

Consumer Preferences for Seoca Nugget: A Plant-Based Meat Innovation in Sustainable Food Markets

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ABSTRACT

Nuggets are one of the protein ready-to-eat food products that are now trending and can be accepted by the public because they are more practical, economical, and easy to consume. One form of food processing that can increase the nutritional value of processed products is vegetable nuggets. Vegetable nuggets are healthy, high in fiber, and come from nature. Vegetables can be processed goods that not only increase their selling value but also fall into the category of ASUH products (safe, healthy, intact, and hygienic). This research analyze consumer preferences in purchasing decisions for Seoca Nugget products, an alternative to vegetable protein nuggets that utilize cassava, soybeans, and mushrooms as meat substitutes. The main focus of the study is to understand how product attributes such as packaging, price, size, nutritional information, brand, and ease of obtaining influence consumer decisions in purchasing Seoca Nugget. In addition, this study also identifies the priority order of attributes that are the basis for purchasing, the most dominant attributes in consumer preferences, and the main reasons consumers choose this product. The method used was qualitative descriptive through in-depth interviews with 4 informants. The results of the study show that the attributes of packaging, size, nutritional information and ease of obtaining are very important preferences for consumers to decide to buy Seoca. While price, and brand are not so important preferences in buying Seoca. Consumers' preference to buy Seoca as a protein alternative is getting stronger because the nutritional information obtained shows that the vegetable protein content in this product is almost equivalent to the protein content in chicken nuggets.

Keywords: attributes, seoca, consumer preferences

INTRODUCTION

Nuggets are one of the fast food products with protein that are now trending and can be accepted by the public because they are more practical, economical, and easy to consume. Generally, nuggets are made from animal protein, especially chicken, so they are often called chicken nuggets. Nuggets made from animals tend to be high in fat and low in fiber. According to (Will, 2021), chicken has a fat content (25.00 g/100 g) and contains cholesterol. Cholesterol in chicken generally reaches 79 mg/100 g (Amrullah, 2004). High-fat foods can increase the risk of heart attacks, obesity, cancer, hypertension, constipation, high cholesterol, and various other degenerative diseases (Kharismawati, 2010). Nuggets can be made from non-meat (plant) ingredients such as vegetables. These vegetable-based nuggets are rich in nutritional content from vegetables such as vitamins and minerals. Therefore, to support a vegetarian diet, the raw materials for making animal nuggets are replaced with plant-based ingredients, namely oyster mushrooms. Oyster mushrooms are currently quite popular in society. Oyster mushrooms are a low-



fat food source but have a protein and fiber content that has the potential as a raw material for making nuggets. Oyster mushrooms contain high protein and essential amino acids compared to other types of vegetables. According to Mahmud et al. (2018), in 100 g of edible ingredients in oyster mushrooms contains protein (1.90 g), carbohydrates (5.50 g), fat (0.10 g), and fiber (3.60 g). In addition, oyster mushrooms also contain minerals needed by the body, such as Zn, P, Ca, Na, and K. Research on the use of tempeh with oyster mushrooms (*Pleurotus ostreatus*) in making vegetable nuggets has been conducted by Sumantri et al. (2015). Research by Sumantri et al. (2015) produced the best nugget, namely TJ1 tempeh nuggets with a combination of 5% oyster mushrooms (tempeh 95%: oyster mushrooms 5%). This nugget has a water content of 46.62% and a protein content of 16.29% and has met the quality standards for chicken nuggets (SNI 01-6683-2002) and fish nuggets (SNI 7758-2013). (Rahmayun et al., 2023) One form of food processing that can increase the nutritional value of its processed products is vegetable nuggets. Many advances in the production of vegetable nuggets are expected to trigger public interest in consuming vegetables in their daily diet, especially among children. The ingredients used to make nuggets are healthy, high in fiber, and come from nature, namely vegetables, vegetables can be processed goods that not only increase their selling value but are also included in the ASUH product category (safe, healthy, intact, and hygienic) (Dewi et al., 2024). Nuggets as fast food are quite popular with all levels of society. Nuggets are expected to meet nutritional intake, especially for children who generally have difficulty consuming vegetables in fresh form, one alternative in meeting the nutritional needs of the community in general and especially for children who have difficulty consuming vegetables in fresh form, diversity of nutritious, diverse, balanced and safe food consumption. Increasing public awareness of nutrition and health encourages people to live healthier by consuming nutritious foods that have a healthy effect. This condition must be recognized and responded to immediately by producers. Seoca as one of the processed vegetables that is turned into vegetarian nuggets is a fairly good alternative in meeting nutritional needs in everyday life. It is hoped that the processing of vegetables into vegetarian nuggets can increase consumer interest, especially children and vegetarian consumers. One effort that can be made to increase the income of farmer households is to increase the added value of organic vegetable products (Awaluddin et al., 2022).

