

ABSTRACT

SENSORY PROFILES AND SENSORY ATTRIBUTES THAT AFFECT CONSUMER ACCEPTANCE OF COCOA PULP KOMBUCHA DRINK

By

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Cocoa pulp kombucha drink is an invention product whose sensory profile and consumer acceptance are not yet known. In this study, the acceptance of consumers of cocoa pulp kombucha drinks was carried out by interviews and questionnaire distribution. The results of the questionnaire were then processed into information using the Check-All-That-Apply (CATA) method using XLSTAT 2024 to obtain sensory attribute profiles while consumer acceptance was conducted using the Cochran's Q test method followed by the Mc Nemar test using IBM SPSS Statistics 25. The majority of respondents are 20-25 years old, with male gender (64%) and last high school (78%). The results showed that there was a significant difference between the sensory attributes of cocoa pulp kombucha. Respondents preferred cloudy white and sweet taste, while sour taste and bitter aftertaste were less preferred. In the results of consumer acceptance, it was found that the color attributes were preferred in the original cocoa pulp, the taste and aroma attributes were preferred in the spice cocoa pulp kombucha, and the aftertaste attributes were preferred in the original cocoa pulp.

Keywords: cocoa pulp kombucha, sensory characteristics, consumer acceptance, CATA, Cochran's Q test, and Mc Nemar test.

ABSTRAK

PROFIL DAN ATRIBUT SENSORI YANG MEMPENGARUHI PENERIMAAN KONSUMEN MINUMAN KOMBUCHA PULPA KAKAO

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Minuman kombucha pulpa kakao merupakan produk invensi yang belum diketahui profil sensori dan penerimaan konsumennya. Pada penelitian ini, penerimaan konsumen minuman kombucha pulpa kakao dilakukan dengan wawancara dan penyebaran kuesioner. Hasil kuesioner selanjutnya diolah menjadi informasi dengan metode *Check-All-That-Apply* (CATA) menggunakan XLSTAT 2024 untuk memperoleh profil atribut sensori sedangkan penerimaan konsumen dengan metode uji *Cochran's Q* yang dilanjutkan dengan uji *Mc Nemar* menggunakan IBM SPSS Statistik 25. Responden mayoritas berusia 20-25 tahun, dengan jenis kelamin laki-laki (64%) dan pendidikan terakhir SMA/SMK (78%). Hasil penelitian menunjukkan bahwa perbedaan yang signifikan antar atribut sensori kombucha pulpa kakao. Responden lebih menyukai warna putih keruh dan rasa manis, sementara rasa asam dan *aftertaste* pahit kurang disukai. Pada hasil penerimaan konsumen diperoleh bahwa atribut warna lebih disukai pada pulpa kakao original, atribut rasa dan aroma lebih disukai pada kombucha pulpa kakao rempah, dan atribut *aftertaste* lebih disukai pada pulpa kakao original.

Kata kunci: kombucha pulpa kakao, karakteristik sensori, penerimaan konsumen, CATA, uji Cochran's Q, dan uji Mc Nemar.