

## **ANALISIS DAYA TERIMA DAN DAYA MINAT BELI KONSUMEN PADA PRODUK SUSU PASTEURISASI "MBAH NYOTO" OLAHAN SUSU DI KABUPATEN SLEMAN, YOGYAKARTA**

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### **INTISARI**

Konsumen susu olahan lebih besar daripada susu segar. Salah satu olahan susu yaitu pasteurisasi. Olahan susu pasteurisasi dapat diberikan penambahan aneka rasa, variasi kemasan dan sertifikasi mutu produk yang berlaku di Indonesia. Penambahan tersebut untuk mendapatkan daya terima dan minat beli masyarakat. Tujuan penulisan proyek akhir ini adalah menganalisis daya terima dan minat beli konsumen pada produk susu pasteurisasi "Mbah Nyoto" Olahan Susu di Sleman, Yogyakarta. Materi yang digunakan berupa data dari kuisioner terhadap 44 responden. Objek produk yang digunakan adalah susu pasteurisasi "Mbah Nyoto" Olahan Susu. Produk susu pasteurisasi terdiri dari 6 varian rasa yaitu *plain*/tawar, coklat, stroberi, *green tea*/teh hijau, *taro*/talas ungu, dan durian. Metode yang digunakan yaitu wawancara, uji sensoris, dan analisis statistika dengan uji Friedman dan perhitungan persentase. Susu pasteurisasi dengan penambahan rasa berpengaruh nyata terhadap daya terima melalui variabel warna, aroma dan rasa, namun tidak berpengaruh nyata pada variabel tekstur. Susu pasteurisasi dengan penambahan rasa berpengaruh nyata terhadap minat beli melalui warna, aroma, rasa dan tekstur. Urutan varian rasa yang paling disukai masyarakat di Sleman yaitu coklat, *taro*, stroberi, durian, *plain* dan *green tea*. Daya terima dan minat beli produk susu pasteurisasi "Mbah Nyoto" terhadap variasi kemasan oleh masyarakat Sleman adalah 61% memilih botol plastik, 36% memilih kemasan botol kaca, dan hanya 3% yang memilih plastik fleksibel. Minat beli masyarakat kabupaten Sleman terhadap produk memiliki sertifikasi jaminan mutu pangan cukup tinggi sebanyak 78% yang sangat setuju untuk memilih produk yang tersertifikasi PIRT, BPOM dan Halal MUI.

**Kata Kunci:** Susu pasteurisasi, daya terima, minat beli, konsumen

## **ANALYSIS OF CONSUMER ACCEPTANCE AND PURCHASE INTEREST IN PASTEURIZED MILK "MBAH NYOTO" PROCESSED MILK'S PRODUCTS IN SLEMAN DISTRICT, YOGYAKARTA**

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### **ABSTRACT**

Processed dairy's consumers are bigger than fresh milk's consumers. One of dairy product is pasteurization. Processed pasteurization milk can be modified with the addition of flavors, packaging variation and certification product that applicable in Indonesia. The purpose of this final project is to analyze about the consumer acceptance and purchase interest in pasteurized milk products "Mbah Nyoto" Processed Milk in Sleman, Yogyakarta. The material was used in the form of power from the questionnaires to 44 respondents. The object of the product was used "Mbah Nyoto" Pasteurization Milk consists of 6 flavors are plain, chocolate, strawberry, green tea, taro, and durian. The method was used interviews, sensory tests, and statistical analyzed with Friedman tests and percentages calculation. Pasteurized milk with addition of flavors had significant effect on acceptability of the color, aroma and taste variables, but it hasn't been significant effect on the texture variable. Pasteurized milk with addition of flavors had significant effect on purchase interest of the color, aroma, taste, and texture variables. The order of flavor variants that are most favored by people in Sleman are chocolate, taro strawberry, durian, plain and green tea. The acceptance and purchase interest of Mbah Nyoto's pasteurized milk products for packaging variations by people in Sleman are 61% plastic bottle's options, 36% glass bottle's options, and only 3% flexible plastic's options. The purchase interest of people in Sleman for food quality's certification products are quite high, as many as 78% who strongly agree to select products that are certified by PIRT, BPOM and Halal MUI.

**Keywords:** Pasteurized milk, acceptance, purchase interest, consumer