

ABSTRAK

ANALISIS PREFERENSI KONSUMEN TERHADAP TEMPE MOSACCHA KACANG TOLO (*Vigna unguiculata* (L.) Walp)) DI KOTA BANDAR LAMPUNG

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Tempe mosaccha kacang tolo merupakan produk inovatif hasil fermentasi menggunakan ragi mosaccha yang mengandung kapang *Rhizopus oligosporus* dan khamir *Saccharomyces cerevisiae*, menghasilkan produk fungsional dengan kandungan beta-glukan tinggi. Produk ini baru dan jarang ditemukan di pasaran, maka dari itu dilakukan pengujian preferensi konsumen. Analisis produk dilakukan menggunakan metode *Importance Performance Analysis* (IPA), *Customer Satisfaction Index* (CSI), dan *purchase intention* terhadap atribut rasa, aroma, tekstur, warna. Hasil analisis menunjukkan bahwa atribut dalam Kuadran I (prioritas utama) adalah *aftertaste* dan tekstur tempe yang lunak saat dikunyah; Kuadran II (pertahankan posisi) mencakup warna putih miselium yang menutupi seluruh permukaan tempe dan kekompakan saat diiris; sedangkan Kuadran III (prioritas rendah) meliputi aroma harum-manis dan rasa asam khas tempe. Indeks kepuasan konsumen terhadap tempe mosaccha kacang tolo mencapai 85%, dengan nilai minat beli sebesar 3,67 (51%), yang menunjukkan adanya minat konsumen yang cukup tinggi terhadap produk ini.

Kata kunci : Tempe mosaccha kacang tolo, preferensi konsumen, kepentingan produk, kinerja produk.

ABSTRACT

ANALYSIS OF CONSUMER PREFERENCES FOR MOSACCHA TEMPE MADE FROM COWPEAS (*Vigna unguiculata* (L.) Walp)) IN BANDAR LAMPUNG CITY

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Mosaccha tempe made from cowpea was an innovative product resulting from fermentation using mosaccha inoculum, which contained the mold *Rhizopus oligosporus* and the yeast *Saccharomyces cerevisiae*, producing a functional product with a high beta-glucan content. This product was new and rarely found on the market, therefore, a consumer preference test was conducted. Product analysis was carried out using the *Importance Performance Analysis* (IPA), *Customer Satisfaction Index* (CSI), and *purchase intention* methods on attributes such as taste, aroma, texture, and color. The analysis results showed that the attributes in Quadrant I (main priority) were the *aftertaste* and the soft texture of the tempe when chewed; Quadrant II (maintain performance) included the white mycelium covering the entire surface of the tempe and its firmness when sliced; while Quadrant III (low priority) consisted of the sweet-fragrant aroma and the characteristic sour taste of tempe. The consumer satisfaction index for mosaccha tempe made from cowpea reached 85%, with a purchase intention score of 3.67 (51%), indicating a fairly high consumer interest in the product.

Keywords: Tempe mosaccha tolo bean, consumer preference, product importance, product performance.