

## Preferensi Konsumen dan Kinerja Agroindustri Produk Pangan Berbahan Baku Modified Cassava Flour (MOCAF) di Kabupaten Malang

### INTISARI

Penelitian ini bertujuan untuk mengetahui : 1) preferensi konsumen akhir terhadap produk olahan pangan berbasis tepung mocaf, 2) faktor-faktor yang mempengaruhi niat pengkonsumsian ulang produk olahan pangan berbasis tepung mocaf, 3) tingkat kepuasan agroindustri olahan pangan pengguna tepung mocaf, 4) kelayakan usaha produsen tepung mocaf, serta 5) peta usaha agroindustri tepung mocaf dan segmentasi pasar produk olahan berbahan mocaf.

Penelitian ini dilakukan di wilayah Kabupaten Malang, Jawa Timur. Populasi pada penelitian ini terdiri dari : produsen mocaf, agroindustri produk olahan berbahan mocaf serta konsumen akhir produk olahan mocaf. Penentuan responden pada produsen mocaf dilakukan dengan sensus, sedangkan pada agroindustri produk olahan dan konsumen akhir menggunakan *nonprobability* dengan teknik *convenience* dan *purposive sampling*. Keseluruhan jumlah responden pada penelitian ini adalah 373 orang. Metode analisis yang digunakan berbeda untuk menjawab tujuan 1 hingga tujuan 5 yaitu uji organoleptik, analisis SEM, analisis IPA & CSI, analisis keuntungan dan R/C rasio serta analisis kluster.

Hasil penelitian diketahui : 1) terdapat perbedaan preferensi konsumen pada produk olahan berbahan mocaf dan terigu khususnya pada dua atribut uji organoleptik (rasa dan tekstur), 2) persepsi kualitas produk, harga produk, sumber informasi serta kepuasan berpengaruh langsung terhadap niat pengkonsumsian ulang sementara hanya kualitas layanan dan sumber informasi yang berpengaruh tidak langsung terhadap niat pengkonsumsian ulang produk olahan mocaf. Sumber informasi diketahui memiliki nilai kontribusi terbesar dalam mendorong niat pengkonsumsi ulang tersebut, 3) indeks kepuasan konsumen agroindustri pengguna tepung mocaf di Kabupaten Malang termasuk dalam kategori sangat puas, 4) produksi mocaf yang diusahakan di wilayah Kabupaten Malang menunjukkan masih termasuk dalam kategori menguntungkan dan layak dijalankan, 5) pengembangan usaha agroindustri berbasis mocaf di Kabupaten Malang cukup prospektif, diketahui dari usaha produsen mocaf menguntungkan dan layak dijalankan, pelaku agroindustri pengguna mocaf merasa sangat puas terhadap kinerja produsen mocaf serta niat pengkonsumsian ulang produk olahan mocaf termasuk kategori tinggi. Hal ini juga ditunjukkan dari adanya empat klasterisasi konsumen akhir yaitu *healthy-oriented*, *price-oriented*, *neutral*, *fanatics*.

Kata kunci : Preferensi, niat, pengkonsumsian-ulang, kepuasan, kelayakan, klasterisasi

## **Consumer Preferences and Agro-Industri Performance of Modified Cassava Flour (MOCAF) Based Food Products in Malang Regency**

### **ABSTRACT**

This study aims to determine: 1) the final consumer preference for mocaf based food processing products, 2) factors that influence the intention to recycle mocaf-based food processed products, 3) the level of satisfaction of mocaf flour-processed food users, 4) feasibility mocaf flour producer business, and 5) mocaf flour agroindustry business map and mocaf-based product market segmentation.

This research was conducted in Malang Regency, East Java. The population in this study consisted of: mocaf producers, agroindustry of processed products made from mocaf and final consumers of processed mocaf products. Determination of respondents in mocaf producers is carried out by census, while in processed product agro-industries and end consumers use nonprobability with convenience and purposive sampling techniques. The total number of respondents in this study was 373 people. The analytical method used is different to answer each objectives, namely organoleptic test, SEM analysis, IPA & CSI analysis, profit analysis and R / C ratio and cluster analysis.

The results of the study are as follows: 1) there are differences in consumer preferences on processed products made from mocaf and flour, especially in the two attributes of organoleptic tests (taste and texture), 2) perceptions of product quality, product prices, sources of information and satisfaction directly influence the intention of temporary consumption quality of services and sources of information that have an indirect effect on the intention to recycle mocaf processed products. The source of information is known to have the greatest contribution value in encouraging re-consumption intentions, 3) the index of agroindustry consumer satisfaction using mocaf flour in Malang Regency is included in the category of very satisfied, 4) mocaf production cultivated in Malang Regency shows that it is still in the profitable category and feasible, 5) the development of mocaf-based agroindustry in Malang Regency is quite prospective, it is known that from the mocaf producer business that is profitable and feasible, the mocaf user agro-industry is very satisfied with the performance of mocaf producers and the intention to re-consume processed mocaf products including is high. This is also shown by the existence of four consumer clusters, namely healthy-oriented, price-oriented, neutral, fanatics.

**Keywords:** Preferences, intention, re-consumption, satisfaction, feasibility, clustering