Pengembangan Produk Kombucha Melalui Analisis Preferensi Konsumen Menggunakan Model Kano
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ABSTRAK

Pengembangan kombucha perlu mempertimbangkan kebutuhan konsumen agar atribut produk sesuai dengan tingkat kepuasan yang diharapkan. Penelitian ini bertujuan mengklasifikasikan atribut kualitas kombucha menggunakan Model Kano, menentukan prioritas pengembangan berdasarkan *Customer Satisfaction Coefficient* (CSC), serta mengevaluasi karakteristik sensoris dan fisikokimia produk. Penelitian dilakukan di Yogyakarta menggunakan kuesioner Kano terhadap 101 responden, dilanjutkan dengan analisis CSC, pengembangan produk berdasarkan atribut prioritas, uji sensoris, dan karakterisasi fisikokimia. Hasil Model Kano menunjukkan bahwa rasa asam, sensasi soda, dan sedikit gula termasuk *Must-be*; sensasi mint, rasa segar, dan 100% pengawet alami termasuk *Attractive*; sedangkan rasa leci, aroma mint, khas fermentasi, dan antioksidan termasuk *Indifferent*. Rasa asam, sensasi soda, dan sedikit gula ditetapkan sebagai atribut *Minimum Viable Product* (MVP), sedangkan sensasi mint dan 100% pengawet alami sebagai atribut tambahan *Minimum Desirable Product* (MDP). Rasa leci tidak diterapkan karena termasuk *Indifferent*. Uji sensoris menunjukkan S3 (fermentasi 14 hari) memiliki penerimaan keseluruhan tertinggi sebesar 4,30 ± 0,53 dan berbeda signifikan dibandingkan S1 dan S2 ($p < 0,05$). S3 memiliki pH 3,04 ± 0,05, total padatan terlarut 5,23 ± 0,15 °Brix, dan viskositas 1,20 ± 0,03 cP.

Kata kunci: Kombucha, Model Kano, CSC, Pengembangan Produk, Sensoris, Fisikokimia

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Product Development of Kombucha Based on Consumer Preference Analysis Using the Kano Model

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ABSTRACT

This study aimed to classify kombucha quality attributes using the Kano Model, determine development priorities based on the Customer Satisfaction Coefficient (CSC), and evaluate the sensory and physicochemical characteristics of the developed product. The Kano survey was conducted among 101 kombucha consumers in Yogyakarta, followed by CSC analysis, product development, sensory evaluation, and physicochemical characterization. The results showed that sour taste, soda sensation, and low sugar were classified as Must-be attributes; mint sensation, freshness, and 100% natural preservatives as Attractive; while lychee flavor, mint aroma, fermentation aroma, and antioxidants were Indifferent. Sour taste, soda sensation, and low sugar were established as Minimum Viable Product (MVP) attributes, while mint sensation and 100% natural preservatives were included in the Minimum Desirable Product (MDP). Lychee flavor was not included in the formulation because it was classified as Indifferent. Sensory evaluation showed that S3 (14-day fermentation) had the highest overall acceptance (4.30 ± 0.53) and differed significantly from S1 and S2 ($p < 0.05$). At the end of fermentation, S3 had a pH of 3.04 ± 0.05, total soluble solids of 5.23 ± 0.15 °Brix, and viscosity of 1.20 ± 0.03 cP.

Keywords: *Kombucha, Kano Model, Customer Satisfaction Coefficient, Product Development, Sensory Evaluation, Physicochemical Characteristics*

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