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Tingkat Sanitasi Kios Ikan dan Kualitas Mutu Ikan Segar serta Tingkat Kepuasan Konsumen di Pasar Sentul Yogyakarta
Aldi Candra, Indun Dewi Puspita, S.P., M.Sc., Ph.D. ; Fitrianto Noorcahyo, S.Pi., M.Eng.
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INTISARI

Penelitian ini bertujuan menilai tingkat sanitasi kios ikan, mutu ikan segar, dan kepuasan konsumen di Pasar Sentul. Penelitian menggunakan metode deskriptif kuantitatif melalui observasi terhadap 11 indikator sanitasi, pengujian mutu lima jenis ikan, serta kuesioner kepada 100 konsumen yang dianalisis menggunakan Customer Satisfaction Index (CSI) dan Importance Performance Analysis (IPA). Tingkat sanitasi kios ikan memperoleh nilai kesesuaian 63,64% (kategori cukup baik), meskipun masih memerlukan perbaikan pada kebersihan lingkungan dan pengelolaan sampah. Suhu penyimpanan ikan berkisar 15,95–18,25°C, melebihi persyaratan SNI 2729:2021 (0–5°C). Namun, seluruh sampel memenuhi persyaratan mutu berdasarkan uji organoleptik (skor 6,21–7,25), mikrobiologi (ALT $3{,}05 \times 10^4$–$1{,}16 \times 10^5$ CFU/g, Escherichia coli <3 APM/g, serta Salmonella dan Vibrio cholerae negatif), dan kimia (pH 5,72–6,13; TVB-N 6,3–10,5 mg N/100 g). Nilai CSI sebesar 80,84% menunjukkan konsumen sangat puas, sedangkan IPA menghasilkan tingkat kesesuaian 89,95% dengan prioritas perbaikan pada kebersihan fasilitas, penggunaan es, kebersihan meja, dan higiene pedagang. Secara umum, sanitasi kios ikan berkaitan dengan mutu ikan yang memenuhi persyaratan dan tingginya kepuasan konsumen, meskipun penerapan cold chain, sanitasi lingkungan, pengelolaan sampah, dan higiene pedagang masih perlu ditingkatkan.

Kata kunci**:** sanitasi kios ikan, mutu ikan segar, kepuasan konsumen, *Customer Satisfaction Index*, *Importance Performance Analysis*.

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Abstract

This study aimed to assess fish stall sanitation, fresh fish quality, and consumer satisfaction at Sentul Market. A quantitative descriptive approach was employed through observations of 11 sanitation indicators, quality assessment of five fish species, and questionnaires administered to 100 consumers. Consumer satisfaction was analyzed using the *Customer Satisfaction Index* (CSI) and *Importance Performance Analysis* (IPA). Fish stall sanitation achieved a conformity score of 63.64% **(**fairly good**)**, although improvements are still needed in environmental cleanliness and waste management. Fish storage temperatures ranged from 15.95 to 18.25°C, exceeding the Indonesian National Standard (SNI 2729:2021; 0–5°C). Nevertheless, all samples met organoleptic (scores 6.21–7.25), microbiological (TPC 3.05×10^4–1.16×10^5 CFU/g, *Escherichia coli* <3 MPN/g, with no detection of *Salmonella* or *Vibrio cholerae*), and chemical quality standards (pH 5.72–6.13; TVB-N 6.3–10.5 mg N/100 g). The CSI value of 80.84% indicated very satisfied consumers, while the IPA showed an average conformity level of 89.95%, with priority improvements focusing on facility cleanliness, ice usage, display table sanitation, and vendors' hygiene practices. Overall, fish stall sanitation was associated with acceptable fresh fish quality and high consumer satisfaction, although improvements in cold chain implementation, environmental sanitation, waste management, and vendors' hygiene practices remain necessary.

Key words: fish stall sanitation, fresh fish quality, consumer satisfaction, *Customer Satisfaction Index*, *Importance Performance Analysis*.