P-ISSN: 2774-4574 ; E-ISSN: 363-4582
TRILOGI, 7(3), Juli-Sep 2026 (398-407)
@2026 Lembaga Penerbitan, Penelitian,
dan Pengabdian kepada Masyarakat (LP3M)
Universitas Nurul Jadid Paiton Probolinggo
DOI: 10.33650/trilogi.v7i3.16417

The Relationship Between Food Promotion Vouchers, Emotional Eating, and Nutritional Status Among Health Students

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Abstract

The rapid development of social media has changed food purchasing behavior, particularly among university students. Promotional food vouchers offered through online food delivery applications encourage the purchase of high-calorie foods, while psychological factors such as emotional eating may also influence dietary behavior. These conditions may contribute to nutritional status problems among university students. This study aimed to determine the relationship between food promotional vouchers on social media, emotional eating behavior, and nutritional status among students of the Faculty of Health, Universitas Mitra Indonesia. This quantitative study employed a cross-sectional design involving 151 undergraduate students selected using purposive sampling. Nutritional status was determined using Body Mass Index (BMI). Food promotional voucher usage was measured using a validated questionnaire, while emotional eating was assessed using the Dutch Eating Behavior Questionnaire (DEBQ). Data were analyzed using the Somers' d correlation test with a significance level of $p<0.05$. Food promotional voucher usage was significantly associated with nutritional status ($p=0.023$). Emotional eating also showed a significant relationship with nutritional status ($p=0.037$). Students with higher exposure to promotional vouchers and higher emotional eating scores were more likely to have abnormal nutritional status. Food promotional vouchers on social media and emotional eating were significantly associated with students' nutritional status. Strategies promoting healthy eating behavior and improving awareness regarding digital food marketing are recommended to prevent nutritional problems among university students.

Keywords: Emotional Eating; Food Promotion Voucher; Nutritional Status; Social Media; University Students.

Abstrak

Pesatnya perkembangan media sosial telah mengubah perilaku pembelian makanan, khususnya di kalangan mahasiswa. Voucher promosi makanan yang ditawarkan melalui aplikasi pesan-antar makanan mendorong pembelian makanan berkalori tinggi, sementara faktor psikologis seperti *emotional eating* (makan akibat faktor emosional) juga dapat memengaruhi perilaku makan. Kondisi-kondisi ini dapat berkontribusi terhadap masalah status gizi di kalangan mahasiswa. Penelitian ini bertujuan untuk mengetahui hubungan antara penggunaan voucher promosi makanan di media sosial, perilaku *emotional eating*, dan status gizi mahasiswa Fakultas Kesehatan Universitas Mitra Indonesia. Penelitian kuantitatif ini menggunakan desain *cross-sectional* yang melibatkan 151 mahasiswa program sarjana yang dipilih melalui teknik *purposive sampling*. Status gizi ditentukan menggunakan Indeks Massa Tubuh (IMT). Penggunaan voucher promosi makanan diukur menggunakan kuesioner yang telah divalidasi, sedangkan *emotional eating* dinilai menggunakan *Dutch Eating Behavior Questionnaire* (DEBQ). Data dianalisis menggunakan uji korelasi Somers' d dengan tingkat signifikansi p<0,05. Penggunaan voucher promosi makanan berhubungan secara signifikan dengan status gizi (p=0,023). *Emotional eating* juga menunjukkan hubungan yang signifikan dengan status gizi (p=0,037). Mahasiswa dengan paparan voucher promosi yang lebih tinggi dan skor *emotional eating* yang lebih tinggi cenderung memiliki status gizi yang tidak normal. Voucher promosi makanan di media sosial dan *emotional eating* berhubungan secara signifikan dengan status gizi mahasiswa. Strategi untuk mendorong perilaku makan sehat dan meningkatkan kesadaran mengenai pemasaran makanan secara digital direkomendasikan untuk mencegah masalah gizi di kalangan mahasiswa.

Katakunci: Emotional Eating; Voucher Promosi Makanan; Status Gizi; Media Sosial; Mahasiswa.

