

ABSTRAK

ANALISIS TINGKAT KEPUASAN KONSUMEN TERHADAP PRODUK OLAHAN KENARI DI KOTA TERNATE

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ABSTRAK

Biji kenari digunakan sebagai bahan alternatif atau substitusi pengganti kacang almond selain bentuknya yang mirip, tekstur dari biji kenari pun takbeda jauh dengan kacang almond. Di Maluku Utara khususnya di Kota Ternate sudah banyak memanfaatkan bahan dasar biji kenari sebagai toping pada makanan maupun di olah menjadi berbagai jenis olahan yang di kemas ke dalam bentuk produk yang dikenal sebagai produk olahan kenari. Masyarakat di Kota Ternate biasanya membeli produk olahan kenari untuk di konsumsi sebagai cemilan ataupun di jadikan sebagai oleh-oleh untuk di bawa pulang. produk olahan kenari sudah banyak di produksi oleh IKM (Industry Kecil Menengah) yang tersebar di berbagai Wilayah Kecamatan di Kota Ternate, terdiri dari beberapa Kecamatan yaitu Kecamatan Ternate Selatan, Ternate Timur, serta Ternate Utara. terdapat 130 IKM yang mengolah bahan dasar kenari menjadi berbagai jenis produk olahan kenari (Disperindag Kota Ternate, 2021).

Kata Kunci: Kepuasan Konsumen, Olahan Kenari, Kota Ternate

ABSTRACT

CONSUMEN SATISFACTION LEVEL ANALYSIS OF WALNUT PRODUCTS IN TERNATE CITY

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ABSTRACT

Walnut seed are one of the natural resources that have many benefits and functions both as a complement to ingredients and as the main ingredient in the manufacture of various preparations. Walnut seeds have an oval shape similar to almonds, walnut are often used as an alternative or substitute for almonds. In north Maluku especially in Ternate City, they have used a lot as basic ingredient for walnut as a topping for foods or processed into many various types of preparations which is packaged into a product. People in Ternate City usually buy processed walnut product to be consumed as snacks or made as souvenirs to take home. Many processed walnut products have been produced by SMI (Small and Medium Industries) widely in various sub-districts in Ternate City, consisting of several districts, namely South Ternate, Central Ternate, And North Ternate.there are 130 SMI's that process the basic ingredients of walnuts into various types of processed walnut products. (Department Of Commerce and Industry, 2021)

Keywords: *Consumer Satisfaction, Processed Walnut, Ternate City*