Analysis of Consumer Satisfaction and Strategy of Product Attributes Development of Artisan Brie Cheese at PT Rumah Keju Jogja

Analisis Kepuasan Konsumen dan Strategi Pengembangan Atribut Produk Keju Brie Artisan Pada PT Rumah Keju Jogja

Liana Fatma Leslie Pratiwi[1], Maftuh Kafiya[2], Ali Hasyim Al Rosyid[1], Heni Handri Utami[1]

[1]Department of Agribusiness, Faculty of Agriculture, Universitas Pembangunan Nasional Veteran Yogyakarta
[2]Department of Agrotechnology, Faculty of Agriculture, Universitas Pembangunan Nasional Veteran Yogyakarta

Jl. SWK 104 (Lingkar Utara) Condong Catur Yogyakarta Indonesia 55283
[*]corresponding author: kafiyamaftuh@upnyk.ac.id

ABSTRACT

Brie cheese is a soft cheese that uses bacteria and fungi as cheese-forming microbes that create a distinctive taste, aroma and texture compared to other cheeses. This study aims to determine consumer characteristics, analyze consumer satisfaction and the strategy for developing brie cheese product attributes at PT Rumah Keju Jogja. The basic method used is descriptive analysis. The location of the study was taken using purposive sampling by selecting PT Rumah Keju Jogja, one of the natural cheese producers in the Special Region of Yogyakarta, with products and services offered in the form of artisan cheese and cheese-making training. The respondents of this study were 80 people who used voluntary sampling techniques. The data analysis method used to determine consumer characteristics is descriptive analysis, which analyses consumer satisfaction using the Customer Satisfaction Index (CSI) method and product attribute development strategies using the Important Performance Analysis (IPA) matrix. The results of the study showed that the characteristics of brie cheese consumers who were respondents were the majority aged 26-35 years, had a bachelor's degree, worked as housewives, and had a household income of more than IDR 7,000,000. Consumers are satisfied with the attributes of brie cheese products. However, to increase consumer satisfaction, an attribute development strategy needs to be implemented, namely by improving product attributes, namely taste, nutrition, preservatives and Halal certification, as well as maintaining performance by maintaining the attributes of aroma, price, shelf life, BPOM permits, and product information.

Keywords : Attributes, Brie Cheese, Satisfaction, Importance, Strategy

ABSTRAK

Keju brie merupakan keju lunak yang menggunakan bakteri dan jamur sebagai mikroba pembentuk keju sehingga menghasilkan rasa, aroma, dan tekstur yang khas dibandingkan keju lainnya. Penelitian ini bertujuan untuk mengetahui karakteristik konsumen, menganalisis kepuasan konsumen dan strategi pengembangan atribut produk keju brie di PT Rumah Keju Jogja. Metode dasar yang digunakan adalah analisis deskriptif. Lokasi penelitian diambil dengan menggunakan purposive sampling dengan memilih PT Rumah Keju Jogja, salah satu produsen keju alami di Daerah Istimewa Yogyakarta, dengan produk dan jasa yang ditawarkan berupa keju artisan dan pelatihan pembuatan keju. Responden dari penelitian ini sebanyak 80 orang yang menggunakan teknik pengambilan sampel secara sukarela. Metode analisis data yang digunakan untuk mengetahui karakteristik konsumen adalah analisis deskriptif, yaitu menganalisis kepuasan konsumen dengan metode Customer Satisfaction Index (CSI) dan strategi pengembangan atribut produk dengan matriks Important Performance Analysis (IPA). Hasil penelitian menunjukkan bahwa karakteristik konsumen keju brie yang menjadi responden mayoritas berusia 26-35 tahun, berpendidikan sarjana, bekerja sebagai ibu rumah tangga, dan memiliki pendapatan rumah tangga lebih dari Rp7.000.000. Konsumen merasa puas dengan atribut-atribut yang dimiliki oleh produk keju brie. Namun, untuk meningkatkan kepuasan konsumen perlu dilakukan strategi pengembangan atribut, yaitu dengan memperbaiki atribut produk yaitu rasa, gizi, pengawet dan sertifikasi halal, serta mempertahankan kinerja dengan cara mempertahankan atribut aroma, harga, masa simpan, izin BPOM, dan informasi produk.