1 Introduction

The rapid growth of social media has influenced various aspects of life, including public food consumption patterns. The integration of social media with online food ordering services has facilitated easy access to a wide variety of foods (Hunaifi et al., 2024). According to 2022 data from We Are Social, global internet usage reached 62.5%, with 58.4% of the population using social media. In Indonesia, active internet usage reached 73.7%, and active social media usage stood at 68.9%, with an average daily usage time of approximately 3 hours and 17 minutes (Karmila, 2022).

Alongside the rise in social media usage, digital marketing strategies have also evolved. According to Susanto (2024), in a highly competitive business environment, selecting the right marketing strategy to boost sales and enhance customer satisfaction is crucial. One widely used marketing strategy involves offering promotional vouchers—such as price discounts, cashback, bundled packages, and free shipping (Susanto et al., 2024). The prevalence of price reductions in product marketing can heighten an individual's desire to make a purchase (Alifa et al., 2020).

University students, as a group of active social media users, also experience the effects of this easy access and these promotional strategies. Students are a demographic vulnerable to food insecurity due to limitations regarding finances, time, and access to nutritious food (Andayani et al., 2025). These conditions drive students to prioritize convenience in their food choices without considering nutritional value. Furthermore, these constraints shape student consumption patterns, which tend to be unbalanced (Mc Guirt et al., 2018). When making food choices, students are often drawn to promotions and price discounts. They tend to utilize promotional vouchers to save money while paying little attention to the nutritional quality of the food they consume (Alifa et al., 2020).

Social media is an external factor that influences consumption patterns. It frequently features food-related content, with fast food being a type of food heavily promoted on these platforms. Numerous studies indicate that exposure to social media content can influence the consumption patterns of adolescents—particularly regarding fast food—which in turn can impact nutritional status (Kesha et al., 2025). The appeal of promotional food vouchers can drive increased consumption of fast food, which is typically high in calories, sugar, salt, and fat but low in essential nutrients (D. W. Putri et al., 2025). This situation can lead to unhealthy dietary habits if not balanced with adequate nutritional knowledge and awareness. This aligns with a 2021 FAO report stating that the affordability of food and beverages is a key factor in malnutrition, encompassing both undernutrition and obesity. Price promotions on unhealthy foods have been shown to increase the volume of purchases and consumption of such foods (Miguel-Berges et al., 2022).

In line with this, lifestyle changes—characterized by the growing use of online food ordering services—have contributed to a rising culture of consumerism within society (Alifa et al., 2020). This shift impacts consumption patterns, potentially affecting an individual's nutritional status. Data from the 2023 Indonesian Health Survey indicates that 33.7% of Indonesians consume sweet foods more than once a day, while 56.2% consume them one to six times a week; regarding salty foods, 30.4% consume them more than once a day and 52.2% consume them one to six times a week; and for fatty foods, 37.4% consume them more than once a day while 51.7% consume them one to six times a week (Ministry of Health, 2023). Based on the 2023 Indonesian Health Survey, data on nutritional status among adults (over 18 years of age) in Indonesia—using the BMI-for-age indicator—show that 7.7% were underweight, 14.3% were overweight, and 23.4% were obese. Meanwhile, in Lampung Province, the prevalence figures for adults (over 18 years of age) indicate that 6.8% were underweight, 13.8% were overweight, and 18.9% were obese (Ministry of Health, 2023). These data demonstrate that nutritional issues—encompassing both undernutrition and overnutrition—remain significant health concerns.

A 2021 study in Zaragoza, Spain, demonstrated that the use of food discount vouchers contributed to weight gain and increased Body Mass Index (BMI), particularly among female respondents (Miguel-Berges et al., 2022). Nutritional status is likely to be influenced by various food advertisements and promotions—across television, the internet, and other media—that attract adolescents to consume these products (Karini et al., 2022).

Beyond food promotion, psychological factors also play a crucial role in shaping university students' consumption habits. Students are susceptible to emotional stress stemming from academic demands and lifestyle changes. Such conditions can trigger "emotional eating"—a behavior characterized by overeating driven by emotional states rather than physical hunger (Laili, 2023). A 2024 survey by the Health Collaborative Center revealed that 47% of Indonesians engage in emotional eating. This behavior often serves as a coping mechanism to manage stress, improve mood, or act as a form of self-reward. However, if practiced habitually, it can lead to unhealthy dietary patterns and contribute to nutritional issues, such as obesity or malnutrition (Health Collaborative Center, 2024). This is supported by research conducted by Mursidah (2024), which found a significant association between emotional eating and nutritional status (p-value 0.001); individuals classified as overweight or obese tended to exhibit higher levels of emotional eating (Mursidah et al., 2024).

