

THE INFLUENCE OF CONSUMER VIEWS AND KNOWLEDGE ABOUT THE HEALTH BENEFITS OF OAT BEVERAGE ON SENSORY PERCEPTION

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BOGOR
2025**

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ABSTRAK

ALYSHA SAMANTHA ANTONIUS. Dampak Pemahaman Konsumen tentang Manfaat Kesehatan terhadap Profil Sensori Minuman Oat. Dibimbing oleh PUSPO EDI GIRIWONO dan DIAS INDRASTI.

Konsumsi susu berbasis oat atau minuman oat semakin meningkat karena tren kesehatan dan kesadaran lingkungan. Meskipun memiliki manfaat kesehatan, persepsi sensori konsumen terhadap minuman oat masih beragam, terutama terkait aroma, rasa, dan teksturnya. Penelitian ini bertujuan untuk menilai pengaruh edukasi konsumen mengenai manfaat kesehatan minuman oat terhadap persepsi sensori produk ini. Metode yang digunakan mencakup survei daring dan uji evaluasi sensori dengan metode FGD, *Check-All-That-Apply* (CATA) dan uji hedonik. Sebanyak 60 panelis berpartisipasi dalam uji sensori untuk menilai atribut-atribut minuman oat sebelum dan sesudah edukasi kesehatan. Data dianalisis menggunakan XLSTAT dan IBM SPSS Statistics 27. Hasil penelitian menunjukkan bahwa edukasi kesehatan dapat meningkatkan penerimaan konsumen terhadap atribut sensori minuman oat, khususnya dalam hal rasa dan tekstur. Skor hedonik setelah edukasi pada sampel B menunjukkan peningkatan yang signifikan dalam aspek *flavor*, *mouthfeel*, dan kesukaan atribut secara keseluruhan. Temuan ini menunjukkan bahwa pemahaman yang lebih baik tentang manfaat gizi dapat menghasilkan penilaian sensori yang lebih positif, meskipun tidak merata pada semua atribut. Penelitian ini diharapkan dapat membantu produsen dalam mengembangkan strategi pemasaran berbasis edukasi untuk meningkatkan popularitas minuman oat di kalangan konsumen.

Kata kunci: Evaluasi sensori, kesehatan, minuman oat, pengetahuan, persepsi

ABSTRACT

ALYSHA SAMANTHA ANTONIUS. The Influence of Consumer Views and Knowledge About the Health Benefits of Oat Beverage on Sensory Perception. Supervised by PUSPO EDI GIRIWONO and DIAS INDRASTI.

The consumption of oat-based milk, or oat beverage, has been increasing due to health trends and environmental awareness. Despite its health benefits, consumer sensory perceptions of oat beverage vary, particularly regarding its aroma, taste, and texture. This study aims to assess the impact of consumer education about the health benefits of oat beverage on their sensory perceptions of the product. The methods used include an online survey and sensory evaluation using FGD, Check-All-That-Apply (CATA) method and hedonic testing. A total of 60 panelists participated in the sensory tests to evaluate the attributes of oat beverage before and after receiving health education. Data were analyzed using XLSTAT and IBM SPSS Statistics 27. The results of the study indicate that health education can improve consumer acceptance of the sensory attributes of oat beverage, especially in terms of taste and texture. The hedonic scores after education in sample B showed significant improvement in flavor, mouthfeel, and overall liking. These findings suggest that greater understanding of nutritional benefits can lead to more favorable sensory evaluation, though not uniformly across all attributes. This research is expected to help producers develop education-based marketing strategies to increase the popularity of oat beverage among consumers.

Keywords: Health, knowledge, oat beverage, perception, sensory evaluation

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Thesis Defense Date:

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FOREWORD

All praise and gratitude go to God Almighty, for by His grace, this thesis has been successfully completed on time. The research that studied consumers' views and knowledge about the health benefits of oat beverage and their impact on sensory perception was conducted from November 2024 to June 2025.

The author would like to express sincere gratitude to the academic advisors, Dr. Puspo Edi Giriwono, S.T.P., M.Agr. dan Dr. Dias Indrasti, S.T.P., M.Sc. for their invaluable guidance, support, and encouragement throughout the completion of this work. In addition, the author's appreciation goes to all respondents and panelists for their willingness to assist in the data collecting process. Gratitude also extended to family, friends, and the entire academic community of IPB University who have provided moral and material support in the preparation of this thesis.

May this scientific work be useful for parties in need and for the advancement of science.

Bogor, June 2025

Alysha Samantha Antonius

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