

**THE ASSOCIATION BETWEEN CONSUMER ACCEPTANCE  
AND CONSUMER PREFERENCE ON COMMERCIAL  
BEVERAGE PRODUCTS**

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**ASOSIASI ANTARA PENERIMAAN KONSUMEN DAN  
PILIHAN KONSUMEN PADA PRODUK MINUMAN  
KOMERSIAL**

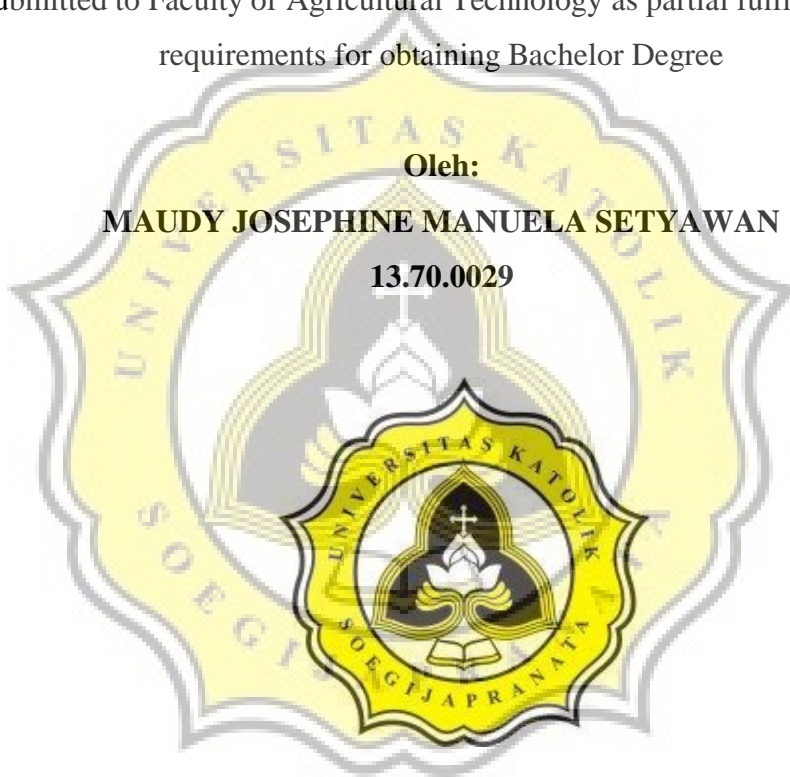
**BACHELOR THESIS**

Submitted to Faculty of Agricultural Technology as partial fulfillment of  
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Oleh:

**MAUDY JOSEPHINE MANUELA SETYAWAN**

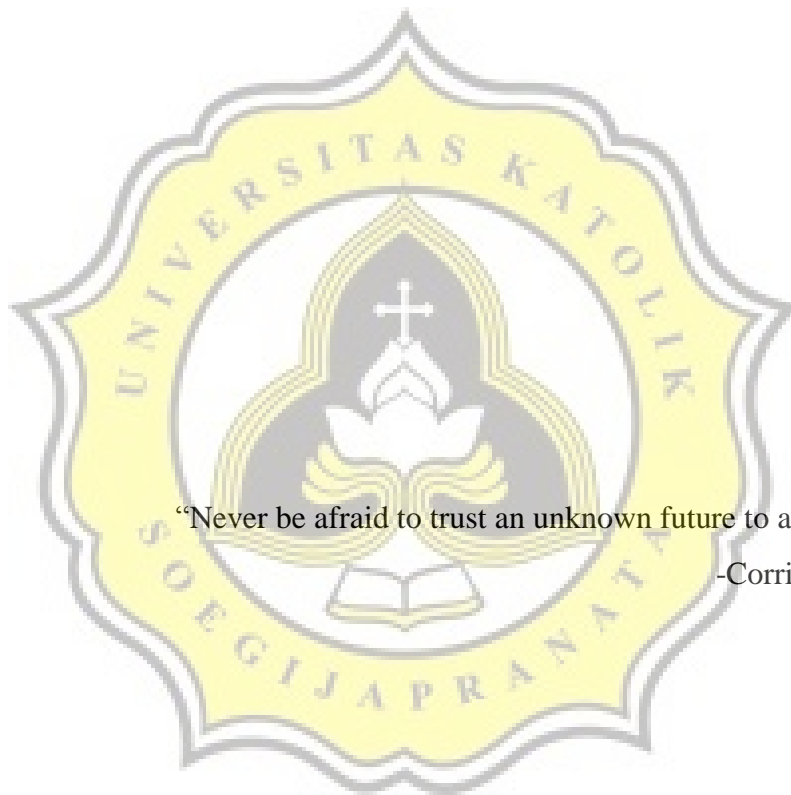
**13.70.0029**



**DEPARTMENT OF FOOD TECHNOLOGY  
FACULTY OF AGRICULTURAL TECHNOLOGY  
SOEGIJAPRANATA CATHOLIC UNIVERSITY  
SEMARANG**

**2017**

“Commit your way to the Lord, trust in Him and He will do this”  
(Psalm 37:5)



