

Strategies To Enhance Customer Satisfaction With The Quality Of Beef Meatball Products At Bakso Robin Panjer

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Abstract

This study analyzes a significant sales decline of 20–30% for beef bakso at Bakso Robin Panjer, a direct consequence of intense market competition. The primary objective is to formulate an effective product quality improvement strategy utilizing the Quality Function Deployment (QFD) methodology. QFD, a framework applicable to address sales decline, was instrumental in identifying the critical quality attributes for subsequent evaluation and enhancement to ensure consumer satisfaction. This research identified 10 attributes influencing consumer satisfaction, namely: color, appearance, size, portion, shape, temperature, texture, aroma, taste, and doneness level. Based on a survey of 97 consumers, while all 10 quality attributes were rated as highly important, the satisfaction analysis uncovered a significant performance gap. Specifically, the sensory attributes of aroma (satisfaction score 3.79; improvement ratio 1.32), taste (3.86; improvement ratio 1.30), and texture (4.21; improvement ratio 1.19) were identified as the highest priorities for intervention due to their comparatively low satisfaction ratings. The subsequent House of Quality (HoQ) matrix analysis concluded that the technical strategy must be concentrated on four critically important process parameters: boiling (relative importance 22.4%), dough mixing (20.2%), meatball forming (16%), and raw material procurement (11.5%). The resulting strategic recommendations include dough reformulation by increasing the meat-to-filler ratio and incorporating aromatic spices, standardization of the boiling temperature to ensure consistent broth quality and doneness, and the utilization of a forming machine to guarantee product shape and texture consistency. These targeted interventions are projected to restore the company's competitiveness and maximize overall consumer satisfaction.

Keywords : Quality Function Deployment, Customer Satisfaction, Product Quality, Beef Meatball, Quality Improvement Strategy



INTRODUCTION

Bakso is a traditional Indonesian food that is widely favored due to its ease of preparation and the variety of flavors and textures it offers. This product is made from finely ground meat mixed with flour, shaped into balls, and boiled (Hadianto & Puspita, 2020). Bakso was first introduced by Chinese traders using pork as the main ingredient; however, it later adapted to the predominantly Muslim local culture, leading to the more common use of beef or chicken (Santoso, 2015). As part of Indonesia's rich culinary heritage, bakso continues to evolve through innovation and can be easily found in various regions across the country. Bakso Robin Panjer is one of the culinary businesses that has been operating for more than two decades, with daily sales reaching approximately 400–500 servings. However, over the past three months, sales of beef bakso have declined by 20–30 percent due to increasing competition from other bakso vendors in the Panjer area. This situation requires business owners to gain a deeper understanding of consumer satisfaction, as improvements in product quality can have a direct impact on increasing sales (Yanti et al., 2023).

One relevant method for analyzing consumer needs and preferences is Quality Function Deployment (QFD), an approach that translates consumer requirements into technical product specifications (Akao, 2004) and assists producers in systematically determining quality improvement priorities (Liu et al., 2019). The successful application of QFD in improving product quality and sales across various culinary businesses, as demonstrated by Maulida et al. (2014) and Wardana et al. (2024), indicates that this method has strong potential to be applied in assisting Bakso Robin Panjer in formulating strategies to improve the quality of its beef bakso as an effort to recover declining sales. Based on this background, this study aims to identify product quality attributes considered important by consumers, measure the level of consumer importance and satisfaction with the quality of beef bakso at Bakso Robin Panjer, and formulate product quality improvement strategies that are aligned with consumer needs..

RESEARCH METHODS

Research Location and Time

This study was conducted at Bakso Robin Panjer, located within Nyanggelan Market, Desa Adat Panjer, at Jalan Tukad Pakerisan No. 55 A, Panjer, South Denpasar, Denpasar City. Meanwhile, the validity and reliability testing was carried out at Bakso Dwi Rasa 2, located at Jalan Tukad Petanu I No. 11, Panjer, South Denpasar, Denpasar City. The research was conducted over a period of three months, from April to June 2025.