The advantages felt by the community are that they have felt the benefits of consuming processed products that are easy to get, easy to serve, good taste, and also remain affordable. Each consumer has different considerations in assessing a product before making a decision. Where in this case the considerations are the attributes of the product, such as attributes in the characteristic type and benefit type. Attributes of the characteristic type are (1) packaging, (2) price, (3) size, (4) Brand and (5) ease of obtaining, while the attribute of the benefit type is its nutritional content. The existence of differences in assessing and the availability of products (supply) makes consumers inevitably have to make a "trade-off judgment" based on the attributes and attribute levels that are considered important. This utility value shows consumer preferences for the level of an attribute where the highest utility of a level tends to be preferred by consumers (for example, taste attributes, while levels such as sweet, savory and bland). While the relative importance value shows an indication of the order of attributes that can influence consumers in consuming products, so that the order of attributes and attribute levels that are considered important by consumers can be known. The growth of food consumption outside the home as a new trend is able to replace the habit of cooking at home because a new trend is able to replace the habit of cooking at home because it is more practical and saves time. This condition is also supported by the fact

that the number of unemployed women is decreasing compared to the number of those who work and the increasing development of modern markets that replace traditional markets. Consumers in consuming a product do not want the product directly, but want the attributes (properties) that the product has. Each consumer generally has their own factors in determining healthy food to buy (Hasbi, 2019).

With this problem, producers need to set strategies by understanding consumer preferences in this case the community who buy Seoca Nugget. Consumer preferences are determined from consumer cognition related to all perceived information. By understanding consumer preferences, producers can understand consumer knowledge regarding products and the attributes that underlie consumers' choice and then buy Seoca Nugget. By understanding these things, producers can take strategies related to more appropriate product development to suit the needs of the community. Preference means a greater liking for one alternative over another or others or how someone chooses one of several available alternatives (Uceo, 2016). In preference, consumers assess products based on the attributes they have. By evaluating the attributes they have, consumers will then determine one choice that best suits their expectations.

Product attributes are characteristics that a product has that differentiate it from other products (Larasati et al., 2022). The attributes that influence consumers in purchasing Seoca include how Seoca is packaged, the amount of money that must be spent to buy Seoca, the contents of the purchased packaging, the nutritional content informed by Seoca, how well known Seoca is to consumers, how easy Seoca can be obtained or purchased.

An analysis of the attributes of the Seoca purchasing preferences needs to be carried out to obtain findings on how respondents answered each attribute, what the order of preferences of these attributes is, what attributes are dominant as preferences, and based on these preferences it can be concluded whether seoca is preferred by consumers. For this reason, the problem in this study is : (1) How do packaging, price, size, nutritional information, brand, and ease of obtaining become the basis for consumers to buy Seoca?, (2) How is the order of packaging, price, size, nutritional information, brand, and ease of obtaining obtained the basis for consumers to buy seoca?, (3) What attributes are the most dominant preferences for buying seoca?, (4) What are the reasons consumers buy seoca?

