ANALISIS PREFERENSI KONSUMEN TERHADAP PRODUK OLAHAN MINUMAN REMPAH BERDASARKAN EVALUASI SENSORIS DAN RESPONS EMOSIONAL

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INTISARI

Pengembangan rempah menjadi produk olahan minuman merupakan salah satu inovasi yang dapat dilakukan untuk mengembalikan kejayaan rempah Nusantara. Dihadapkan dengan pasar yang sangat kompetitif, industri pengolahan minuman rempah membutuhkan strategi baru untuk memastikan produksi minuman rempah memenuhi permintaan konsumen. Identifikasi dan karakterisasi *kansei* menggunakan evaluasi sensoris dan respons emosi yang dipicu oleh makanan dapat menjadi keunggulan kompetitif dalam pasar untuk diferensiasi dan pengembangan produk minuman rempah. Tujuan dari penelitian ini adalah menganalisis preferensi konsumen berdasarkan evaluasi sensoris dan respons emosional.

Lima sampel produk minuman rempah komersial digunakan, yaitu wedang uwuh, beras kencur, kunyit asam, STMJ, dan sirup herbal. Data dikumpulkan melalui pengujian sensoris terhadap atribut warna, aroma, rasa, tekstur, *aftertaste,* dan keseluruhan serta melalui pengujian respons emosi dengan instrumen kuesioner PrEmo dan kuesioner EsSense Profile untuk mengukur profil emosi yang ditimbulkan produk pada 37 panelis tidak terlatih usia dewasa awal.

Data uji sensoris dan respons emosi diolah secara statistik menggunakan uji Kruskal-Wallis dan Mann-Whitney, kemudian dianalisis hubungannya menggunakan uji korelasi *Spearman.* Hasil evaluasi sensoris menunjukkan bahwa produk beras kencur lebih dominan disukai pada parameter atribut aroma, rasa, dan keseluruhan. Hasil respons emosi memberikan informasi tambahan bahwa produk minuman rempah STMJ paling banyak memunculkan emosi positif dibandingkan sampel rempah lainnya. Hasil korelasi *Spearman* menunjukkan bahwa sebagian besar atribut emosi memiliki korelasi sedang hingga kuat terhadap kesukaan. Terdapat hubungan searah antara kesukaan dengan emosi positif, serta ditemukan korelasi hubungan tidak searah antara kesukaan dengan emosi negatif.

Kata kunci: minuman rempah, preferensi konsumen, evaluasi sensoris, respons emosional

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CONSUMER PREFERENCE ANALYSIS OF SPICED BEVERAGE PROCESSED PRODUCTS BASED ON SENSORY EVALUATION AND EMOTIONAL RESPONSE

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ABSTRACT

The development of spices into processed beverage products represents an innovative approach to revive the glory of Indonesian spices. Faced with a highly competitive market, the spice beverage processing industry requires new strategies to ensure that spiced beverage production meets consumer demand. The identification and characterization of kansei through sensory evaluation and the analysis of food-triggered emotional responses can offer a competitive advantage in the market for differentiation and development of spiced beverage products. The aim of this research is to analyze consumer preferences based on sensory evaluation and emotional responses.

Five samples of commercial spiced beverage products were used, including "wedang uwuh," "beras kencur," "kunyit asam," "STMJ," and "herbal syrup." Data were collected through sensory testing of attributes including color, aroma, taste, texture, aftertaste, and overall liking. Additionally, emotional responses were assessed using the PrEmo and the EsSense Profile questionnaire to measure the emotional profile elicited by the products among 37 untrained young-adult panelists.

Sensory testing and emotional response data data were statistically processed using the Kruskal-Wallis and Mann-Whitney tests, and their correlations were further analyzed using Spearman correlation. Sensory evaluation results indicated that the "beras kencur" product was predominantly preferred in terms of aroma, taste, and overall liking. The findings from the emotional response analysis provided additional information that the STMJ spiced beverage product elicited the most positive emotions compared to other spice samples. The Spearman correlation results revealed that the majority of emotional attributes had moderate to strong correlations with liking. A positive relationship was found between liking and positive emotions, as well as an inverse correlation between liking and negative emotions.

Keywords: spiced beverage, consumer preference, sensory evaluation, emotional response.

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