

ABSTRAK

Kopi merupakan salah satu minuman yang banyak diminati dan dikonsumsi oleh berbagai kalangan masyarakat, mulai dari orang tua, kaum muda, hingga remaja. Tetapi pandemi Covid-19 yang tak kunjung selesai membuat adanya penurunan konsumsi masyarakat karena adanya pembatasan mobilitas dan masyarakat takut terpapar virus Covid-19. Oleh karena itu, dibuat pengembangan produk minuman kopi sesuai dengan preferensi konsumen saat ini. Penelitian ini menggunakan pendekatan metode kansei engineering untuk membantu memahami kebutuhan konsumen karena dengan metode ini dapat menerjemahkan perasaan atau emosi ke dalam spesifikasi desain serta menggunakan metode analisis konjoin untuk mengetahui hubungan antara kata kansei dengan atribut beserta level atribut. mata konsumen. Pengumpulan data utama dalam penelitian ini dilakukan dengan menyebarkan kuesioner dengan teknik semantic differential. Berdasarkan hasil kuesioner, diperoleh 7 kata kansei yang menjadi kriteria penting bagi konsumen dalam memilih produk minuman kopi. Analisis konjoin dilakukan untuk mengetahui hubungan antara kata kansei dengan 5 atribut dan 17 level atribut. Hasil analisis konjoin meliputi nilai utilitas dan tingkat kepentingan masing-masing atribut dan level atribut. Melalui hasil analisis konjoin diperoleh nilai utilitas serta diperoleh spesifikasi produk minuman baru yang merupakan kombinasi atribut dengan nilai utilitas optimum. Diperoleh spesifikasi untuk produk minuman kopi baru dengan nilai utilitas tertinggi yaitu Packaging: Gelas Plastik, Rasa: Manis, Tingkat Kemanisan: Manis (21-30 gram), Logo: C, dan Varian: Kopi Gula Aren.

Kata kunci: *kansei engineering, semantic differential, analisis konjoin, kopi, atribut, level*

ABSTRACT

Coffee is one of the drinks that are in great demand and consumed by various groups of people, ranging from parents, young people, to teenagers. However, the ongoing Covid-19 pandemic has resulted in a decrease in public consumption due to restrictions on mobility and people are afraid of being exposed to the Covid-19 virus. Therefore, the development of coffee beverage products was made in accordance with current consumer preferences. This study uses the kansei engineering method approach to help understand consumer needs because this method can translate feelings or emotions into design specifications and uses conjoint analysis methods to determine the relationship between kansei words with attributes and attribute levels. consumer's eyes. The main data collection in this study was carried out by distributing questionnaires using a semantic differential technique. Based on the results of the questionnaire, obtained 7 kansei words which are important criteria for consumers in choosing coffee beverage products. Conjoint analysis was conducted to determine the relationship between kansei words with 5 attributes and 17 attribute levels. The results of the conjoint analysis include the utility value and the level of importance of each attribute and attribute level. Through the results of conjoint analysis, utility values are obtained and specifications for new beverage products are obtained which are a combination of attributes with optimum utility values. Obtained specifications for new coffee drink products with the highest utility value, namely Packaging: Plastic Glass, Taste: Sweet, Sweetness Level: Sweet (21-30 grams), Logo: C, and Variant: Palm Sugar Coffee.

Keywords: *kansei engineering, semantic differential, conjoint analysis, coffee, attribute, level*