Kata kunci : Atribut, Keju Brie, Kepuasan, Kepentingan, Strategi

INTRODUCTION

The demand for cheese in Indonesia has increased yearly, as seen from the amount of cheese consumption by the Indonesian population, reaching 1,356 ounces per capita per year, with a trend of domestic cheese demand increasing by 12.5% per year (National Research and Innovation Agency, 2024). These data show that cheese products have great potential to be developed. In addition, many processed foods use cheese as a basic or additional ingredient in their manufacture and presentation. Innovative cheese products can be developed to meet consumer choice motives better (Ouyang et al., 2021).

An increase in cheese production does not balance this increase in cheese consumption. There are few cheese producers in Indonesia because people have less knowledge of cheese-making. In Indonesia, the cheese consumed by the public is processed chiefly cheese produced by large industrial-scale factories. Apart from

processed cheese, there is natural cheese, which, in terms of product and nutrition, is better quality and healthier. The significant difference between natural cheese and processed cheese is in the composition and manufacturing techniques. Processed cheese is a natural cheese that is given food additives (modified starch content, which can come from rice starch, corn starch, and potato starch)(Gusnilawati et al., 2022; Priadi et al., 2018), which aims to reduce production costs (Mohamed ME, 2015) and extend storage life.

In contrast, natural cheese is a cheese that comes from cow's milk or goat's milk and is mainly made by artisan cheese makers, so it has a different style from manufactured products. Of course, this causes natural cheese to be more expensive than processed cheese. In the Special Region of Yogyakarta, there are natural cheese entrepreneurs, one of which is PT Rumah Keju Jogja, which is an artisan cheese producer that processes cheese raw materials from cow's milk and goat's milk obtained from small farmers in Yogyakarta who sell cheese products under the KEJUGA brand. PT Rumah Keju Jogja produces eight cheese types: cheddar, mozzarella, halloumi, ricotta, cream cheese, gouda, feta and brie. The halloumi and cheddar cheese types have MUI halal certification and BPOM distribution permits (Puspita Dewi et al., 2021).

One of the types of cheese available at PT Rumah Keju Jogja is brie cheese. The brie cheese is still unfamiliar to Indonesians and is not widely sold. The characteristics of brie cheese are a buttery, savoury taste, and if fermentation is carried out longer, the aroma will be more pungent, and the texture inside will be more melted; this is the reason why Brie Cheese is often referred to as the "King of Cheese" because of its luxurious characteristics. PT Rumah Keju Jogja started producing Brie cheese in 2022. Consumers of brie cheese are usually consumers who have often consumed fermented cheese as an appetizer, snack or part of a dessert (Lathifa, 2023). Brie cheese, which has a unique taste and aroma, makes this cheese more widely enjoyed with the pairing method or paired when consuming other foods or drinks such as fruits, nuts, bread, meat, jam, honey or white wine (Ambassador, 2023). Brie cheese is also more expensive than other types of natural cheese because the manufacturing technique requires special treatment, the

fermentation process requires a special room, and the fermentation time is around 2-4 weeks (Abbas & Dobson, 2011). The characteristics or attributes of each type of cheese, both natural cheese and processed cheese, are important for consumers when buying the product, especially for brie cheese products, which are rarely consumed and have limited circulation.

The novelty of this study is the object of research used, namely natural cheese products with the type of brie cheese. Research related to satisfaction and cheese product development strategies has been conducted on cheddar and mozzarella cheeses. No one has ever researched the development of brie cheese product attributes. Similar research has been conducted by Sari (2011), who studied the analysis of the level of satisfaction and loyalty of consumers of processed cheese products. Sibarani & Santos (2021)studied strategies for improving product quality in mozzarella cheese using the Analytical Hierarchy Process (AHP) approach.

Knowledge about consumer satisfaction needs to be done to improve the performance of products consumers consider less than satisfactory (Koerniawan, 2016). The increase in people's income results in quality demands. Consumer characteristics, namely age, education level, occupation and income, can influence consumer preferences, which are the basis for developing a product (L. F. L. Pratiwi & Rosyid, 2022). In order to increase consumer satisfaction with brie cheese products, an attribute development strategy is needed to meet consumer utilities and increase the sales value of brie cheese products. Based on this background, this study aims to determine consumer characteristics, analyze consumer satisfaction and the strategy for developing brie cheese product attributes at PT Rumah Keju Jogja.

RESEARCH METHOD

The basic method used is descriptive analysis. The location of the study was taken by purposive sampling by selecting PT Rumah Keju Jogja, one of the natural cheese producers in the Special Region of Yogyakarta, with products and services offered in the form of artisan cheese and cheese-making training. The respondents of this study were 80 people taken using a voluntary sampling technique from

consumers who buy and consume cheese purchased from PT Rumah Keju Jogja. Data collection was carried out in June-July 2024.