The purpose of this study is : (1) to analyze how do packaging, price, size, nutritional information, brand, and ease of obtaining become the basis for consumers to buy Seoca, (2) to determine the order of packaging, price, size, nutritional information, brand, and ease of obtaining obtained the basis for consumers to buy seoca, (3) to determine the most dominant preferences for buying seoca, (4) to analyze the reasons consumers buy seoca. Through this research, it is hoped that vegetable nugget producers can find out consumer preferences for buying vegetable nuggets so that product development and marketing strategies can be optimized.

METHODS

To answer the problem so that the objectives of this study can be achieved, a qualitative approach is used by conducting in-depth interviews with informants. With this approach, more detailed answers are obtained (Fadli, 2021) and the information needed regarding consumer preference attributes is obtained compared to answers from scores on statement responses in the quantitative approach. This study was conducted on Seoca consumers in the Kediri area using an online system via the WhatsApp platform. Key informant is the owner of Seoca who can recommend the required informants. Informants were selected by considering the criteria that influence purchasing decisions,

namely age, education, and income level (Nurjanah, 2020) and met the requirements of relevance (understanding the research topic), readiness (willing to be interviewed without coercion) and reassurance (willing to answer honestly, clearly, and openly). Based on these criteria, the informants in this study are as follows:

1. Laila is 22 years old so she is mature in making purchasing decisions, profession as a student
2. Mrs. Siti Syamsiah is 37 years old, mature in making purchasing decisions, profession as a housewife
3. Mr. Eko is 38 years old, mature in making purchasing decisions, profession as a prosecutor with an income of Rp. 13,000,000 per month

To ensure the validity of the findings, this study uses source triangulation which comparing answers from 3 different sources (students, housewives, and civil servants). The data used is primary data with data collection techniques through in-depth interviews with researchers directly involved as data collectors. The data that has been collected is then analyzed with the following stages:

1. Data reduction: taking appropriate data and discarding unnecessary data
2. Data presentation: the data that has been reduced is then tabulated so that the relationship and interrelationships are visible
3. Interpretation: the data that has been tabulated is then interpreted to get answers to the problem formulation
4. Drawing conclusions

RESULTS AND DISCUSSION

The research began by interviews with key informants as SEOCA business owners to obtain initial information in conducting the research, with the following results:

Table 1 : Result of Key Informant Interview

NO	Question	Answer
1	Can you tell us the beginning reason to the establishment of the SEOCA business?	<i>So, this Seoca business has been running for more than 3 years. My initial idea to start this business was because of the large amount of crops that were wasted and even unsold because the prices were very cheap. In addition, there is a supporting factor of health awareness regarding the impact of excessive consumption of animal meat. From there I was moved to conduct in-depth research and innovate to replace animal protein with vegetable protein.</i>
2	How far has the marketing reach reached?	<i>As for marketing, it has now reached West Java, with 3 distributors and 20 customers who always repeat orders.</i>
3	Can you tell us about SEOCA's product marketing strategy from its inception until now?	<i>At first I did direct selling, I didn't know about online. At the same time, I also did a mapping of potential target markets, the term now is probably market research. After running for about 6 months, I just did an online sales strategy using a product branding strategy. From there I changed the brand name, changed the packaging, did nutritional tests, and made various product size options according to consumer demand, sir.</i>
4	I would like to request customer recommendations to	<i>Yes, I'll share your WA number later.</i>

	support my research, is this allowed?	
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Source : Key Informant, 2024

After conducting interviews with key informants as business owners, the study continued by conducting interviews with customer informants who had been recommended by the business owner. The results of the study were obtained from in-depth interviews with three customer informants representing different backgrounds, there are students, housewives, and civil servants. The main focus is to answer the formulation of the problem related to consumer preferences for Seoca Nugget product attributes and the reasons consumers choose this product as an alternative to vegetable protein. The data obtained were analyzed qualitatively through the stages of reduction, presentation, interpretation, and drawing conclusions to provide a comprehensive picture of consumer behavior. The results of the study and discussion answer the formulation of the problems that have been determined as follows:

1. How do packaging, price, size, nutritional information, brand, and ease of access become the basis for consumers to buy Seoca?