Population and Sample

The population of this study comprised all consumers of beef bakso at Bakso Robin Panjer within one month. The sample consisted of consumers aged 13–50 years who had purchased beef bakso at Bakso Robin Panjer and Bakso Herman Panjer at least twice. Based on information provided by the business owner, daily sales range from 80 to 150 bowls, resulting in an estimated monthly consumer population of 2,990 individuals. Respondent criteria included gender, age, occupation, and purchase frequency. After determining these criteria, the sample size was calculated using the Slovin formula, which is applied to obtain a representative sample from a large population while considering an acceptable margin of error. With a margin of error of 10%, the required sample size was 97 respondents. This number satisfies the statistical requirement of a minimum sample size of 30 respondents ($n \geq 30$).

Data Types and Sources of Data

This study utilized two types of data sources, namely primary data and secondary data. Primary data were obtained directly through interviews and direct observations conducted by the researcher, as well as through questionnaire responses from consumers of Bakso Robin Panjer. Secondary data were collected from internal records owned by Bakso Robin Panjer.

Data Collection Instruments

Five data collection instruments were employed in this study, namely questionnaires, interviews, observations, brainstorming, and literature review. Questionnaires were used as the primary tool for collecting data from respondents, while interviews were conducted directly with representatives of Bakso Robin Panjer. Brainstorming and literature review were utilized to support the analysis of consumer satisfaction.

Research Procedure

The research began with a preliminary survey, a review of relevant literature, and the determination of the research location and main competitor. Subsequently, product quality attributes were identified, and research instruments in the form of questionnaires were developed and subjected to validity and reliability testing. The questionnaire was considered valid if the calculated correlation coefficient (r -value) was positive and greater than the critical r -value, and reliable if the Cronbach's Alpha value was equal to or greater than 0.60. After meeting these criteria, the questionnaire was distributed to respondents at Bakso Robin Panjer. The subsequent stages included data processing, determination of technical parameters, and analysis using the House of Quality (HoQ) method. All collected data were then compiled and further analyzed to address the research problems.



Data Analysis

The analysis of beef bakso product quality at Bakso Robin Panjer was conducted using the Quality Function Deployment (QFD) method. IBM SPSS Statistics 27 was utilized for validity and reliability testing, while Microsoft Excel 365 was used to analyze consumer importance and satisfaction levels. This stage aimed to identify product attributes considered important by consumers, evaluate levels of consumer importance and satisfaction, and develop the House of Quality (HoQ) as the basis for formulating strategies to address business-related problems.

RESULTS AND DISCUSSION

Respondent Characteristics

The results of the analysis indicate that the majority of respondents in this study were female, totaling 52 individuals (53.61%), while male respondents accounted for 45 individuals (46.39%). The predominance of female respondents is consistent with the findings of Lombardo et al. (2019), who reported that women tend to prefer foods with mild flavors, smooth textures, and place greater emphasis on health and aesthetic aspects of food. In terms of age characteristics, most respondents were within the 21–28 year age range, comprising 34 individuals (35.05%). This age group is classified as productive and therefore more inclined to consume ready-to-eat foods (Ahmat et al., 2024). Based on occupational categories, the majority of respondents were students, totaling 35 individuals (36.08%), followed by private-sector employees with 27 individuals (27.84%). This distribution is closely related to factors such as affordable pricing, practical serving methods, and ease of product accessibility (Widyastuti et al., 2025). Regarding purchase frequency, most respondents reported purchasing the product more than twice, amounting to 57 individuals (58.76%). This finding reflects a high level of consumer trust in the product offered, as explained by Zhia and Hawignyo (2022), who stated that brand trust plays a crucial role in encouraging repeat purchase decisions. Based on these findings, it can be concluded that consumers of Bakso Robin Panjer are predominantly women aged 21–28 years, with student backgrounds, and exhibit a strong tendency toward repeat purchases. These characteristics serve as an important foundation for formulating targeted strategies to enhance consumer satisfaction within the primary market segment.

Validity and Reliability Testing

Validity and reliability tests were conducted on a questionnaire consisting of 10 attributes, which were developed based on a literature review and discussions with the owner of Bakso Robin Panjer. Validity testing was performed by comparing the calculated correlation coefficient (rCount Value) with the critical rTable Value at a 5% significance level, using a total of 30 respondents. An attribute was considered valid if the calculated rCount



Value exceeded the critical rCount Value (rCount Value > rTable Value). The results of the validity testing are presented in Table 1.

