

ABSTRAK

Zainab Afifah, 5163142017 : “Analisis Penyelenggaraan Makanan Pada Pembelajaran Unit Produksi Secara Daring Di UNIMED”. Skripsi. Program Studi Pendidikan Tata Boga. Jurusan Pendidikan Kesejahteraan Keluarga. Fakultas Teknik. Universitas Negeri Medan. 2021.

Penelitian ini bertujuan untuk menganalisis : (1) Karakteristik Konsumen, (2) Penyelenggaraan Makanan, (3) Tingkat Kepuasan Konsumen. Lokasi penelitian di Prodi Pendidikan Tata Boga Fakultas Teknik UNIMED. Teknik pengambilan sampel secara *total sampling* dengan jumlah 48 orang dan sampel konsumen menggunakan *purposive sampling* sebanyak 48 orang. Waktu penelitian Desember 2020 – Februari 2021. Desain penelitian deskriptif. Teknik pengumpulan data menggunakan kuesioner. Teknik analisis data yang digunakan yaitu analisis deskriptif, analisis IPA (*Importance Performance Analysis*) dan analisis CSI (*Costumer Satisfaction Index*) menggunakan *Microsoft Excel 2016* dan *SPSS 18.00*.

Hasil penelitian menunjukkan bahwa karakteristik konsumen sebagian besar konsumen yaitu remaja akhir usia 17-25 tahun (82%), berjenis kelamin wanita (77%), dan pekerjaan mahasiswa (63%). Penyelenggaraan makanan terdiri dari perencanaan menu, pengolahan makanan dan minuman, penyajian makanan dan minuman, serta sarana dan prasarana. Tingkat kepuasan konsumen analisis IPA (*Importance Performance Analysis*) menunjukkan bahwa perlu adanya perbaikan atribut pada kuadran A meliputi tekstur minuman, porsi minuman, penyajian kemasan minuman, aroma makanan dan minuman, bumbu dan penyedap makanan, kebersihan, ketepatan penggunaan kemasan makanan, ketersediaan menu, dan promosi. Mahasiswa menerapkan proses pengolahan makanan dan minuman dengan baik. Nilai CSI (*Costumer Satisfaction Index*) diperoleh sebesar 88.50 persen menunjukkan konsumen merasa sangat puas terhadap kinerja mahasiswa pada saat praktik unit produksi secara daring. Sedangkan untuk tingkat kesukaan konsumen terhadap makanan untuk warna 58 persen sangat baik, rasa 54 persen enak, tekstur 60 persen sangat baik, dan aroma 52 persen sangat baik.



ABSTRACT

Zainab Afifah, 5163142017 : “Analysis of Food Administration in Online Production Unit Learning at UNIMED”. Tesis. Culinary Education Study Program. School of Family Welfare Education. Faculty of Engineering. Medan State University. 2021.

This study aims to analyze: (1) Consumer Characteristics, (2) Food Service, (3) Consumer Satisfaction Level. The location of the research is in the Department of Catering Education, Faculty of Engineering, UNIMED. The sampling technique is total sampling with 48 people and the consumer sample using purposive sampling as many as 48 people. Research time December 2020 – February 2021. Descriptive research design. Data collection techniques using a questionnaire. The data analysis techniques used are descriptive analysis, IPA analysis (Importance Performance Analysis) and CSI analysis (Customer Satisfaction Index) using Microsoft Excel 2016 and SPSS 18.00.

The results showed that the consumer characteristics of most of the consumers were late teens aged 17-25 years (82%), female (77%), and student occupations (63%). Food management consists of menu planning, food and beverage processing, food and beverage presentation, and facilities and infrastructure. The level of consumer satisfaction analysis of IPA (Importance Performance Analysis) shows that it is necessary to improve the attributes in quadrant A including drink texture, drink portion, beverage packaging presentation, food and beverage aroma, food seasoning and flavoring, cleanliness, accuracy of use of food packaging, menu availability, and promotion. Students apply the process of food and beverage processing well. The CSI (Customer Satisfaction Index) value obtained is 88.50 percent, indicating that consumers are very satisfied with the performance of students when practicing online production units. As for the level of consumer preference for food, the color is 58 percent very good, the taste is 54 percent good, the texture is 60 percent very good, and the aroma is 52 percent very good.