A preliminary study conducted at Universitas Mitra Indonesia between April 7 and April 11, 2026, identified a total of 207 sixth-semester students in the Faculty of Health. A pre-survey involving 45 of these students—who frequently use social media food and beverage promo vouchers—revealed that they experience high exposure to such vouchers and exhibit relatively high levels of emotional eating. This was evident from their responses, as the majority indicated they were often motivated to purchase food by promotions, such as significant price discounts. Furthermore, respondents tended to eat when stressed or sad, often consuming food even in the absence of hunger. They also reported difficulty controlling their food intake when emotional and noted an improvement in mood after eating. These findings suggest that social media food promo vouchers influence consumption behavior, driving food intake based on emotional states rather than hunger alone. Additionally, nutritional status data for the 45 surveyed students showed that 26.7% were undernourished, while 42.2% were over nourished.

Based on these findings, it can be concluded that social media food promo vouchers and emotional eating behaviors are factors that potentially influence students' nutritional status. Therefore, research examining the relationship between these factors and students' nutritional status is crucial; it provides valuable insights and a foundation for efforts to prevent nutritional issues within this student population.

2 Method

This study employed a quantitative analytical design using a cross-sectional approach. The cross-sectional design. The study population consisted of all active sixth-semester students enrolled in the Faculty of Health, Universitas Mitra Indonesia, Bandar Lampung, Indonesia, totaling 207 students. The minimum sample size was calculated using the Slovin formula with a 5% margin of error, resulting in 137 participants. To anticipate incomplete responses, an additional 10% was added, yielding a final sample size of 151

respondents. Participants were selected using purposive sampling based on predetermined inclusion criteria. The inclusion criteria were active sixth-semester students, willingness to participate in the study, ability to communicate effectively, and experience using social media and food promotional vouchers to purchase food or beverages within the previous one to three months.

The study was conducted at Universitas Mitra Indonesia, Bandar Lampung, Lampung Province, Indonesia. Data collection was carried out from 6 to 18 May 2026. Nutritional status was assessed using anthropometric measurements, including body weight measured using a calibrated digital scale and height measured using a microtoise. Body Mass Index (BMI) was subsequently calculated to determine the nutritional status of each participant.

Food promotional voucher exposure on social media was measured using a researcher-developed questionnaire consisting of 20 Likert-scale items. The questionnaire was designed and validated by the authors before data collection. The instrument demonstrated satisfactory psychometric properties, with all items meeting the validity criteria and showing excellent internal consistency (Cronbach's α = 0.921). Emotional eating was assessed using the standardized Dutch Eating Behavior Questionnaire (DEBQ) emotional eating subscale. The DEBQ is an internationally recognized instrument for measuring emotional eating behavior and has demonstrated good validity and reliability. In this study, the instrument also showed good internal consistency, with a Cronbach's α value of 0.846.

Data regarding food promotional voucher usage and emotional eating behavior were collected using structured online questionnaires distributed through Google Forms https://forms.gle/Xov3bRxpnAXKLVa26. Bivariate analysis was performed using the Somers' d correlation test because all study variables were measured on an ordinal scale. Statistical significance was established at $p < 0.05$, with 95% confidence intervals. Statistical analyses were performed using the Statistical Package for the Social Sciences (SPSS). This study received ethical approval from the Health Research Ethics Committee of the Faculty of Health, Universitas Mitra Indonesia, with approval number S.25/086/FKES10/2026. All participants voluntarily signed informed consent forms before participation. Confidentiality and anonymity were strictly maintained throughout the research process, and all data were used exclusively for research purposes.