Tabel 1. Results of the validity test of questionnaire attributes for the survey on strategies to improve consumer satisfaction with the quality of beef bakso at Bakso Robin Panjer.

No	Attributes	R Count Value	R Table Value	Results	Sources
1	Colour (X1)	0.634	0.361	Valid	Anduonohu & Syaharman, 2023
2	Appearance (X2)	0.399	0.361	Valid	Putri & Rucitra, 2024
3	Size (X3)	0.605	0.361	Valid	Putri & Rucitra, 2024
4	Portion Size (X4)	0.595	0.361	Valid	Putri & Rucitra, 2024
5	Shape (X5)	0.492	0.361	Valid	Anduonohu & Syaharman, 2023
6	Temperature (X6)	0.527	0.361	Valid	Putri & Rucitra, 2024
7	Texture (X7)	0.540	0.361	Valid	Anduonohu & Syaharman, 2023
8	Aroma (X8)	0.491	0.361	Valid	Putri & Rucitra, 2024
9	Taste (X9)	0.371	0.361	Valid	Putri & Rucitra, 2024
10	Level of Doneness (X10)	0.557	0.361	Valid	Putri & Rucitra, 2024

Based on the results of the reliability test, all 10 quality attributes in the questionnaire were declared reliable, with a Cronbach's Alpha value of 0.697. This value exceeds the minimum reliability threshold of 0.60 as proposed by Sekaran and Bougie (2016), indicating that the instrument is appropriate and can be used consistently to collect data and to draw accountable conclusions.

Analysis of Consumer Importance Values and Levels

The analysis of consumer importance levels serves as a reference for Bakso Robin Panjer in ensuring that the products offered align with consumer preferences in order to enhance consumer satisfaction. Therefore, it is necessary to establish a priority order of attributes based on the expected level of importance. The importance values were obtained by calculating the mean scores of respondents' responses, which were subsequently used to determine the importance criteria. Table 2 presents the results of consumer importance values and levels for the beef bakso product.

Table 2. Consumer importance values and levels

Ranking	Attributes	Importance Values	Importance Levels	Criteria
1	Taste (X9)	4.76	92.40	Highly Important
2	Level of Doneness (X10)	4.75	92.20	Highly Important
3	Aroma (X8)	4.63	89.80	Highly Important
4	Appearance (X2)	4.56	88.40	Highly Important

820

5	Texture (X7)	4.56	88.40	Highly Important
6	Portion Size (X4)	4.54	88.00	Highly Important
7	Temperature (X6)	4.48	87.00	Highly Important
8	Size (X3)	4.43	86.00	Highly Important
9	Colour (X1)	4.39	85.20	Highly Important
10	Shape (X5)	4.24	82.20	Highly Important

Based on Table 2, the attribute with the highest level of importance is taste (4.76), followed by level of doneness (4.75) and aroma (4.63). Appearance and texture have the same mean value (4.56), followed by portion size (4.54), serving temperature (4.48), size (4.43), color (4.39), and shape (4.24). These results indicate that the company should prioritize quality improvements in taste, level of doneness, and aroma in response to consumers' primary preferences.

These findings are consistent with Utomo et al. (2024), who reported that chewiness, savory taste, and aroma are the main attributes in assessing the quality of beef bakso and have a significant influence on consumer preferences. Understanding these attributes is essential for companies to align their products with consumer needs and expectations in order to maintain consumer satisfaction.

Consumer Satisfaction Analysis and Planning Matrix

The analysis of consumer satisfaction values and levels, as well as comparisons with competitors, was conducted to assess the extent to which beef bakso products at Bakso Robin Panjer and its competitors meet consumer expectations and preferences. This analysis aims to identify attributes that should be maintained or improved by Bakso Robin Panjer to remain competitive in the market. The results of this analysis are expected to provide strategic input for the company in product development to enhance consumer satisfaction. Detailed information on consumer satisfaction values and levels for Bakso Robin Panjer and its competitors is presented in Table 3.

