

INTISARI

TINGKAT SANITASI KIOS, MUTU IKAN SEGAR DAN KEPUASAN KONSUMEN DI PASAR CONDONGCATUR, KABUPATEN SLEMAN

Penelitian ini bertujuan untuk: 1) mengetahui penerapan sanitasi kios ikan dan mutu ikan segar di Pasar Condongcatur, 2) mengetahui tingkat kepuasan konsumen terhadap kinerja pedagang dan kondisi kios ikan Pasar Condongcatur. Penelitian ini dilakukan dalam tiga tahap, yaitu (1) penilaian tingkat sanitasi kios ikan segar dengan cara menilai penerapan sanitasi selama aktifitas berjualan ikan segar di pasar; (2) penilaian mutu ikan segar yang terdiri dari pengukuran suhu pusat, uji organoleptik, TPC (*Total Plate Count*), *Vibrio cholera*, *Escherichia coli*, TVBN, dan uji pH pada sampel ikan segar kembung, salem, tuna, dan tongkol dari pedagang ikan segar Pasar Condongcatur (3) Penilaian tingkat kepuasan konsumen yang terdiri dari 100 responden pembeli ikan segar di pasar dengan analisis data menggunakan metode Customer Satisfaction Index (CSI) dan Importance Performance Analysis (IPA). Hasil penelitian menunjukkan penerapan sanitasi di Pasar Condongcatur dikategorikan cukup (64,4%) mengacu pada KEPMENKES RI no 519 tahun 2008 dan sedang (67,2%) mengacu pada Keputusan Kepala Badan Karantina Ikan, Pengendalian Mutu, dan Keamanan Hasil Perikanan No.40 tahun 2021. Hasil pengujian mutu ikan menunjukkan beberapa sampel ikan tidak memenuhi standar minimum yang ditetapkan oleh SNI, seperti nilai suhu pusat untuk seluruh sampel ikan di atas 4 °C, nilai organoleptik 3 sampel di bawah 7, nilai Total Plate Count (TPC) 1 sampel di atas 5×10^5 CFU/gram dan nilai TVBN 1 sampel di atas 30 mg N/100 g, sedangkan pada uji *Vibrio cholera*, *Escherichia coli* dan pH memenuhi syarat standar SNI. Pada hasil tingkat kepuasan konsumen ikan segar Pasar Condongcatur diperoleh nilai sebesar 80,43%, termasuk kategori puas.

Kata Kunci: Sanitasi, mutu ikan, tingkat kepuasan

ABSTRAK

Level of Stall Sanitation, Quality of Fresh Fish and Consumer Satisfaction at The Condongcatur Market, Sleman Regency

The study aims to: 1) determine the application of fish kiosk sanitation and the quality of fresh fish in Condongcatur Market, 2) determine the level of consumer satisfaction. This research was conducted in three stages, namely (1) assessment of the level of sanitation of fresh fish stalls by assessing the application of sanitation during selling activities ; (2) fresh fish quality assessment consisting of central temperature measurement, organoleptic test, TPC (Total Plate Count), *Vibrio cholera*, *Escherichia coli*, TVBN, and pH test on samples of mackerel, salem, tuna, and little tuna from fresh fish traders Condongcatur (3) assessment of consumer satisfaction level consisting of 100 respondents of fresh fish buyers in the market with data analysis using Customer Satisfaction Index (CSI) and Importance Performance methods Analysis (IPA). The results showed that the application of sanitation in the Condongcatur Market was categorized as sufficient (64.4%) referring to KEPMENKES RI no 519 of 2008 and medium (67.2%) referring to the Decree of the Head of the Fish Quarantine, Quality Control, and Fisheries Product Safety Agency No. 40 of 2021. The results of fish quality testing showed that some fish samples did not meet the minimum standards set by SNI, such as the central temperature value for all fish samples above 4 °C, organoleptic value of 3 samples below 7, Total Plate Count (TPC) value of 1 sample above 5×10^5 CFU / gram and TVBN value of 1 sample above 30 mg N / 100 g, while for *Vibrio cholera*, *Escherichia coli* and pH test met the SNI standard requirements. In the results of the level of consumer satisfaction of fresh fish in Condongcatur Market, a value of 80.43% was obtained, including the satisfied category.

Keywords: Sanitation, fish quality, satisfaction level