The data analysis method used to determine consumer characteristics is descriptive analysis, which analyses consumer satisfaction using the Customer Satisfaction Index (CSI) method and product attribute development strategies using the Important Performance Analysis (IPA) matrix. Previously, the data was tested for validity and reliability; the results of the instruments used were valid for both the interest and satisfaction instruments and reliable for the interest instruments (r = 0.825) and satisfaction (r = 0.766) > 0.7.

Customer Satisfaction Index (CSI)

To find out the Customer Satisfaction Index value for brie cheese, the following steps can be taken (Hill N & Alexander J, 2006):

Determine the Mean Importance Score (MIS)
Determine the Mean Satisfaction Score (MSS) values
Create a Weight Factor (WF)
Create a Weight Score (WS)
Determine the Customer Satisfaction Index (CSI) value

The satisfaction criteria used in this study are:

$0\% < CSI \leq 20\%$ = Not Satisfied
$20\% < CSI \leq 40\%$ = Less Satisfied
$40\% < CSI \leq 60\%$ = Quite Satisfied
$60\% < CSI \leq 80\%$ = Satisfied
$80\% < CSI \leq 100\%$ = Very Satisfied

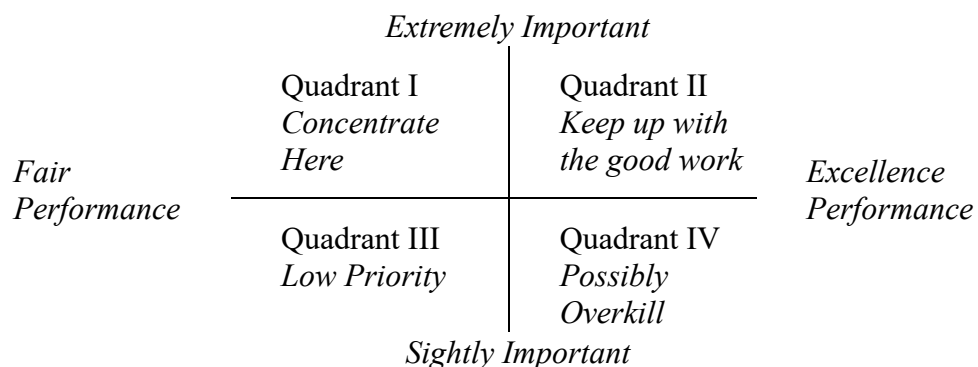### *Important Performance Analysis* (IPA)

Figure 1. Importance Performance Analysis (IPA) Diagram
Source: (Martilla & James, 1977)

To determine the development strategy for Brie Cheese attributes, Importance Performance Analysis (IPA) matrix analysis was used to determine the level of conformity between the level of importance (consumer expectations) and the level of quality performance of the attributes studied by comparing the performance score with the importance score (expectations).

RESULTS AND DISCUSSION

Characteristics of Respondents

The characteristics of respondents are used to provide an overview of the background of consumers who consume brie cheese so that they can be input related to consumer satisfaction with brie cheese attributes according to specific characteristics. Purchasing decisions are influenced by socio-demographic factors (Meitasari et al., 2020).
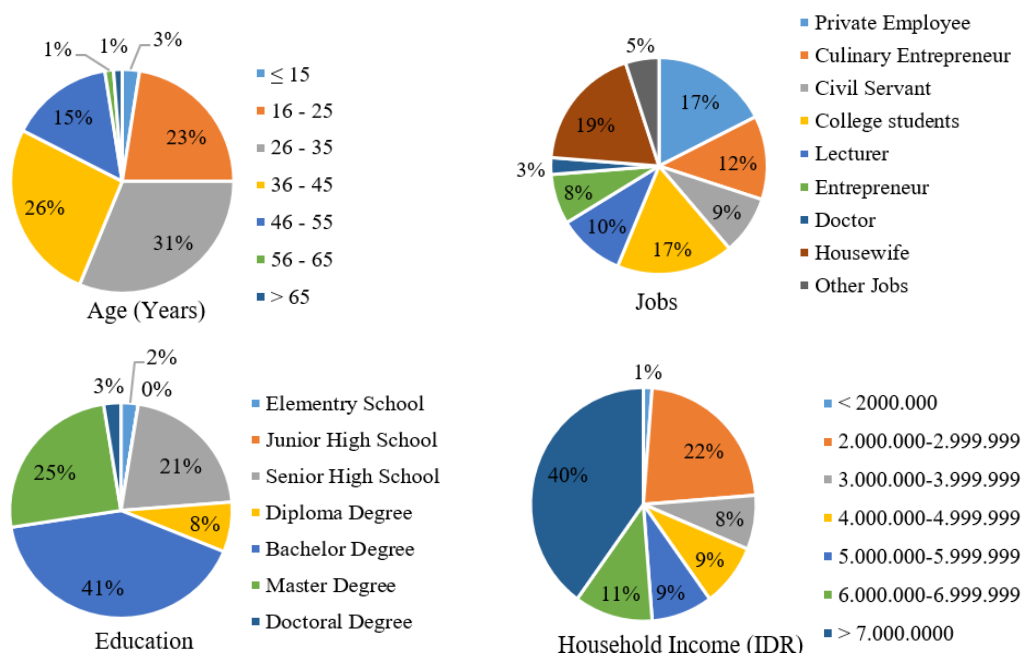