Table 3. Consumer satisfaction values of Bakso Robin Panjer and its competitor

Attributes	Consumer satisfaction values			
	Bakso Robin Panjer	Criteria	Competitor	Criteria
Colour (X1)	4.38	Very Satisfied	4.56	Very Satisfied
Appearance (X2)	4.33	Very Satisfied	4.61	Very Satisfied
Size (X3)	4.47	Very Satisfied	4.63	Very Satisfied
Portion Size (X4)	4.62	Very Satisfied	4.57	Very Satisfied
Shape (X5)	4.39	Very Satisfied	4.61	Very Satisfied
Temperature (X6)	4.55	Very Satisfied	4.68	Very Satisfied



Texture (X7)	4.22	Very Satisfied	4.72	Very Satisfied
Aroma (X8)	3.86	Satisfied	4.85	Very Satisfied
Taste (X9)	3.91	Satisfied	4.80	Very Satisfied
Level of Doneness (X10)	4.74	Very Satisfied	4.84	Very Satisfied

Based on the data presented in Table 3, the level of consumer satisfaction with Bakso Robin Panjer products is relatively lower compared to that of its competitors. Nevertheless, the analysis indicates that consumers are still generally satisfied overall. This condition is influenced by the width of the intervals between assessment classes, which affects the classification of satisfaction levels.

Determination of Product Quality Targets and Improvement Ratios

The determination of improvement ratios was conducted to measure the extent to which each attribute needs to be enhanced. This analysis serves as the basis for evaluating the capability of Bakso Robin Panjer's beef bakso products to meet consumer satisfaction, as well as for identifying consumer needs and preferences. Product quality targets were established through interviews with the business owner using a Likert scale of 1–5, with a value of 5 representing the maximum quality standard. The results of the analysis are presented in Table 4.

Table 4. Improvement ratios

No	Attributes	Satisfaction Values	Target	Improvement Ratios	Priority
1	Colour (X1)	4.38	5	1.15	5
2	Appearance (X2)	4.33	5	1.15	4
3	Size (X3)	4.47	5	1.12	7
4	Portion Size (X4)	4.62	5	1.09	9
5	Shape (X5)	4.39	5	1.13	6
6	Temperature (X6)	4.55	5	1.10	8
7	Texture (X7)	4.22	5	1.19	3
8	Aroma (X8)	3.86	5	1.32	1
9	Taste (X9)	3.91	5	1.30	2
10	Level of Doneness (X10)	4.74	5	1.05	10

Based on Table 4, all product attributes of Bakso Robin Panjer have improvement ratio values greater than 1, indicating that the product has not yet achieved the maximum target level of consumer satisfaction (Alfiana et al., 2020). This ratio is obtained from the comparison between the target value and the current level of consumer satisfaction. The aroma attribute has the highest improvement ratio of 1.32, making it the top priority for quality



improvement, followed by taste, texture, appearance, color, shape, size, serving temperature, portion size, and level of doneness.

Technical Parameter Design

Technical parameters are attributes that can be measured and described technically based on the production process. According to Yuarini et al. (2015), technical parameters function to fulfill consumer needs and expectations through the optimal utilization of resources. The determination of technical parameters was carried out through interviews and direct observations at the Bakso Robin Panjer production site. The identification results indicate eight main technical parameters, namely raw material procurement, raw material washing, broth preparation, dough mixing, bakso forming, boiling, storage, and serving or packaging.

Correlation Analysis between Technical Parameters and Consumer Importance Values (Correlation Matrix)

The correlation matrix is used to illustrate the relationship between technical parameters and consumer importance attributes in order to assess the contribution of technical parameters to consumer satisfaction with beef bakso products at Bakso Robin Panjer. The matrix was constructed through discussions with the business owner and an understanding of the production process. The relationships among variables are represented by symbols indicating no relationship (– or 0), weak (Δ or 1), moderate ($\square$ or 5), and strong ($\bullet$ or 10), which serve as the basis for determining product quality improvement priorities.

Correlation Analysis among Technical Parameters (Trade-Off Matrix / Technical Correlation Matrix)

The correlation matrix among technical parameters functions to identify parameters that support or conflict with one another. This matrix presents the results of the correlation analysis among technical parameters to determine the degree of interrelationship and influence between parameters. Commonly referred to as the trade-off matrix, it is located at the top section of the House of Quality (HoQ) and maps the correlational relationships among technical parameters. The assessment was conducted through discussions with the Bakso Robin Panjer management, where the symbol “++” indicates a strong positive relationship and “+” indicates a positive relationship.