3 Result and Discussion

Table 1. Respondent Characteristics (n=151)

Variables	n	Persentase (%)
Age (years)		
19 age	3	1.5%
20 age	48	24.0%
21 age	61	30.5%
22 age	26	13.0%
23 age	8	4.0%
24 age	3	1.5%
25 age	1	0.5%
28 age	1	0.5%
Sex		
Male	19	12.6%
Female	132	87.4%
Total	**151**	**100%**

Based on the research findings, the age distribution of the 6th-semester students from the Faculty of Health at Universitas Mitra Indonesia who served as the study sample is as follows: 3 respondents (1.5%) were 19 years old; 48 (24.0%) were 20; 61 (30.5%) were 21; 26 (13.0%) were 22; 8 (4.0%) were 23; 3 (1.5%) were 24; 1 (0.5%) was 25; and 1 (0.5%) was 28. The majority of respondents were 21 years old, comprising 61 students (30.5%).

This finding is supported by research conducted by Nadia (2025), which indicates that the majority of respondents fall within the early adulthood phase (18–29 years)—a developmental period generally characterized by various demands, such as completing higher education and career planning (Nadia et al., 2025). Age can influence nutritional status because, as individuals mature, they exercise greater autonomy in choosing the quality of the food they consume (Fadilah et al., 2024).

Regarding gender, the study sample consisted of 132 female students (87.4%) and 19 male students (12.6%). The study population was predominantly female (132 students, or 87.4%). This aligns with research by Rohmah (2023), which also found a female majority among respondents. Women often exhibit traits such as friendliness, patience, gentleness, and a greater capacity for attentiveness compared to men. Women also tend to rely more on their right-brain functions, demonstrating a greater ability to consider multiple perspectives and draw conclusions. These characteristics help explain why health professions, such as nursing, are

predominantly female-dominated (Rohmah et al., 2023).

Table 2. Distribution of food promotional voucher usage, emotional eating, and nutritional (n=151)

Variables	n	%
Food promotional voucher		
Low	47	31.1
Moderate	54	35.8
High	50	33.1
Emotional eating		
Low	50	33.1
Moderate	52	34.4
High	49	32.5
National status		
Underweight	29	19.2
Normal	87	57.6
Overweight	35	23.2

Promo vouchers can be defined as digital sales promotion tools distributed via social media platforms, offering benefits such as price discounts, free shipping, or bundled packages (Pratama, 2023). In this study, the measurement of food promo vouchers on social media was conducted using a questionnaire developed by the researcher.

Food promo vouchers in this study were classified into three categories: low, medium, and high. Categorization was based on the scores obtained by respondents: low (scores of 20–40), medium (scores of 41–60), and high (scores of 61–80). The results presented in Table 2 indicate that the majority of respondents fell into the medium exposure category for food promo vouchers, comprising 54 respondents (35.8%).

Social media serves as an external factor influencing consumption patterns. When making food choices, university students are often drawn to promotions and price discounts. The appeal of food promo vouchers can drive increased consumption of fast food, which is typically high in calories, sugar, salt, and fat but low in essential nutrients (D. W. Putri et al., 2025). Students tend to utilize promo vouchers to save money while paying less attention to the nutritional quality of the food they consume (Alifa et al., 2020). This situation has the potential to lead to unhealthy dietary patterns if not balanced with adequate nutritional knowledge and awareness.

Emotional eating refers to a tendency to eat driven by emotional states rather than physical or biological needs. It occurs when an individual uses food as a means to cope with emotions rather than to satisfy hunger (Vida, 2023). In this study, emotional eating was measured using the Dutch Eating Behavior Questionnaire (DEBQ). Levels of emotional eating were classified into three categories: low, moderate, and high. Categorization was based on the scores obtained by respondents: low emotional eating (score <1.8), moderate emotional eating (score 1.8–2.6), and high emotional eating (score >2.6). The results in Table 2 indicate that the majority of respondents fell into the moderate emotional eating category, comprising 52 individuals (34.4%).

Emotional eating serves as a mechanism to divert attention from emotional discomfort by seeking momentary pleasure through food, thereby alleviating those feelings (Permana et al., 2024). Experiencing stress triggers the adrenal glands to release increased amounts of cortisol as the body's natural physiological response. Elevated cortisol levels stimulate the body's insulin, leptin, and neuropeptide Y (NPY) systems, prompting the brain to signal hunger and thereby creating a desire to eat (Fayasari & Lestari, 2022).

