

## **ABSTRACT**

### **CONSUMER ATTITUDE ANALYSIS OF ALMOND CRISPY CHEESE WITH THE ADDITION OF MORINGA LEAF POWDER**

**By**

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Almond crispy cheese is a snack made from wheat flour combined with almonds, cheese, and other ingredients, resulting in a crunchy texture. This study aimed to explore the potential of adding moringa leaves to almond crispy cheese as an innovation to enhance its nutritional value. Moringa leaves are known to be rich in protein, vitamins, minerals, and antioxidants that were beneficial for health, such as regulating blood sugar levels and inhibiting cancer cell growth. However, their utilization is still limited due to a lack of public knowledge regarding their nutritional content. By processing moringa leaves into flour as an additional ingredient, almond crispy cheese can become a functional food alternative in responding the growing public awareness of the benefits of moringa leaves. This research was conducted in Bandar Lampung City with 100 respondents using survey methods and questionnaire tools. Consumer preference analysis involved attributes such as taste, aroma, color, texture, price, and nutritional value. Validity testing, reliability testing, the fishbein multi-attribute model, and Importance Performance Analysis (IPA) were used to analyze the data. The results indicated that the addition of moringa leaves provides added value in taste, economic value, and nutrition of almond crispy cheese. The Fishbein multi-attribute analysis revealed that the importance and performance levels of product attributes affect consumer satisfaction. The results of consumer satisfaction attitudes towards the attributes of crispy almond cheese products with the addition of moringa leaf flour were very good with a score of 152.124. This study concluded that almond crispy cheese with the addition of moringa leaves has good market potential, particularly among health-conscious and nutrition-aware consumers.

**Keywords :** Almond Crispy Cheese, Moringa, Importance Performance Analysis (IPA), Fishbein Multi-Attribute Model.

## **ABSTRAK**

### **ANALISIS SIKAP KONSUMEN TERHADAP ALMOND CRISPY CHEESE DENGAN PENAMBAHAN TEPUNG DAUN KELOR**

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Almond crispy cheese merupakan camilan berbahan dasar tepung terigu yang dipadukan dengan kacang almond, keju, dan bahan lainnya, sehingga menghasilkan tekstur renyah. Penelitian ini bertujuan untuk mengeksplorasi potensi penambahan daun kelor dalam produk almond crispy cheese sebagai inovasi untuk meningkatkan nilai gizi. Daun kelor dikenal kaya akan protein, vitamin, mineral, dan antioksidan yang bermanfaat bagi kesehatan, seperti mengontrol kadar gula darah dan menghambat pertumbuhan sel kanker. Namun, pemanfaatannya masih terbatas akibat kurangnya pengetahuan masyarakat mengenai kandungannya. Dengan mengolah daun kelor menjadi tepung sebagai bahan tambahan, produk almond crispy cheese dapat menjadi alternatif pangan fungsional yang meningkatkan kesadaran masyarakat terhadap manfaat daun kelor. Penelitian ini dilakukan di Kota Bandar Lampung dengan 100 responden menggunakan metode survei dan analisis kuisioner. Analisis sikap konsumen melibatkan atribut seperti rasa, aroma, warna, tekstur, harga, dan nilai gizi. Uji validitas, reliabilitas, model multiatribut fishbein, dan Importance Performance Analysis (IPA) digunakan untuk menganalisis data. Hasil penelitian menunjukkan bahwa penambahan daun kelor memberikan nilai tambah pada cita rasa, nilai ekonomi, dan gizi almond crispy cheese. Analisis multiatribut Fishbein mengungkapkan bahwa tingkat kepentingan dan kinerja atribut produk memengaruhi kepuasan konsumen. Hasil sikap kepuasan konsumen terhadap atribut produk almond crispy cheese penambahan tepung daun kelor adalah sangat baik dengan skor 152,124. Penelitian ini menyimpulkan bahwa almond crispy cheese dengan penambahan daun kelor memiliki potensi pasar yang baik, khususnya di kalangan konsumen yang peduli terhadap kesehatan dan gizi.

**Kata kunci :** Almond Crispy Cheese, Kelor, Analisis Kinerja Penting (IPA), Model Multiatribut Fishbein.