House of Quality (HoQ) Matrix

The House of Quality (HoQ) is an analytical tool that functions to translate consumer needs into technical requirements that can be implemented by a company. The HoQ

823



consists of several key elements, including levels of consumer importance and satisfaction, quality targets, technical parameters, as well as relationship and trade-off matrices. All of these elements are integrated into a single comprehensive matrix that serves as the basis for decision-making in product quality improvement. This study produced a House of Quality (HoQ) matrix, which is presented below:

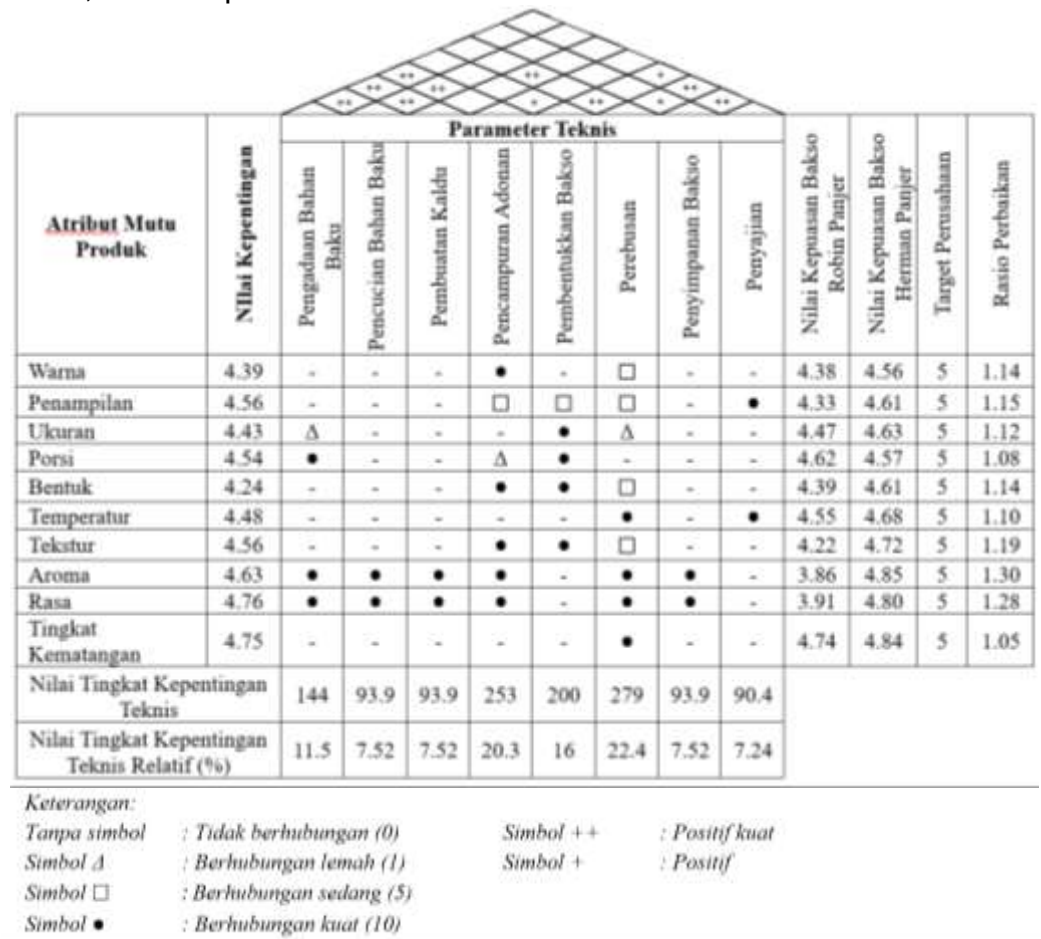


Figure 1. House of Quality (HoQ) for beef bakso

Based on the results of the House of Quality (HoQ) analysis, the attributes with the highest importance levels are taste (4.76) and level of doneness (4.75), followed by aroma (4.63), appearance (4.56), texture (4.56), portion size (4.54), serving temperature (4.48), size (4.43), color (4.39), and shape (4.24). These results indicate that the company needs to maximize the attributes of taste, level of doneness, and aroma to meet consumer needs and preferences. This finding is consistent with the study by Utomo et al. (2024), which emphasized that taste, texture, and aroma play a crucial role in determining the quality of beef bakso. The evaluation of consumer satisfaction levels shows that Bakso Robin Panjer products have lower satisfaction scores compared to those of competitors, indicating the

need for improvement efforts. Based on the improvement ratio values, the top priority attribute is aroma (1.30), followed by taste (1.28), texture (1.19), appearance (1.15), color (1.14), shape (1.14), size (1.12), serving temperature (1.10), portion size (1.08), and level of doneness (1.05).

