

## **Consumer' Knowledge, Attitude and Behavior on Food Safety Issues Related to Pesticide Residues in Cabbage**

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**Abstract :** A case study on consumer' knowledge, attitude, and behavior on food safety issue related to pesticide residues in cabbage was conducted in the area of Manado and Tomohon city, North Sulawesi. A sample of 150 consumers were selected randomly on location (open market and supermarket) while they were purchasing vegetables. The data on consumers' perception, knowledge, attitude and behavior on food safety issue regarding pesticide residues were collected using a 5-point, two-section Likert-Scale questionnaire, and the relationship of knowledge, attitude, and behavior on food safety issues were analyzed using Structural Equation Modeling (SEM). It was found that, among many food safety issues, the illegal, non-food chemical preservatives were considered the most important one (by more than 35% respondents), followed by high cholesterol content and textile coloring chemical (> 27% respondents). The pesticide residues issue was only in the 4th place. The same results were seen on the issue of quality factors that determine the product selection during purchasing. The pesticide-free and organic products labels were considered much less important quality factors as compared with freshness and nutrition value which were considered the most and the second most important quality factors (almost 65% of respondents). SEM analysis showed that only knowledge and attitude on food safety that had the significant relation (coefficient value of 0.38), whereas those with behaviors were not significant.

**Keywords :** cabbage, consumer, food safety, pesticide residues

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