“Never be afraid to trust an unknown future to a known God.”  
-Corrie Ten Bloom-

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KOMERSIAL**

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This thesis had been approved and defended in the front of examination committee  
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Semarang, March 3<sup>rd</sup>, 2017

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## PERNYATAAN KEASLIAN SKRIPSI

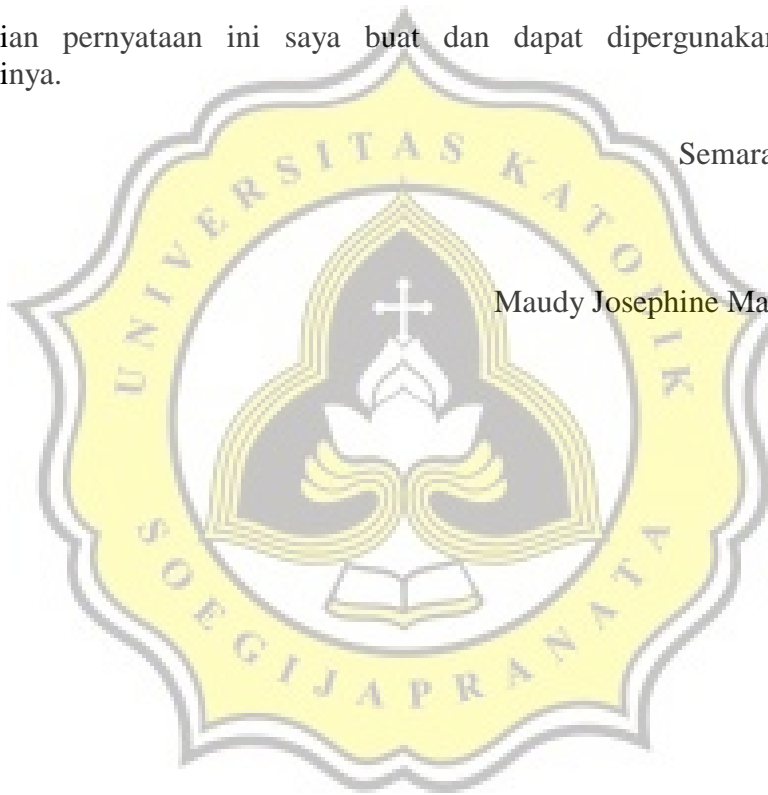
Dengan ini saya menyatakan bahwa skripsi yang berjudul “The Association Between Consumer Acceptance and Consumer Preference on Commercial Beverage Products” merupakan hasil penelitian saya dan di dalamnya tidak terdapat karya lain yang diajukan untuk memperoleh gelar kesarjanaan di suatu Perguruan Tinggi. Sepanjang pengetahuan saya juga tidak terdapat karya yang pernah ditulis atau diterbitkan oleh orang lain, kecuali yang secara tertulis diacu dalam naskah ini dan disebutkan dalam daftar pustaka. Apabila dikemudian hari ternyata terbukti bahwa skripsi ini sebagian atau seluruhnya merupakan hasil plagiasi, maka saya rela untuk menerima hukuman sesuai peraturan yang berlaku pada Universitas Katolik Soegijapranata, Semarang.

Demikian pernyataan ini saya buat dan dapat dipergunakan sebagaimana semestinya.

Semarang, Maret 2017

Maudy Josephine Manuela Setyawan

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## SUMMARY

Knowing consumer preference is one critical factor in the development of commercial food products. Consumer preference can be influenced by consumer liking on sensory attributes of the product. Sensory test is required to find out the consumer acceptance and preference on food products. This research describes sensory attributes and social demographic factors that affect the consumers preference on food products and the association between consumer acceptance and consumer preference on Indonesian commercial beverage products. Each pair of commercial beverage products of different brands, including pairs of aloe vera drink, ginger drink, and mixed fruit and vegetable juice, was evaluated by one hundred panelists. All panelists are students and employees of Soegijapranata Catholic University, Semarang. Sensory attributes were evaluated by using nine scale hedonic score. Meanwhile the non force preference test was used to determine panelist preference. The relationship between demographic factors and preference test and the association between consumer acceptance and consumer preference were analyzed by Crosstab. The strong relationship between consumer demographic factors and consumer preference was found on aloe vera drink products. Parameter of age influences consumer to choose the aloe vera product or not at all. For ginger drink products, gender differences have weak relationship with consumer preference. For mixed fruit and vegetable juice products, income factor has weak relationship with consumer preference. Gender and income factors become contributing factors to consumer choice on the products. The weak relationship between consumer acceptance and consumer preference was found for appearance and aroma attributes. Appearance of aloe vera drink and ginger drink products have a weak relationship with consumer preference. Appearance becomes one of the contributing factor to consumer choice to the products. Aroma of mixed fruit and vegetable juice products has a weak relationship with consumer preference. Aroma becomes one of the contributing factor to consumer choice for mixed fruit and vegetable juice products.

