3,500,000	11	33,3	22	66,7	33	100	0,173
Food Vendor Hygiene							
Good	33	53,2	29	46,8	62	100	<i>baseline</i>
Bad	37	43,0	49	57,0	86	100	0,221*
Food Vendor Sanitation							
Good	24	53,3	21	46,7	45	100	<i>baseline</i>
Bad	46	44,7	57	55,3	103	100	0,332
Nutrition Information							
Important	38	58,5	27	50,0	41,5	100	<i>baseline</i>
Not important	32	38,5	51	58,8	61,5	100	0,017*

Variable	Purchases		No Purchases		Total		p-value
	n	%	n	%	n	%	
Food Access							
Affordable	53	68,8	24	31,2	77	100	baseline
Not Affordable	17	23,9	54	76,1	71	100	0,001*
Budget Management							
Good	41	73,2	15	26,8	56	100	baseline
Not good	29	31,5	63	68,5	92	100	0,001*

Information: *Simple logistic regression test (p<0,25)

Source: Primary data, 2025

Table 3
Relationship between consumer characteristics and perceptions of food practices with street food purchasing decisions in Lengkong Kecil, Bandung City, 2025

Variable	Purchase		No Purchases		Total		p-value	OR	95%CI	
	n	%	n	%	n	%				
Food Access										
Affordable	53	68,8	24	31,2	77	100	baseline	baseline	1,7	-
Not Affordable	17	23,9	54	76,1	71	100	0,002*	4,6	12,3	
Budget Management										
Good	41	73,2	15	26,8	56	100	baseline	baseline	0,8 - 6,5	
Not good	29	31,5	63	68,5	92	100	0,098	2,3		
Gender										
Female	56	54,9	46	45,1	102	100	baseline	baseline	0,8 - 4,1	
Male	14	30,4	32	69,6	46	100	0,177	1,8		
Food Vendor Hygiene										
Good	33	53,2	29	46,8	62	100	baseline	baseline	0,6 - 2,9	
Bad	37	43,0	49	57,0	86	100	0,431	1,4		
Nutrition Information										
Important	38	58,5	27	50,0	41,5	100	baseline	baseline	0,3 - 1,7	
Not important	32	38,5	51	58,8	61,5	100	0,411	0,7		

Information: *Multiple logistic regression test (p<0,05)

Source: Primary data, 2025

This study found a statistically significant association between food access and street food purchasing decisions. Consumers who perceived street food as accessible were 4.6 times more likely to make a purchase compared to those who did not (OR = 4.6; 95% CI: 1.7–12.3; $p = 0.002$), even after controlling for gender, budget management, hygiene perception, and nutrition information. This finding indicates that both geographic proximity and economic affordability play a dominant role in influencing consumer decisions in this setting.

All reported odds ratios are presented alongside their 95% confidence intervals to reflect the precision and strength of the associations.

DISCUSSION

This study examined the determinants of street food purchasing decisions in an urban culinary setting and found that food accessibility was the only significant predictor. This finding suggests that accessibility acts not merely as a facilitating factor, but as a dominant structural driver that simplifies decision-making in fast-paced urban environments, where consumers tend to prioritize efficiency over evaluation of multiple attributes.

A key finding of this study is the presence of a “hygiene paradox,” in which consumers continue to purchase street food despite perceiving poor hygiene and sanitation. This phenomenon can be interpreted as a behavioral trade-off, where immediate needs such as convenience, affordability, and time efficiency outweigh perceived long-term health risks. In urban contexts like Lengkong Kecil, consumers—particularly students and low-income groups—are likely to adopt pragmatic decision-making strategies, shifting from health-oriented to utility-oriented behavior.

The findings are consistent with previous studies showing that accessibility plays a crucial role in shaping food choices in urban environments (12,13). Accessibility reduces

both physical and cognitive effort, increasing the likelihood of repeated and habitual purchasing behavior, particularly when food options are located in high-traffic areas (14). Studies by Vignola & Oosterveer (15) and Mulyani et al. (16) further indicate that the spatial distribution of vendors facilitates rapid consumption patterns, reinforcing convenience-based choices.

The dominance of highly accessible food types, such as ultra-processed foods and sugar-sweetened beverages, suggests that accessibility also influences the nutritional quality of food choices, not merely purchasing frequency. When readily available options are predominantly low-cost and energy-dense, accessibility may indirectly encourage less healthy dietary patterns. This is particularly relevant among students, who often face financial and time constraints.

Economic accessibility also plays a central role in shaping behavior (16). Affordability in this context reflects not only preference but also necessity, as consumers with limited income rely on street food as a practical strategy to meet daily energy needs. This aligns with findings by Zubir et al. (16) which highlight price efficiency and affordability as key determinants of street food consumption.

Beyond economic and physical dimensions, social and cultural factors further influence purchasing behavior (18,19). Street food consumption in areas such as Lengkong Kecil is embedded within social interactions and urban lifestyle patterns, where eating practices are normalized through peer influence and shared experiences. This social reinforcement may reduce the perceived importance of hygiene concerns and sustain repeated consumption. As noted by Ahlawat et al. (20), street food often carries cultural and emotional significance that strengthens its role in daily life.

The lack of association between hygiene perception and purchasing decisions indicates that awareness alone may not be sufficient to influence behavior, particularly when structural factors such as accessibility are more dominant. While previous studies

emphasize the importance of hygiene in shaping consumer trust (7,24), the present findings suggest a gap between knowledge and practice, which is commonly observed in public health behavior.

Similarly, nutritional information was not significantly associated with purchasing decisions (24). This may reflect the nature of street food consumption as a context driven by immediacy and hedonic motivation, where taste, convenience, and price take precedence over health considerations. The absence of standardized nutritional labeling in street food settings may further limit its perceived relevance.

In the multivariate model, variables such as gender and budget management were retained as confounders. Although not directly significant, these variables may indirectly influence purchasing decisions by shaping how individuals perceive affordability and manage trade-offs between cost and convenience. This highlights the complexity of consumer behavior, where indirect pathways contribute to decision-making processes (23).

From a policy perspective, these findings underscore the importance of accessibility as a strategic entry point for intervention. Rather than focusing solely on improving food safety awareness, policymakers should consider restructuring the food environment to ensure that healthier options are equally accessible, affordable, and visible. Integrating healthier vendors into high-traffic areas may align consumer behavior with better nutritional outcomes without reducing convenience.

CONCLUSIONS AND RECOMMENDATIONS

The results indicate that among the ten variables examined, only perceived food access demonstrated a clear statistical relationship with street food purchasing decisions ($p = 0.002$; OR = 4.6; 95% CI: 1.7–12.3). This indicates that accessibility—defined by proximity and affordability—is the primary driver of purchasing behavior in this urban

context. Consumers who perceive street food as easily accessible are more likely to make purchasing decisions, while other variables appear to have limited influence when accessibility is strongly present.

These findings should be interpreted with caution due to the cross-sectional design and sample size limitations. Despite this, accessibility emerges as a practical entry point for intervention in urban food environments. Strategies such as optimizing vendor placement and maintaining affordable pricing are particularly relevant for students and low- to middle-income groups. Aligning accessibility with healthier food options may further support improved dietary outcomes. Future studies using larger samples and longitudinal designs are recommended.

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