

## **ABSTRACT**

### **CONSUMER PREFERENCES OF FERMENTED COFFEE (WINE COFFEE)**

**By**

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Wine coffee is a long-term fermented coffee, with the characteristic of taste wine-like taste which has its own certain people who likes it. These wine coffee lovers have their own considerations for enjoying the coffee. These considerations are influenced by consumer preferences in buying a product. Therefore, in this study an analysis was carried out to determine consumer preferences for wine coffee and the most important attributes of wine coffee. The analysis used to process the data in this study are fishbein attitude analysis and importance performance analysis (IPA). Fishbein's attitude analysis of the attributes of wine coffee shows a total value of interest evaluation (ei) of 45.27, a confidence level (bi) of 42.91, and an attitude value (Ao) of 185.54, with an average value of interest evaluation (ei) of 3.77, the confidence level (bi) of 3.58, and the attitude value (Ao) of 15.46. Importance performance analysis on the attributes of wine coffee shows a total value of importance level of 45.27, and a performance level of 42.91, with an average value of importance level of 3.77, and a performance level of 3.58. The results of the study show that consumers prefer wine coffee with a dominant sour taste, a distinctive wine coffee aroma, a medium mouthfeel, and a sour after taste in the mouth. The attributes of wine coffee included in Quadrant I are after taste (sweet) and the dominant taste of wine. In Quadrant II are the dominant taste of bitter, wine coffee distinctive aroma, mouthfeel (medium) and halal certified. In Quadrant III are the distinctive aroma of coffee, mouthfeel (light), after taste (bitter) and after taste (bitter/astringent). In Quadrant IV are mouthfeel (strong) and after taste (sour).

**Keywords:** *consumer preference, importance performance analysis, multiattribute fisbein, wine coffee*

## **ABSTRAK**

### **PREFERENSI KONSUMEN TERHADAP KOPI FERMENTASI (WINE COFFEE)**

**Oleh**

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*Wine* kopi merupakan kopi yang difermentasi dengan waktu yang cukup lama, dengan ciri khas yang menghasilkan cita rasa menyerupai *wine* yang mempunyai penikmatnya sendiri. Penikmat *wine coffee* ini memiliki pertimbangannya sendiri untuk menikmati kopi tersebut. Pertimbangan tersebut dipengaruhi oleh preferensi konsumen dalam membeli suatu produk. Oleh karena itu, dalam penelitian ini dilakukan analisis untuk mengetahui preferensi konsumen terhadap *wine coffee* serta atribut terpenting pada *wine coffee*. Analisis yang digunakan untuk mengolah data dalam penelitian ini adalah analisis sikap *fishbein* dan *importance performance analysis* (IPA). Analisis sikap *fishbein* terhadap atribut *wine coffee* menunjukkan nilai total evaluasi kepentingan (ei) sebesar 45,27, tingkat keyakinan (bi) sebesar 42,91, serta nilai sikap (Ao) sebesar 185,54, dengan nilai rata-rata evaluasi kepentingan (ei) sebesar 3,77, tingkat keyakinan (bi) sebesar 3,58, serta nilai sikap (Ao) sebesar 15,46. Analisis *importance performance analysis* terhadap atribut *wine coffee* menunjukkan nilai total tingkat kepentingan (*importance*) sebesar 45,27, dan tingkat kinerja (*performance*) sebesar 42,91, dengan nilai rata-rata tingkat kepentingan (*importance*) sebesar 3,77, dan tingkat kinerja (*performance*) sebesar 3,58. Hasil dari penelitian menunjukkan bahwa konsumen lebih menyukai *wine coffee* dengan rasa dominan asam, beraroma khas kopi *wine*, rasa didalam mulut (*mouthfeel*) dengan tingkat *medium*, serta *after taste* asam di mulut. Atribut *wine coffee* yang termasuk dalam Kuadran I, yaitu *after taste* (manis) dan rasa dominan *wine*. Kuadran II, yaitu rasa dominan pahit, aroma khas kopi *wine*, *mouthfeel* (*medium*) dan kehalalan. Kuadran III, yaitu aroma khas kopi, *mouthfeel* (*light*), *after taste* (pahit) dan *after taste* (getir/sepat). Kuadran IV, yaitu *mouthfeel* (*strong*) dan *after taste* (asam).

**Kata kunci:** IPA, multiatribut fishbein, preferensi konsumen, *wine coffee*