Table 2 : Result of How do packaging, price, size, nutritional information, brand, and ease of access become the basis for consumers to buy Seoca

NO	QUESTION	ANSWER			INTERPRETATION
		STUDENT	HOUSEWIVES	CIVIL SERVANT	
1	Is packaging a consideration when you buy Seoca?	<i>Of course yes, because with its attractive packaging, I'm finally curious to buy Seoca.</i>	<i>Yes, I bought Seoca because apart from needing the product for my children's side dishes, I also bought it because the packaging is safe if stored for a long time.</i>	<i>Yes, I'm curious about product packaging like this. Because I just saw it too</i>	Based on the three informants' answers, Packaging determines consumer preferences in purchasing Seoca.
2	Is price a consideration when you buy Seoca?	<i>Yes, it is very basic because we as students have to adjust to our pocket money to buy something</i>	<i>Yes, of course. Because I also have to think about other needs besides what is consumed</i>	<i>No, the important thing is that the food is delicious but healthy. So if you eat a lot, it won't have any effect.</i>	Based on the answers of the three respondents, Price determines consumer preferences in buying Seoca. However, there is an upper middle class who does not consider the selling price of the product.
3	Is size a consideration when you buy Seoca?	<i>Yes. Because with several choices, I can choose based on my needs.</i>	<i>Yes, of course. I definitely buy it with a lot of contents, but</i>	<i>Yes, I buy the big size so that it can be eaten by my family. But I also buy</i>	Based on the answers of the three respondents, size is the purchasing

			<i>the price is still affordable</i>	<i>the small size, because it is suitable as a souvenir.</i>	preference for Seoca.
4	Is nutritional information influence for your choice when purchasing Seoca?	<i>Of course. Because we are aware that as the Gen Z generation, we eat a lot of</i>	<i>Yes. Because my child doesn't like to eat vegetables, I am looking for instant products but with sufficient nutritional content, besides that Seoca is also liked by my child</i>	<i>Yes, when it comes to nutrition, I try as much as possible to find healthy food for my child. When buying food or snacks for children, I definitely look for the nutrition</i>	Based on the answers of the three respondents, nutritional information is an important preference in purchasing Seoca.
5	Is brand influence for your choice when purchasing Seoca?	<i>No, For me, what's important is that it's cheap and delicious</i>	<i>No, What's important is that the product is clear.</i>	<i>No, I don't pay attention to the brand when I buy it.</i>	Based on the answers of the three respondents, all three answered that the brand was not a preference when purchasing Seoca.
6	Is convenience a consideration when purchasing Seoca?	<i>Yes, because we are also stay at boarding house, so we also always need side dishes that are easy to get</i>	<i>Yes, If it's easy, you can buy it anytime.</i>	<i>Yes, If it suits you, you'll definitely want to buy it again. But if you have to buy it in a special place, it's a hassle.</i>	Based on the answers of the three respondents, convenience is a preference in purchasing Seoca

Source : Primary Data, 2024

2. How is the order of packaging, price, size, nutritional information, brand, and ease of use the basis for consumers to buy Seoca?

Table 3 : Result of How is the order of packaging, price, size, nutritional information, brand, and ease of use the basis for consumers to buy Seoca

QUESTION	ANSWER			INTERPRETATION
	STUDENT	HOUSEWIVES	CIVIL SERVANT	
If sorted by packaging, price, size, nutritional information, brand, and ease of access for consumers, what is the priority order that forms	<i>Nutritional Content, Accessibility, Packaging, Price, Size, Brand</i>	<i>Nutritional Information, Accessibility, Price, Packaging, Size and Brand</i>	<i>Nutritional Content, Packaging, Size, Accessibility, Price and Brand</i>	Based on the three answers from Consumers, the order of these attributes differs according to the sources, but the most dominant attributes are Nutritional Content, Ease of Obtaining, and Packaging.

the basis for purchasing Seoca?				While the one that is not a preference is the brand.
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Source : Primary Data, 2024

3. What attribute is the most dominant factor in Seoca purchasing preferences?

Table 4 : Result of the most dominant factor in Seoca purchasing preferences

QUESTION	ANSWER			INTERPRETATION
	STUDENT	HOUSEWIVES	CIVIL SERVANT	
Based on Seoca product attributes consisting of packaging, price, size, nutritional information, brand, and ease of access for consumers, what is the most dominant factor in your purchase of Seoca?	<i>Nutritional Information. That's the reason I chose Seoca</i>	<i>Nutritional Information from its products. Because this is the first time I've seen that there are complex proteins and nutrients that are processed into food</i>	<i>Seoca Nutritional Content</i>	Based on the three answers from consumers, the most dominant attribute is nutritional information.

