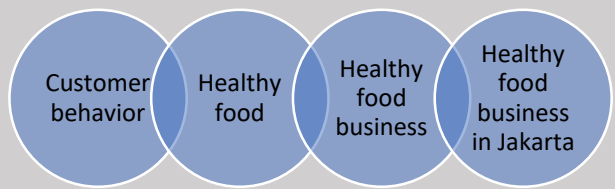


INTRODUCTION

people start to realize that being healthy is important and they start to talk about their opinion of healthy products together with personally influence others to buy or follow their behaviour (Kotler, Armstrong, Saunders and Wong, 1996)



AIM

In this study author wanted to know the impact of healthy food business on lifestyle changes in Jakarta as nowadays,

OBJECTIVES

1. Reviewing the secondary data of consumer buying decision process
2. Analysing the impact of healthy food business on lifestyle changes in Jakarta
3. To offer recommendations to entrepreneurs on starting a health food business

Literature review

- Academic journal articles i.e. Science Direct ; Google scholar
- books

Quantitative Research

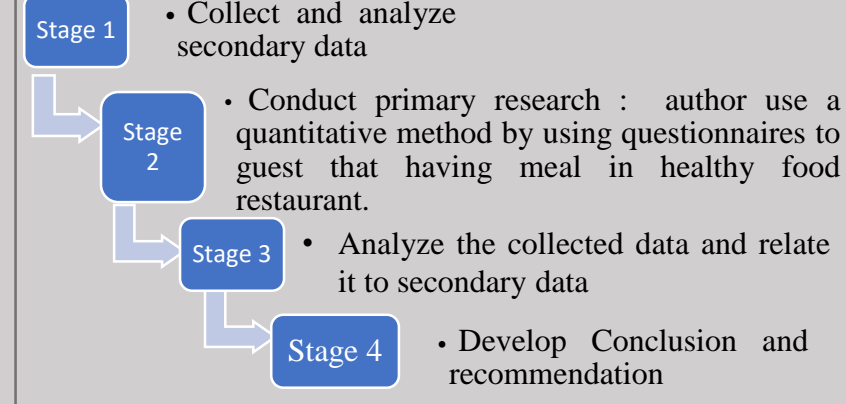
- Questionnaires
- Location : Jakarta

Research Instrument

- Validated Questionnaires carried out by other authors in academic journals
- Google Forms

Methodology

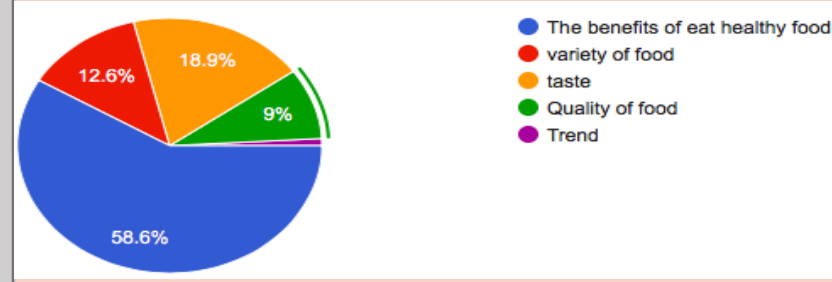
The aim of this chapter is to introduce the research methodology of the dissertation as it is expected will give effective results (Saunders et al., 2016).



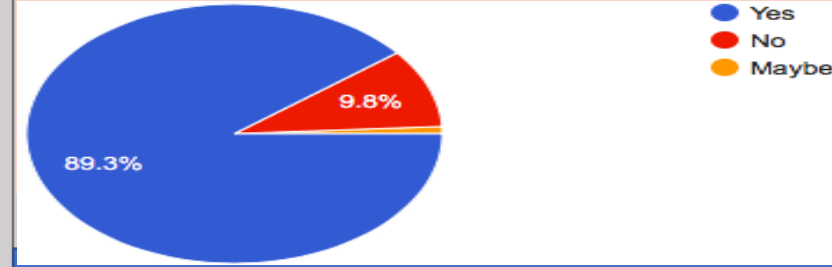
Results

Author successfully collect 115 questionnaires in total with 110 responses usable for the research. Some of the results are as in the next part:

Which factor impact the healthy food business In your lifestyle change?



If the healthy food change your life style, will you come back to the restaurant ?



Conclusion

Nowadays in Jakarta, a lot of new businesses begin to effect the customer to start changing they food intake from an unhealthy food to a better nutrition food in order to maintain a balance life. As it shown from the first diagram that around 58,6% from total respondent agree that the benefits of eat healthy food is one of the factor that impact a healthy food business as well as they are willing to come back to the restaurant as demonstrated from the second diagram with 89,3% of respondent as it is beneficial for their health.