## **RINGKASAN**

*Pengetahuan terhadap pilihan konsumen merupakan salah satu faktor penting dalam pengembangan produk pangan komersial. Pilihan konsumen dapat disebabkan oleh kesukaan konsumen terhadap atribut sensori dari suatu produk. Pengujian organoleptik dibutuhkan untuk mengetahui penerimaan dan pilihan konsumen pada produk makanan. Penelitian ini menggambarkan berbagai atribut sensori dan faktor sosial demografik yang mempengaruhi pilihan konsumen serta asosiasi antara penerimaan dan pilihan konsumen pada minuman komersial di Indonesia. Setiap pasang produk minuman komersial dari berbagai merek yang berbeda, yaitu produk minuman lidah buaya, minuman sari jahe, dan jus campuran buah-buahan dan sayuran, dievaluasi oleh seratus panelis. Seluruh panelis yang terpilih adalah mahasiswa dan karyawan di Universitas Katolik Soegijapranata, Semarang. Atribut sensori sampel dievaluasi menggunakan uji skor hedonik sembilan skala. Sedangkan pilihan panelis ditentukan dengan uji preferensi tanpa paksaan (non force preference test). Hubungan antara faktor demografis dengan pilihan konsumen dan hubungan antara penerimaan konsumen dengan pilihan konsumen dianalisis dengan tabulasi silang. Hubungan yang kuat antara faktor demografis konsumen dan pilihan konsumen ditemukan pada produk minuman lidah buaya. Parameter usia mempengaruhi konsumen untuk memilih produk lidah buaya atau tidak sama sekali. Pada produk minuman jahe, faktor perbedaan jenis kelamin memiliki hubungan yang lemah dengan pilihan konsumen. Pada produk jus campuran buah-buahan dan sayur, faktor pendapatan memiliki hubungan yang lemah dengan pilihan konsumen. Jenis kelamin dan pendapatan menjadi faktor yang berkontribusi terhadap pilihan konsumen pada produk tersebut. Hubungan yang lemah antara penerimaan konsumen dan pilihan konsumen ditemukan dalam atribut penampilan luar dan aroma. Penampilan luar berkontribusi terhadap pilihan konsumen untuk produk tersebut. Aroma produk jus campuran buah-buahan dan sayuran juga memiliki hubungan yang kurang kuat dengan pilihan konsumen. Aroma menjadi salah satu faktor yang berkontribusi terhadap pilihan konsumen pada produk jus campuran buah-buahan dan sayuran.*

## FOREWORD

Praise to the Lord for His grace and His tremendous blessings that has helped author completing this research entitled: The Association Between Consumer Acceptance and Consumer Preference on Commercial Beverage Products. This research is arranged to fulfill the requirements for obtaining Bachelor Degree in Food Technology Department, Agricultural Technology Faculty, Soegijapranata Catholic University.

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The author would like to apologize for all mistakes in this study. Author hope the result of this research can be useful and provides knowledge to the readers. Thank you.

Semarang, March 2017

Author

Maudy Josephine M.S.

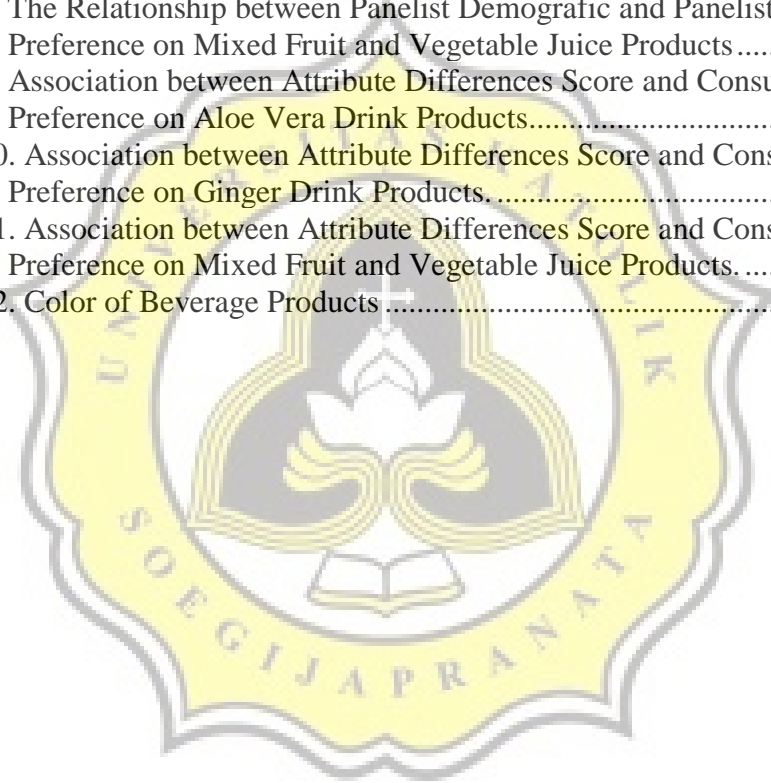
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