To support quality improvement and meet consumer expectations, a correlation analysis between product attributes and technical parameters was conducted using a correlation matrix. Based on the analysis of technical importance levels, boiling emerged as the most critical parameter with a value of 279 (22.4%), followed by dough mixing at 253 (20.3%), bakso forming at 200 (16%), raw material procurement at 144 (11.5%), raw material washing, broth preparation, and bakso storage each at 93.9 (7.52%), and serving at 90.4 (7.24%).

Strategy Formulation

Based on the House of Quality (HoQ) analysis and the preceding discussion, the strategies that can be recommended for the company are as follows:

1. Strategies to Enhance Consumer Satisfaction Based on Consumer Characteristics.

Based on the analysis of consumer characteristics, several strategies are required to improve consumer satisfaction. The majority of consumers are women who prefer mild flavors, smooth textures, and neat presentation; therefore, taste reformulation and improvements in product presentation are essential (Lombardo et al., 2019; Vermeir & Roose, 2020). Consumers are also predominantly aged 21–28 years, a group that tends to choose ready-to-eat products due to practicality and affordable prices (Ahmat et al., 2024). To maintain this interest, the company must ensure that products are consistently well-cooked and readily available, as high product availability encourages purchase intention, particularly for ready-to-eat foods (Adawiyah et al., 2024).

From an occupational perspective, the dominance of students indicates that price and quality are key considerations; therefore, maintaining the stability of both aspects through raw material efficiency and process standardization is necessary (Kusuma et al., 2017; Arianto, 2020). High purchase frequency is influenced by consumer trust formed through positive experiences and consistent product quality, aligning with findings that satisfaction mediates the relationship between quality and repurchase intention (Yasa & Kusumadewi, 2024; Natalia & Suparna, 2023). Consequently, consistent implementation of Standard Operating Procedures (SOPs) is crucial for maintaining quality and sustaining consumer loyalty.

2. Strategies to Enhance Consumer Satisfaction Through Product Attributes.

The priority for quality improvement of beef bakso at Bakso Robin Panjer should focus on aroma, taste, and texture, which have the highest improvement ratios (>1.15), followed by appearance, color, and shape. Improvements in aroma and taste can be



achieved by adjusting the meat ratio, adding marrow bones, optimizing boiling duration, and using aromatic spices. Marrow bones serve as a source of lipids and flavor precursors that enrich broth, as demonstrated by Li et al. (2022), who found that increasing marrow content significantly enhances savory taste and broth complexity.

Boiling duration also has a substantial effect; Febriyanti et al. (2023) reported that boiling bones for 30 hours produce broth with optimal flavor intensity. Spices such as garlic, onion, lemongrass, and black pepper further enhance aroma and sensory acceptance (Firdamayanti & Srihidayati, 2021). Therefore, reformulating marrow ratios, standardizing boiling time, and adjusting spice composition constitute strategic steps to improve product quality. Texture improvement can be achieved by increasing the proportion of carcass meat to produce more consistent and elastic bakso. Solikin et al. (2024) demonstrated that a beef-to-carcass ratio of 4:1 yields more uniform color and texture. This aspect is important, as product appearance strongly influences purchasing decisions (Pudjihardjo et al., 2015). Thus, enhancing texture and visual uniformity should be prioritized in the bakso processing stage.