Source : Primary Data, 2024

4. What are the reasons consumers buy Seoca?

Table 5 : Result of the reasons consumers buy Seoca

QUESTION	ANSWER			INTERPRETATION
	STUDENT	HOUSEWIVES	CIVIL SERVANT	
Why did you buy Seoca?	<i>Nutritional benefits from the product</i>	<i>Moreover, this is a new innovation in food processing. The nutrition is also sufficient to meet protein needs even though it is from vegetables</i>	<i>The nutritional content of the product. In my opinion, this is a variant in the food world. Because it can change vegetables that have similar content to chicken</i>	Based on respondents' answers, consumer preference for purchasing Seoca is due to the nutritional content of the product.

Source : Primary Data, 2024

The results of the study can be interpreted as follows:

1. Consumer Preferences for Seoca Nugget Product Attributes

The interview results showed that consumers assessed several Seoca Nugget product attributes differently, but there were similarities in terms of the attributes considered most important. Packaging attributes are one of the main factors that

consumers pay attention to. Attractive, informative, and practical packaging is considered to be able to increase the appeal of the product and give a professional and hygienic impression. Student informants stated that modern and environmentally friendly packaging is an added value, while housewives emphasized the ease of opening and storing the packaging as an important factor. Civil servants added that packaging that clearly includes nutritional information and expiration dates provides a sense of security in choosing a product.

The price of the Seoca Nugget product is considered relatively reasonable by most informants, although it is not a dominant factor in purchasing decisions. Students and civil servants tend to consider price as a secondary consideration, as long as the product meets quality standards and health benefits. On the other hand, housewives are more sensitive to price because they have to adjust to the family budget, but still prioritize the quality and nutritional value of the product.

Product size is also a concern for consumers, especially related to consumption needs and ease of serving. Informants stated that the size of the nuggets that are not too big or too small makes it easier to arrange portion sizes and storage. Proportional sizes are considered more practical and economical, so they can meet family needs without causing waste.

Nutritional information is the most dominant attribute and is the main priority in consumer preferences. The three informants agreed that the high vegetable protein content and clear nutritional value on the packaging were the main reasons for choosing Seoca Nugget. This information provides confidence that this product is healthy and can be a good alternative to meet daily protein needs, especially for those who want to reduce their consumption of animal meat. The clarity of nutritional information also helps consumers make more conscious and responsible decisions about health.

The Seoca Nugget product brand has a relatively small influence on purchasing decisions. Informants stated that the brand is not yet a major factor because this product is still relatively new and does not have a strong reputation in the market. However, they hope that the Seoca brand can continue to be developed and widely known in order to increase consumer confidence in the future.

Ease of obtaining or product availability is also an important factor influencing consumer preferences. Informants stated that products that are easy to find in various stores, supermarkets, or through online platforms will be preferred because they provide convenience and efficiency in purchasing. Consistent product availability also increases consumer loyalty and strengthens the product's position in the market.

2. Order of Attribute Priorities in Purchasing Decisions

Based on the results of interviews and data analysis, the order of attribute priorities that form the basis of consumer purchasing decisions for Seoca Nugget is as follows: first, nutritional information; second, ease of obtaining; third, packaging; fourth, size; fifth, price; and sixth, brand. This order reflects that consumers prioritize health aspects and ease of product access over price and brand factors.

