

## ABSTRACT

### PREFERENCE CONSUMERS STUDY OF PALM CRYSTAL SUGAR IN UNIVERSITY OF LAMPUNG

By

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Palm sugar as a natural sweetener still used by most of people in society because of the flavour and the special taste from palm caramel. However, palm sugar has its own weaknesses, such as easy to melt and moldy if we keep in a long time saving, and it less practical in using. One of the way to solve of palm sugar's weaknesses is by modified the shape of palm sugar to granulates or cristal called as palm crystal sugar. Palm crystal sugar has more strengthness than palm sugar, but the utilizing of palm crystal sugar in society are still limited because of the limited information of palm crystal sugar. This research is supposed to know the determinants of consumer preference towards products of palm crystal sugar and fondness for the sensory attributes of the product such as taste, flavour and shape of palm crystal sugar, as well as consumer expectations for palm crystal sugar. This research use survey method by using questioner. Data gotten from preference consumers survey then do the 'analyze factor' by using Kaiser-Mayer-Olkin

(KMO) method. Meanwhile the level of responses pleasure toward palm crystal sugar do by hedonic test. The result of hedonic test will be analyze by using t-test method. The results showed determinants of palm crystal sugar preference is in quality product, it is including more convenient and practical to use, sweeter taste, has a distinctive aroma, have longer shelf life and more pure or dry. Consumers are satisfied with the color, shape and the overall acceptance of the palm crystal sugar which presented. However, consumer hope that there are variations in the size 250 g and in packaging such sachet and pouches.

*Keywords : factor analys, palm crystal sugar, preference, t-test*