Nutritional status is a condition resulting from the balance between nutrient intake from food and the body's nutrient requirements. An individual's nutritional status depends on their nutrient intake and needs; a balance between intake and requirements results in good nutritional status (Ma'mun, 2023). According to UNICEF Indonesia (2021), two types of factors influence nutritional status: direct factors, such as nutrient intake and infectious diseases, and indirect factors, such as nutritional knowledge, family socioeconomic status, environment and lifestyle, access to healthcare services, and environmental sanitation (UNICEF Indonesia, 2021).

Meeting nutrient requirements is essential for achieving optimal health. An imbalance between nutrient intake and requirements can lead to nutritional problems, manifesting as either overnutrition or undernutrition (Usman, 2023). Fundamentally, an individual's nutritional status is determined by food consumption and the body's ability to utilize nutrients. Normal nutritional status indicates that the quality and quantity of

food consumed have met the body's needs (Ma'mun, 2023).

In this study, nutritional status was assessed using the Body Mass Index (BMI) indicator, based on measurements of the respondents' weight and height. Nutritional status was classified into three categories: underweight, normal, and overweight. The results presented in Table 4.4 show that the majority of respondents (87 individuals, or 57.6%) had good nutritional status.

The researcher posits that these results indicate that while students may be exposed to food promotional vouchers on social media and exhibit tendencies toward emotional eating, these factors do not necessarily impact their nutritional status. This may be attributed to the respondents' background; as students from the faculty of health, they likely possess superior knowledge regarding nutrition and health. Furthermore, nutritional status is influenced by a variety of factors, such as dietary patterns and physical activity.

Table 3. Relationship Between Food Promo Vouchers and Nutritional Status

Food promotional voucher	Status Gizi			Total	r	p-value
	***Underweight* (n)**	**Normal (n)**	***Overweight* (n)**			
Low	8	34	5	47	0.150	0.023
Moderate	13	30	11	54		
High	8	23	19	50		
Total	**29**	**87**	**35**	**151**		

Based on a study involving 151 respondents, a relationship was found between social media food promo vouchers and the nutritional status of university students, with a significance value of p = 0.023. This p-value of <0.05 indicates that the alternative hypothesis (Ha) is accepted; thus, it can be concluded that there is a significant relationship between social media food promo vouchers and the nutritional status of health faculty students at Universitas Mitra Indonesia.

This finding is supported by a study conducted by Miguel-Berges (2022) in Zaragoza, Spain, in 2021, which showed that the use of food promo vouchers contributed to increases in body weight and Body Mass Index (BMI), particularly among female respondents (Miguel-Berges et al., 2022).

The study's findings also align with current trends, where purchasing food via social media and e-commerce platforms is highly popular among the public, especially university students. This phenomenon is driven by several factors, such as saving time by avoiding queues, the availability of vouchers and promotions, attractive offers, time constraints, a wide variety of food choices, convenient payment methods, and a reluctance to leave the house (F. W. Putri et al., 2024).

The ease of transactions and the appeal of these promo vouchers ultimately drive an increase in the frequency of students' food purchases. Consistent with this, a study by Utari (2023) suggests that a higher frequency of food purchases via social media and e-commerce platforms can contribute to changes in nutritional status. This is because food purchases made through these platforms are dominated by fast food, sugary drinks, and animal proteins, often consumed with high frequency (Utari, 2023).

According to Karini (2022), nutritional status tends to increase due to the influence of various food advertisements and promotions—whether on television, the internet, or other media—that attract adolescents to consume these products (Karini et al., 2022). Furthermore, Alifa (2020) asserts that the promotion of food products via social media is linked to the incidence of obesity. Promotional content for food and beverages correlates with the frequency of consuming obesogenic foods, subsequently influencing the prevalence of overweight status among adolescents. The impact of such advertising extends beyond those merely frequently exposed to promotions for obesogenic foods; it is also shaped by the level of consumer interest in these advertisements (Alifa et al., 2020).

