

**ANALYZING CONSUMER ACCEPTANCE OF OVERRIPE TEMPE STOCK
IN TANGERANG AREA**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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Indonesia experiencing a growth of sales in health and wellness packaged foods. It predicts will have a steady growth in upcoming years. It recorded 75% Indonesian consumers aim to adopt a healthy and balanced diet. Therefore, overripe tempe stock is potential packaged food product that will fulfill the future consumer needs. For consumer acceptance, the previous overripe tempe stock was formulated into powder stock. Sensory evaluation was done to select the best substitute ingredients. The chosen formula was substituting the caramel syrup to 75% brown sugar and 25% sugar, and the oil was eliminated. A survey was done to 126 women in Tangerang in order to know the consumer acceptance of overripe tempe stock based on variables sensory, packaging, and people. Each of them was given a samples and data to accept this product were collected through online questionnaire. Finding of this research shows that these stock have high acceptance level and people character have a significant positive influence towards consumer acceptance.

Keywords: Consumer Acceptance, Overripe Tempe Stock, Sensory, Packaging, People



DEDICATION

I dedicate this works for my beloved parents who always believe in me.



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