Figure 2. Distribution of Education, Occupation, Age and Household Income
of Brie Cheese Consumers
Source: Primary Data Analysis (2024)

The characteristics of respondents who are Brie cheese consumers are seen in the categories of age, last education, occupation, and total family income. Respondents in this study are consumers who have consumed brie cheese either in

fresh or processed food form at least one time. Brie cheese is a product that is difficult to find in the market and expensive, so consumers are limited.

The characteristics of respondents in this study can be seen in Figure 2, which is categorized by age, education, occupation and household income. The respondents are grouped into seven groups, with an age range of 10 years in each group. The highest respondents were in the age range of 26-35 years (31%), 36-45 years (26%) and 16-25 years (23%); all three age groups are included in the productive age group. Respondents in the age range of 26-35 years were all women (Septiani et al., 2022), and women prefer shopping for groceries over men. Most respondents have a bachelor's degree (41%) and a master's degree (25%). People with higher education tend to prefer quality products. The respondents' jobs vary considerably. Namely, most are Housewives (19%), Private Employees (18%), College students (18%), and Culinary Entrepreneurs (13%); others have other diverse jobs. The total household income of respondents is mainly in the income group> 7,000,0000 (40%), followed by the income group 2,000,000-2,999,999 (23%). Most respondents are married and have a combined income from their partners. Women of productive age dominate the characteristics of respondents who consume brie cheese with a high level of education. They are married with a job orientation of being a housewife.

Consumer Satisfaction with Brie Cheese Product Attributes

The Customer Satisfaction Index calculates the average value of the level of importance and the level of performance or satisfaction of each variable or attribute of Brie Cheese. In Table 1, the Customer Satisfaction Index value calculation is 3.68/5 = 0.736 or satisfaction of 73.6%; if based on the consumer satisfaction index, it is in the range of 0.66 - 0.80 with the satisfaction criteria. This indicates that, in general, consumers who buy and consume Brie Cheese are satisfied with the performance of Brie Cheese products from PT Rumah Keju Jogja. Although consumers are satisfied with the performance of the Brie Cheese product, PT Rumah Keju Jogja still needs to improve its product because, as seen from the satisfaction index, satisfaction is still at 73.6% (not yet reaching 100%). Attributes

that still need to be improved in performance can be based on the results of the IPA analysis. Of all the attributes in beer cheese, only the colour attribute has satisfied consumers (the performance value is higher than the importance value); the other attributes still need improvement to meet consumer satisfaction.

Table 1. Calculation of the Customer Satisfaction Index (CSI) for Brie Cheese

Attribute	Mean Importance Score MIS	Mean Satisfaction Score MSS	Weight Factor (WF) %	Weight Score (WS)
A1	4.65	3.81	7.07%	27%
A2	4.25	3.60	6.46%	23%
A3	4.06	3.80	6.17%	23%
A4	3.34	3.88	5.07%	20%
A5	3.78	3.50	5.74%	20%
A6	4.23	3.21	6.42%	21%
A7	4.06	3.80	6.17%	23%
A8	4.44	3.94	6.74%	27%
A9	4.18	4.15	6.34%	26%
A10	4.28	3.59	6.50%	23%
A11	4.61	4.41	7.01%	31%
A12	4.65	3.29	7.07%	23%
A13	4.44	3.48	6.74%	23%
A14	3.48	3.36	5.28%	18%
A15	3.85	3.5	5.85%	20%
A16	3.525	3.45	5.36%	18%
Total	65.80	58.76	100%	368%
CSI	73.60%	Satisfied (81-100%)		

Brie Cheese Product Attribute Development Strategy

Brie cheese product development can be done by improving product attributes. What needs to be known is the high level of importance and performance of the attributes in brie cheese through consumer assessment. This level of importance is the basis for the Company to satisfy consumers. This level of importance will also spur the Company to improve the level of performance that is considered less by consumer expectations and as a reference to maintain performance that is considered by consumer interests. Overall, the importance and performance scores (Table 2) for each attribute describe the value between what is considered important by consumers and the performance provided by the Company.

