

## Intisari

### Persepsi dan Preferensi Konsumen terhadap Puding Susu dengan Fortifikasi Fikosianin *Arthrospira platensis*

Penelitian ini dilakukan untuk mengembangkan puding susu dengan pewarna alami dari fikosianin *Arthrospira platensis*. Tujuan dari penelitian ini untuk mengetahui persepsi, preferensi, serta minat beli konsumen puding susu fikosianin. Persepsi konsumen dilakukan melalui *online* survei yang diikuti sebanyak 300 responden. Puding susu ditambahkan dengan fikosianin sebesar 1%, 2%, 3%, dan 4%. Preferensi dan minat beli puding susu diuji oleh 120 orang panelis tidak terlatih. Analisis data persepsi konsumen berdasarkan variabel sosio-demografis menggunakan uji *Chi-square*, sedangkan analisis model survei menggunakan *Partial Least Square* (PLS). Preferensi konsumen dianalisis menggunakan uji *Kruskall-wallis* dengan uji lanjut *Mann Whitney* (non-parametrik), sementara uji minat beli dianalisis secara deskriptif menggunakan *Microsoft Excel*. Hasil analisis persepsi konsumen menunjukkan bahwa norma subjektif ( $\beta=0,275$ ,  $t=4,874$ ), *neo-phobia food* ( $\beta=0,517$ ,  $t=7,960$ ) berpengaruh langsung terhadap persepsi konsumen, sedangkan risiko ketidakpastian ( $\beta=-0,009$ ,  $t=0,239$ ) tidak berpengaruh langsung terhadap persepsi konsumen puding susu fikosianin. Faktor manfaat kesehatan yang dirasakan ( $\beta=-0,037$ ,  $t=0,928$ ) serta pengetahuan dan pengalaman konsumen ( $\beta=0,783$ ,  $t=22,406$ ) secara tidak langsung berpengaruh tidak signifikan terhadap persepsi konsumen puding susu fikosianin melalui risiko dan ketidakpastian produk baru. Penambahan fikosianin memengaruhi preferensi konsumen ( $p<0,05$ ) pada semua atribut (warna, aroma, tekstur, rasa, *aftertaste*), penambahan 2% memberikan skor nilai warna tertinggi dibandingkan konsentrasi lainnya ( $p<0,05$ ). Nilai *Acceptability Index* (AI) diatas 70% menunjukkan produk disukai konsumen berturut-turut sebesar 72,7 dan 71,1% pada penambahan sebesar 1 dan 2%, sedangkan puding susu komersial sebesar 73,4%. Sebanyak 86,8% panelis memilih untuk membeli puding susu dengan penambahan fikosianin sebesar 2%.

**KATA KUNCI** : fikosianin, persepsi, pewarna alami, preferensi, puding susu

## Abstract

### Consumer Perception and Preference on Fortified Milk Pudding with Phycocyanin from *Arthrospira Platensis*

This research was conducted to develop milk pudding with natural coloring from phycocyanin *Arthrospira platensis*. The purpose of this study was to determine consumer perceptions, preferences, and purchasing interest in phycocyanin milk pudding. Consumer perceptions were assessed through an online survey involving 300 respondents. Milk pudding was added with phycocyanin at concentrations of 1%, 2%, 3%, and 4%. Preferences and purchase intent for the milk pudding were tested by 120 untrained panelists. Consumer perception data analysis based on socio-demographic variables used the Chi-square test, while survey model analysis utilized Partial Least Squares (PLS). Consumer preferences were analyzed using the *Kruskall-Wallis* test with the *Mann Whitney* follow-up test (non-parametric), while purchase interest was analyzed descriptively using Microsoft Excel. The results of the consumer perception analysis showed that subjective norms ( $\beta=0.275$ ,  $t=4.874$ ) and food neophobia ( $\beta=0.517$ ,  $t=7.960$ ) had a direct effect on consumer perception, while uncertainty risk ( $\beta=-0.009$ ,  $t=0.239$ ) did not have a direct effect on consumer perception of phycocyanin milk pudding. The perceived health benefits factor ( $\beta=-0.037$ ,  $t=0.928$ ) and consumer knowledge and experience ( $\beta=0.783$ ,  $t=22.406$ ) indirectly have a non-significant effect on consumer perception of fikosianin milk pudding through product risk and uncertainty. The addition of fikosianin influences consumer preferences ( $p<0.05$ ) across all attributes (color, aroma, texture, taste, aftertaste), with a 2% addition yielding the highest color score compared to other concentrations ( $p<0.05$ ). An Acceptability Index (AI) value above 70% indicates that the product is preferred by consumers at 72.7% and 71.1% for additions of 1% and 2%, respectively, while commercial milk pudding has an AI of 73.4%. 86.8% of panelists chose to purchase milk pudding with a 2% addition of phycocyanin.

**KEYWORDS :** milk pudding, natural coloring, perception, phycocyanin, preference