Based on the findings above, the researchers posit that the significant association between social media food discount vouchers and students' nutritional status stems from the vouchers' visual and emotional appeal, which triggers unplanned purchases—particularly among students who are reluctant to leave home or face time constraints. The convenience of digital transactions and the allure of price reductions drive an increase in food ordering frequency, dominated by obesogenic foods such as fast food. The researchers assess that high-frequency fast-food consumption resulting from exposure to these vouchers, when not balanced by adequate physical activity, directly contributes to a shift in students' nutritional status toward overweight or obesity.

Table 4. Relationship Between Emotional Eating and Nutritional Status

Emotional eating	Status Gizi			Total	r	p-value
	Underweight (n)	Normal (n)	*Overweight* (n)			
Low	10	35	5	50	0.155	0.037
Moderate	7	36	9	52		
High	12	16	21	49		
Total	**29**	**87**	**35**	**151**		

Based on the study conducted with 151 respondents, a relationship was found between emotional eating and the nutritional status of university students, with a significance value of p = 0.037. This p-value is less than 0.05, indicating that the alternative hypothesis (Ha) is accepted; thus, it can be concluded that there is a significant relationship between emotional eating and the nutritional status of students from the Faculty of Health at Universitas Mitra Indonesia.

This finding is supported by research conducted by Mursidah (2024), which demonstrated a significant relationship between emotional eating and nutritional status (p-value 0.001), noting that individuals classified as overweight or obese tended to exhibit higher levels of emotional eating (Mursidah et al., 2024). Research by Puteri (2025) also showed a significant relationship between emotional eating and nutritional status (p-value 0.033); respondents in that study tended to have higher nutritional status classifications (overweight/obese) and also exhibited higher levels of emotional eating behavior (Puteri et al., 2025).

The current study also revealed that emotional eating was not limited to overweight respondents but was also observed in respondents with normal nutritional status and even those who were underweight. This aligns with findings by Gusni (2022), which showed no difference in emotional eating behavior across different nutritional status categories (Gusni et al., 2022).

Emotional eating is often employed as a coping mechanism to manage stress, improve mood, or serve as a form of self-reward. However, if practiced habitually, this behavior can lead to unhealthy dietary patterns and contribute to nutritional issues such as obesity or malnutrition (Health Collaborative Center, 2024).

The concept of emotional eating arises as a response to the difficulty in distinguishing between physical hunger and other emotional responses. Individuals often use this behavior for self-regulation when experiencing stress, loneliness, sadness, or anxiety (Kusumah & Utami, 2025). Several factors that influence emotional eating are stress, stuffing emotions, boredom or feelings of emptiness, social influences and eating habits as a child (Vida, 2023). Emotional eating impacts both physical and psychological health, influencing nutritional status and contributing to the development of eating disorders and depression. Unstable emotional states can drive individuals to seek solace in consuming foods high in calories or cholesterol, ultimately leading to weight gain (Fadilah et al., 2024).

Researchers hypothesize that a significant relationship exists between emotional eating and nutritional status because emotional eating serves as a coping mechanism for university students managing emotional instability—such as academic stress, anxiety, or feelings of emptiness. The impact of emotional eating is not limited to a single nutritional issue; rather, it is associated with a "double burden" of malnutrition, encompassing both overweight/obesity and undernutrition. This variation stems from differences in how individuals' bodies respond when channeling emotions into eating: some students cope with stress by excessively consuming sweets or fast food, while others experience emotional instability that leads to a loss of appetite and disrupted eating patterns.

4 Conclusion

This study investigated the relationship between food promotional voucher usage on social media, emotional eating behavior, and nutritional status among students of the Faculty of Health, Universitas Mitra Indonesia. The findings demonstrated that both food promotional voucher usage (p = 0.023) and emotional eating (p = 0.037) were significantly associated with nutritional status. Although the observed correlations were positive, their strengths were relatively weak, suggesting that nutritional status is influenced by multiple interacting factors beyond digital food promotion and emotional eating alone. The novelty of this study lies in the simultaneous evaluation of external environmental factors (food promotional vouchers on social media) and internal psychological factors (emotional eating) among health science students. These findings provide additional evidence supporting the integration of nutrition education, digital health literacy, and mental

health promotion to encourage healthier eating behaviors among university students.

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