Table 2. Average Calculation of the Level of Importance and Level of Performance
of Brie Cheese Attributes

Atribut	Importance (Y)	Performance (X)
Taste (A1)	4.65	3.81
Aroma (A2)	4.25	3.60
Texture (A3)	4.06	3.80
Color (A4)	3.34	3.88
Size (A5)	3.78	3.50
Price (A6)	4.23	3.21
Practicality (A7)	4.06	3.80
Nutrition (A8)	4.44	3.94
Preservative (A9)	4.18	4.15
Shelf life (A10)	4.28	3.59
Halal (A11)	4.61	4.41
BPOM (A12)	4.65	3.29
Product Info (A13)	4.44	3.48
Packaging Design (A14)	3.48	3.36
Packaging Type (A15)	3.85	3.5
Promotional Media (A16)	3.52	3.45
Total	65.80	58.76
Mean	4.11	3.67

Based on the calculation of the level of importance and performance in Table 2, the Importance Performance Analysis (IPA) matrix is compiled, an analysis method used to identify what important performance factors must be demonstrated by a producer to meet consumer satisfaction. The IPA model consists of four quadrants with performance on the X-axis and importance on the Y-axis. The four quadrants are quadrant A (concentrate Here), quadrant B (keep up the good work), quadrant C (low priority) and quadrant D (possible overskill) (Martilla & James, 1977) . In this study, the four quadrants containing the importance and performance of brie cheese attributes were analyzed and depicted in the matrix in Figure 3.
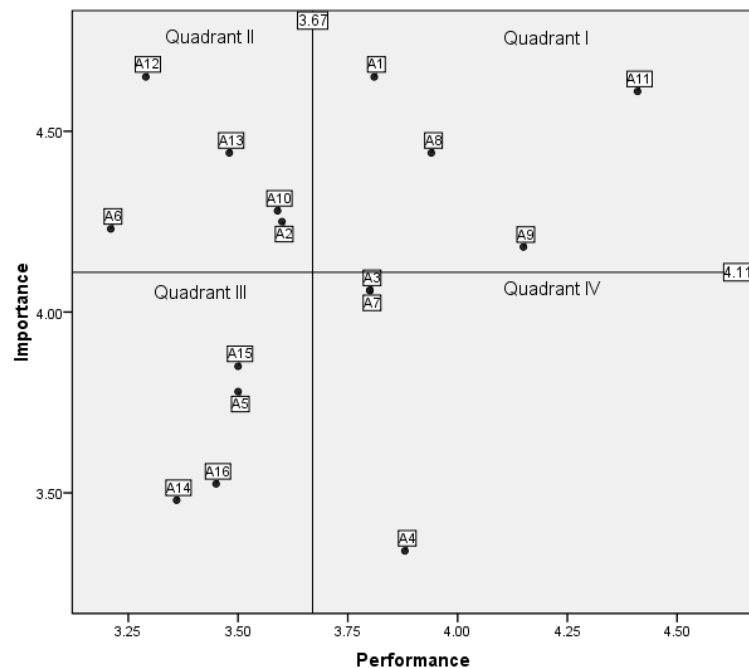
Figure 3. Important Performance Analysis (IPA) Matrix
Source: Primary Data Analysis (2024)

Description:
A1 = Taste
A2 = Aroma
A3 = Texture
A4 = Color
A5 = Size
A6 = Price
A7 = Practicality
A8 = Nutrition

A9 = Preservatives
A10 = Shelf Life
A11 = Halal
A12 = BPOM
A13 = Product Info
A14 = Packaging Design
A15 = Packaging Type
A16 = Promotional Media

Table 2 Results of Important Performance Analysis (IPA) Matrix

Quadrant I Concentrate Here	Quadrant II Keep up with the good work	Quadrant III Low Priority	Quadrant IV Possibly Overkill
A1 = Taste A8 = Nutrition A9 = Preservatives A11 = Halal	A2 = Aroma A6 = Price A10 = Shelf Life A12 = BPOM A13 = Product Info	A5 = Size A14 = Packaging Design A15 = Packaging Type A16 = Promotional Media	A3 = Texture A4 = Color A7 = Practicality