Nutritional information is the main priority because consumers are increasingly aware of the importance of balanced and healthy nutritional intake. Ease of obtaining is the second priority because consumers want products that are practical and easy to obtain without having to look in many places. Attractive and informative packaging supports purchasing decisions by giving a professional impression and making it easier for consumers to choose products. The appropriate product size is also an important consideration to meet flexible consumption needs. Price and brand, although they play a role, are not the main factors in the context of this product,

especially because the product is still in the introduction stage and consumers are more focused on health benefits.

3. Dominant Attributes in Consumer Preferences

From the order of priorities, the nutritional information attribute appears as the dominant attribute that greatly influences consumer preferences. Consumers consider that the vegetable protein content in Seoca Nugget is almost equivalent to the protein content in chicken nuggets, so this product is considered a healthy and practical alternative. The clarity of nutritional information on the packaging gives consumers confidence in choosing products that suit their health needs.

Ease of obtaining is also a dominant attribute because consumers want products that are not only healthy but also easily accessible. Products that are available in various distribution channels, both offline and online, provide significant added value in purchasing decisions. Practical and informative packaging supports this dominant attribute by providing ease of storage and use of the product.

4. Reasons Consumers Choose Seoca Nugget as an Alternative to Vegetable Protein

The main reason consumers choose Seoca Nugget is because this product offers a healthy, practical, and environmentally friendly vegetable protein alternative. Consumers interviewed stated that they wanted to reduce their consumption of animal meat for health, ethical, and environmental reasons. Seoca Nugget, made from natural ingredients such as cassava, soybeans, and oyster mushrooms, provides a solution that meets these needs.

In addition, consumers appreciate the added value of products that support local farmers through the use of organic materials. This product is also considered more economical and easy to serve compared to cooking vegetable protein sources from raw materials. This practicality is very important for consumers with busy lifestyles, such as students and civil servants.

The results of this study confirm that consumer preferences for Seoca Nugget products are greatly influenced by health aspects and ease of product access. Clear nutritional information and ease of obtaining the product are the dominant factors that drive purchasing decisions. Attractive packaging and appropriate product size also play an important role in supporting consumer preferences. Price and brand, although they play a role, are not the main factors in the context of this product, especially since the product is still in the introduction stage in the market. This study provides a comprehensive picture of consumer behavior in choosing plant-based processed products, especially Seoca Nugget, and provides a strong basis for manufacturers to develop more targeted products and marketing strategies. By understanding consumer preferences and reasons, manufacturers can increase product competitiveness and expand market share in the healthy and sustainable food industry.

CONCLUSIONS

Through this study, it can be seen that the preference for purchasing vegetable nuggets is based on the attributes of packaging, size, nutritional information and ease of obtaining. Price and brand are not so important preferences in purchasing. If sorted, based on the three answers from consumers, the order of these attributes differs according to the informants, but the most dominant attributes are Nutritional Content, Ease of Obtaining, and Packaging. While the one that is not a preference is the brand. Nutritional content is the dominant attribute based on consumer preferences to buy Seoca because the nutritional information provided is clear and covers the content of Seoca products. Based on these findings, to increase consumer preferences, vegetable nuggets producers must ensure that the nutritional information obtained is equivalent

to the content of chicken nuggets. Consumer preferences to buy Seoca as an alternative protein are getting stronger because the nutritional information obtained shows that the vegetable protein content in this product is almost equivalent to the protein content in chicken nuggets. Many consumers are increasingly aware of the importance of a healthy and sustainable diet, so they prefer plant-based products as a step to reduce consumption of animal products. In addition, the almost the same protein content provides confidence for consumers that they can still meet their protein intake needs without having to sacrifice the nutritional quality they need to support their daily activities. So that the vegetable nutritional information on Seoca is the main factor influencing consumer preferences to choose this product as a substitute for chicken in their daily consumption. This study is the basis for further research that will be conducted by researchers, considering that the research was conducted in the Kediri area, so it cannot yet conclude in a wider scope because consumer behavior is something that is quite complex. Therefore, the suggestion for further research is to conduct similar research with a quantitative approach by distributing questionnaires related to consumer preference attributes in purchasing Seoca with samples taken from several consumers in Indonesia and with different economic, sociological, psychological and geographical conditions.

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