

LAPORAN TUGAS AKHIR
EVALUASI PENERIMAAN KONSUMEN TERHADAP PRODUK DAN
KEMASAN PEMBERSIH SEPATU BERBAHAN MINYAK ATSIRI MINT
(FRESH MINT *SHOES CLEANER*)

Diajukan Oleh :
Rizky Devanda Oktaviansyah
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PROGRAM STUDI AGRIBISNIS HORTIKULTURA
JURUSAN PERTANIAN
POLITEKNIK PEMBANGUNAN PERTANIAN YOGYAKARTA MAGELANG
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Rizky Devanda Oktaviansyah

Intisari

Minyak atsiri digunakan dalam sektor pangan juga dianggap strategis dalam sektor non-pangan seperti sabun dan perawatan mulut karena kemampuannya sebagai antibakteri, antijamur, dan pemberi aroma menyegarkan. Salah satu inovasi yang muncul adalah pemanfaatan minyak atsiri mint dalam produk pembersih sepatu bernama *Fresh Mint Shoes Cleaner*. Penelitian ini bertujuan mengevaluasi penerimaan konsumen terhadap produk tersebut serta menilai kelayakan desain kemasannya melalui pendekatan ergonomis. Evaluasi dilakukan menggunakan metode Multiatribut *Fishbein* dan *Ergonomic Function Deployment* (EFD). Atribut produk meliputi aroma, kinerja, waktu pengeringan, residu, dan busa. Atribut kemasan meliputi efektivitas, kenyamanan, keamanan, keschatan, dan efisiensi. Kemasan ergonomis ditentukan dari kemudahan pemakaian, efisiensi sabun, dan keamanan bahan. Hasil penelitian menunjukkan bahwa pada aspek kepercayaan, atribut busa memperoleh skor tertinggi sebesar 3,63, yang menunjukkan bahwa konsumen percaya busa pada produk dapat membantu proses pembersihan secara maksimal. Sebaliknya, atribut waktu pengeringan mendapat skor kepercayaan terendah yaitu 3,00, mengindikasikan adanya keraguan konsumen terhadap seberapa cepat produk mengering setelah digunakan. Dari sisi kepentingan, atribut schat memperoleh skor tertinggi sebesar 4,43, diikuti oleh atribut efektif sebesar 4,41, menandakan bahwa keamanan bahan dan efektivitas produk menjadi prioritas utama dalam penilaian. Secara keseluruhan, nilai rata-rata sikap konsumen (Δo) terhadap produk *Fresh Mint Shoes Cleaner* adalah 13,73, yang termasuk dalam kategori positif, menunjukkan bahwa secara umum produk telah memenuhi harapan konsumen dalam hal fungsi, kenyamanan, dan kualitas. Sementara pada aspek kemasan, atribut schat dan efektif memperoleh skor tertinggi (masing-masing 4,43 dan 4,41), sedangkan atribut aman mendapat skor terendah 2,63. Temuan ini menunjukkan bahwa untuk mempertahankan keunggulan kompetitif *Fresh Mint Shoes Cleaner*, fokus perlu diarahkan pada peningkatan aspek keamanan kemasan, sambil tetap mempertahankan keunggulan pada efektivitas dan kesegaran aroma, guna meningkatkan pengalaman pengguna secara menyeluruh.

Kata Kunci : Multiatribut *Fishbein*, EFD, Sikap Konsumen, Minyak Atsiri Mint, *Shoes Cleaner*

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Abstract

Essential oils are widely used in the food sector and are also considered strategic in non-food applications such as soap and oral care products due to their antibacterial, antifungal, and refreshing aromatic properties. One of the emerging innovations is the use of mint essential oil in a shoe cleaning product called Fresh Mint Shoes Cleaner. This study aims to evaluate consumer acceptance of the product and assess the feasibility of its packaging design through an ergonomic approach. The evaluation was conducted using the Multi-Attribute Fishbein Model and Ergonomic Function Deployment (EFD). Product attributes assessed include fragrance, performance, drying time, residue, and foam, while packaging attributes include effectiveness, comfort, safety, health, and efficiency. Ergonomic packaging is determined by ease of use, soap efficiency, and material safety. The results show that among the belief components, the foam attribute received the highest score of 3.63, indicating strong consumer belief that the foam significantly aids the cleaning process. In contrast, the drying time attribute received the lowest belief score of 3.00, reflecting consumer doubt regarding how quickly the product dries after use. In terms of importance, the 'healthy' attribute received the highest score (4.43), followed closely by 'effective' (4.41), indicating that material safety and product performance are top priorities for consumers. Overall, the average consumer attitude score (Ao) towards Fresh Mint Shoes Cleaner was 13.73, placing it in the positive category, suggesting that the product generally meets consumer expectations in terms of function, convenience, and quality. Regarding packaging, the 'healthy' and 'effective' attributes received the highest scores (4.43 and 4.41, respectively), while the 'safe' attribute received the lowest score of 2.63. These findings suggest that to maintain its competitive advantage, Fresh Mint Shoes Cleaner should focus on improving packaging safety while continuing to highlight its effectiveness and refreshing fragrance, in order to enhance the overall user experience.

Keywords: Multi-attribute Fishbein, EFD, consumer attitude, peppermint essential, Shoes Cleaner

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