Source: Primary Data Analysis (2024)

The Importance-Performance Analysis (IPA) matrix results can be used to determine the right strategy to improve performance (I. W. Pratiwi & Hendrawan, 2018). Based on the results of the analysis of the Important Performance Analysis (IPA) matrix in Figure 3, it can be seen that in quadrant I (concentrate here), there are four (4) attributes, namely Taste (A1), Nutrition (A8), Preservatives (A9) and Halal (A11) meaning that the brie cheese product attributes are the main priorities that need to be improved and enhanced to meet consumer satisfaction. Brie cheese in the taste attribute has a slightly salty, savoury taste with a bitter aftertaste. Usually, it can be consumed in the first week of harvest or 1 month after harvest (4-5 weeks). For Indonesians, the bitter aftertaste of brie cheese is not too familiar, so it is not very suitable for those who often consume processed cheese that tastes salty and sweet. The nutrition contained in brie cheese per serving: 30 grams, which contains total energy of 83.97 kcal, total fat 6.8g (10% RDA), saturated fat 5.41g (27% RDA), protein 5.11g (9% RDA), total carbohydrates 0.59gr (0% RDA), sugar 0g, salt (sodium) 85.96mg (6% RDA). The RDA percentage is based on energy needs of 2150kcal. The nutritional content of brie cheese has satisfied consumers; only the nutritional content is not listed on the packaging, so consumers do not know the nutrition contained in brie cheese. The preservative used is non-iodized salt; this is also unknown to consumers because it is not listed on the product packaging, even though consumers prefer products that do not use chemical preservatives. Regarding halal attributes, brie cheese products do not yet have a certificate, which is important for consumers. PT Rumah Keju Jogja is applying to register a halal certificate for brie cheese products to increase product legality.

In quadrant II (keep up the work), five (5) brie cheese attributes are included in the quadrant, namely Aroma (A2), Price (A6), Shelf Life (A10), BPOM permit (A12), and Product Info (A13). All attributes included in this quadrant are the strengths and pillars of brie cheese products, so their performance needs to be maintained to maintain consumer loyalty. The aroma, price and shelf life attributes of cheese have a slightly sweet aroma and milk that dominates with a price of IDR 111,000/250 grams, which has a shelf life of 3 months since the cheese is harvested. The product info attribute listed on the packaging is by the standard. Namely, there

is information on storage instructions, composition, Nutritional Value Information, Product Net Weight (grams), BPOM Label, MUI Halal Label, Kejugja Logo, Product Name, Production Address, Production Code and expiration date. The BPOM permit attribute is currently in the process of submitting a permit. Consumers consider food licensing very important for cheese products; However, it does not yet have a BPOM permit and MUI halal certificate. PT Rumah Keju Joga has improved its products by submitting the food licensing application.

In quadrant III (low priority), there are four attributes included in this quadrant, namely Size (A5), Packaging Design (A14), Packaging Type (A15), and Promotional Media (A16). Attributes in this quadrant have low importance and performance values , so they are considered unimportant and do not threaten brie cheese products. Brie cheese has a round shape with a size of 250 grams and is packaged using folded papper wax; the top is affixed with a sticker with product information and is stored in a plastic jar with a production label and expired date on the top. Promotional media uses online media, namely Instagram, Website, Facebook, Whats app business, Tokopedia, and Tiktok.

In quadrant IV (possibly overkill), three (3) attributes of brie cheese are included in this quadrant, namely Texture (A3), Color (A4), and Practicality (A7), meaning that these product attributes are considered excessive by consumers, so that resource allocation can be allocated to other attributes that are considered important and need to be improved, namely attributes in quadrant I. Brie cheese has a soft and thick texture with a yellowish-white colour and is packaged well and safely so that it is easy to use, carry, and store.

CONCLUSION

The characteristics of brie chese consumers who were respondents were that the majority were aged 26-35 years, had a bachelor's degree, worked as housewives, and had a household income of more than IDR 7,000,000. Consumers were satisfied with the attributes of the brie cheese product, as seen from the Customer Satisfaction Index value of 73.6%. However, to increase consumer satisfaction, an attribute development strategy was needed, namely by improving product

attributes, namely taste, nutrition, preservatives and Halal certification, and maintaining performance by maintaining aroma attributes, price, shelf life, BPOM permits, and product information that were by consumer desires.

ACKNOWLEDGEMENTS

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