

## **ANALISIS KEAMANAN PANGAN, PREFERENSI DAN SIKAP MAHASISWA TERHADAP PRODUK MIE AYAM DI KOTA MATARAM**

*[The Analysis of Food Safety, Preferences and Attitudes of Students Toward Products Chicken Noodles in Mataram City]*

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### **ABSTRACT**

*This study aims to determine the effect of attitude, preferences and knowledge of food safety on the student's decision to buy chicken noodles in Mataram City along with the non-food grade of food additives (formaldehyde and borax). The experiments were conducted with survey method. The data was analysed with path analysis at 5% significance level using SPSS ver. 25.0. The 114 students of Food Science and Agroindustry Technology Faculty of Mataram University were involved and 60 chicken noodle's craftsmen were taken apart as respondents. The results showed that the decision to buy chicken noodle of 57.2% was determined by attitude, preferences and the awareness of food safety and the rest was determined by other factors. The attitude of students contributed to the decision of buying chicken noodles enhancement was 72 percent, meanwhile the contribution of preferences and food safety awareness to decision of buying chicken noodles were 9 percent and 7 percent, respectively. The regression model of chicken noodle buying decision was  $Y = 0.72X_1 + 0.09X_2 + 0.07X_3 + C$ , where  $X_1$  was the behavior,  $X_2$  was the preference,  $X_3$  was food safety awareness and  $C$  was constant and the regression coefficient was 0,57. The non-food grade food additives were detected on the noodles for chicken noodles. Formaldehyde were detected on the noodles of all chicken noodle of craftsmen and only 2 craftsmen had borax in their noodles.*

**Keywords:** borax, formaldehyde, chicken noodle, food safety

### **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh sikap, preferensi dan pengetahuan akan keamanan pangan terhadap keputusan mahasiswa dalam membeli mie ayam di Kota Mataram dan uji kualitatif adanya kandungan formalin dan boraks sampel mie pedagang di laboratorium. Penelitian ini menggunakan penelitian survei. Data dianalisis menggunakan analisis jalur pada taraf nyata 5%, menggunakan program SPSS versi 25.0. Responden terdiri dari mahasiswa fakultas Teknologi Pangan dan Agroindustri Universitas sebanyak 114 orang dan pedagang mie ayam sebanyak 60 orang yang tersebar di 4 kecamatan di wilayah kota Mataram. Hasil penelitian menunjukkan bahwa faktor perilaku, preferensi dan pengetahuan akan keamanan pangan mempengaruhi keputusan membeli mie ayam sebesar 57,2%, sisanya sebesar 42,8% dipengaruhi oleh selain ketiga faktor di atas. Faktor sikap/perilaku berperan 72% terhadap peningkatan keputusan membeli mie ayam berturut-turut sebesar 9% dan 7%. Persamaan regresi hubungan antara keputusan membeli mie ayam dan perilaku, preferensi dan keamanan pangan adalah :  $Y = 0,72X_1 + 0,09X_2 + 0,07X_3$  dengan koefisien regresi sebesar 0,57. Hasil analisis sampel mie dari pedagang mie mengindikasikan mie yang digunakan pedagang semuanya mengandung formalin dan hanya 2 pedagang mie yang sampel miennya mengandung boraks.

**Kata kunci:** boraks, formaldehid, mie ayam