3. Strategies to Enhance Consumer Satisfaction Through Technical Parameters.

Prioritas parameter teknis yang perlu dievaluasi dan ditingkatkan meliputi perebusan, The priority technical parameters that need to be evaluated and improved include boiling, dough mixing, bakso forming, and raw material procurement. These four parameters have the highest relative importance values (>10%), making them the primary focus for quality improvement efforts to align products with consumer expectations.

a. Boiling

The boiling process plays a critical role in determining bakso quality, particularly in terms of temperature, aroma, taste, and level of doneness. This process must be conducted while maintaining broth cleanliness and temperature stability. According to McGee (2004), foam that appears on the surface of broth originates from water-soluble proteins and can cause bitterness and turbidity; therefore, it should be regularly removed through skimming during low-heat simmering. Stable boiling temperatures ensure even cooking, maintain bakso shape and texture, and produce an appealing cooked color.

b. Dough Mixing

Dough mixing significantly affects color, shape, texture, aroma, and taste. To enhance quality, Bakso Robin Panjer is advised to reformulate raw material composition by increasing the proportion of meat relative to additives such as flour. Seo et al. (2015) stated that the proportions of water, fat, and protein strongly influence product color and texture. Excessive flour use can result in paler color and reduced flavor and aroma. In addition, the use of mixing



machines can accelerate processing and produce a more homogeneous dough, leading to more consistent product quality.

c. Dough Forming

The forming process strongly influences appearance, size, portion, shape, and texture. Currently, forming is done manually using hands and spoons, resulting in less consistent output. To improve quality, Bakso Robin Panjer is recommended to use molding machines to achieve more uniform size, shape, and texture. Machine use also facilitates accurate portion control and enhances product visual appeal. According to Sultoni and Subekti (2019), molding machines produce bakso with more consistent size and shape compared to manual methods, thereby improving visual uniformity and consumer appeal.

d. Raw Material Procurement

Raw material procurement affects quality attributes such as size, portion, aroma, and taste, making it a crucial stage in production. Raw material quality determines bakso size, portion yield, and final flavor. Therefore, selection must prioritize freshness and cleanliness, particularly for meat, bones, and eggs as primary ingredients and binders. Non-fresh materials risk reducing aroma, taste, and product hygiene. To maintain quality, all ingredients should be thoroughly washed before processing and handled in accordance with hygiene SOPs. SOP implementation has been proven effective in improving hygiene and sanitation practices in the food industry (Setyaningsih & Andayani, 2020).

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the research findings, the attributes most valued by consumers of Bakso Robin Panjer's beef bakso include taste (4.76), level of doneness (4.75), aroma (4.63), appearance (4.56), texture (4.56), portion size (4.54), serving temperature (4.48), size (4.43), color (4.39), and shape (4.24). The highest satisfaction levels were observed for level of doneness (4.74), followed by portion size (4.62), serving temperature (4.55), size (4.47), shape (4.39), color (4.38), appearance (4.33), texture (4.22), taste (3.91), and aroma (3.86). All attributes were categorized as very important, while eight attributes (color, appearance, size, portion, shape, serving temperature, texture, and level of doneness) fell into the very satisfied category, and two attributes—aroma and taste—were classified as satisfied.

Strategies to improve consumer satisfaction should be aligned with consumer characteristics, including female preferences for mild flavors, smooth textures, and aesthetic presentation; the predominance of consumers aged 21–28 years who require practical and fully cooked ready-to-eat products; and the priority of students for affordable prices and stable quality. Quality consistency is a key factor in building trust; therefore, continuous SOP



implementation is essential to maintain consumer loyalty. Product quality improvement should focus on aroma, taste, and texture as the highest-priority attributes, through the use of marrow bones, optimization of boiling duration, addition of aromatic spices, and adjustment of meat ratios to produce more elastic and consistent texture. In addition, four main technical parameters—boiling, dough mixing, bakso forming, and raw material procurement—with relative importance values exceeding 10 percent should be prioritized through temperature and broth hygiene control, dough composition homogenization, molding machine utilization, and the selection of fresh raw materials supported by hygiene and sanitation SOPs. Optimizing these aspects is expected to result in bakso products that are more consistent, safe, and aligned with consumer preferences, thereby enhancing satisfaction and competitiveness of Bakso Robin Panjer.

Recommendations

Based on the findings of this study, it is recommended that Bakso Robin Panjer implement the proposed strategies to improve product quality in order to meet consumer satisfaction. The company may explore the most effective formulations and processing techniques for application in the production process. Furthermore, future research should examine the influence of different types of meat used and analyze service quality factors that may affect consumer satisfaction levels.

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