# Sensory Quality Analysis, Consumer Acceptability, and Business Start-up of Bakpia Gurih Sambal Matah

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| Article Info | Abstract |
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| | *This study aims to analyze the sensory characteristics of savory bakpia with tuna and sambal matah flavored tempeh filling in various filling percentages, namely 30%, 40%, and 50%. The background of this research is the desire to bring innovation to new flavors of bakpia products, which have been dominated by sweet flavors. The research method used was experimental, with sensory tests conducted by 10 expert panelists on the aspects of color, aroma, taste, and texture. The results showed that bakpia with sambal matah filling of 40% had the highest average value in almost all sensory aspects, making it the most preferred formulation. Tests were also conducted with consumer panelists to determine which percentage of sambal matah was most preferred. The results of consumer acceptance obtained the type of percentage preferred by consumers, namely the 40% chili sauce matah treatment. This product was developed in the form of a business startup with the trademark "Bakkate" and marketed through social media such as WhatsApp, Instagram, and TikTok. Consumer satisfaction analysis revealed high satisfaction levels, particularly in taste (92%), packaging design (92%), and customer service friendliness (90.6%). Other aspects such as pricing, ease of purchase, and delivery speed were also positively rated above 84%. Financial analysis indicated that with a selling price of IDR 22,000 per box and an initial investment of IDR 412,740, the business reached a profit of IDR 845,102 in the first month, with a projected break-even point of approximately 9.1 months. The results suggest that savory bakpia with tuna and tempeh sambal matah has high potential as an innovative local food product and business startup, provided consistent marketing strategies and product development are maintained.* |
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## 1. INTRODUCTION

Traditional cakes are part of Indonesia's cultural heritage, possessing strong historical and social significance. These cakes are made from simple ingredients and traditional techniques.

typical of each region. During various traditional celebrations, such as births, weddings, and even deaths, traditional cakes are often served as symbols of specific meanings. Furthermore, traditional cakes are also a favorite snack during gatherings with family, relatives, and friends (Fitriyani, 2019).

One traditional cake that still exists and is widely loved today is bakpia, which originates from Yogyakarta. Bakpia has a flat, round shape, a thin crust, and a soft filling. Initially, bakpia was filled with mung bean paste, but now it has developed into various variants such as chocolate, cheese, and purple sweet potato (Hartono, 2023; Richa et al., 2018). Innovations in bakpia fillings continue to

evolve along with changing consumer tastes. However, the majority of innovations still focus on sweet flavors, while savory flavors are less common (Sari, 2022).

In an effort to create a new, more appealing variation, an innovation was made by creating savory bakpia filled with tuna and tempeh with the addition of sambal matah. Tuna was chosen because of its abundant availability in Indonesia, with production data reaching 6.43 million tons of fish in 2020 (FAO), and 593,901 tuna in 2021 (Lionica Lintang Puspitasari, 2023; Jawina et al., 2025). Meanwhile, tempeh, a traditional Indonesian food, is highly nutritious and serves as an affordable source of vegetable protein (Aryanta, 2020).

The choice of sambal matah as a flavor enhancer is also unique because aromatic ingredients like lemongrass, lime leaves, and shrimp paste create a fresh, savory, and distinctive sensation (Etty Zuliawati Zed, 2024). This combination of ingredients is expected to produce a bakpia filling that is not only delicious but also has a unique character that can appeal to a wider market, especially consumers who enjoy savory and spicy foods.

To ensure that this product innovation is accepted by the public, sensory quality analysis and consumer acceptance testing are necessary. Sensory quality analysis is carried out by assessing the product's color, aroma, taste, and texture. Initial trials with three filling ratio formulations (30%, 40%, and 50%) showed differences in sensory characteristics, so further validation of consumer acceptance is needed to determine which product is most preferred and has the potential for commercial development. Acceptance is the level of consumer preference for a product as seen from the characteristics of color, taste, aroma, and texture. Evaluation is carried out through a hedonic sensory test, in which consumers rate products based on their preferences. Based on the results of the consumer acceptance test, one treatment was found to be preferred by consumers. This one treatment will become the product to be sold in the startup business (Jayadi, 2022; Rahayu, 2019).

A startup is a new type of business that has the potential for rapid growth if supported by the right strategy, including market identification, market opportunities, and product innovation (Nasution, 2024). A market opportunity is a condition where circumstances and timing create an opportunity for a startup to take action or implement a business strategy. It typically involves profitable opportunities, such as sales or production processes. Through a strong understanding of the market, innovation, responsiveness to change, and a focus on quality and service, companies can create a sustainable competitive advantage and stable long-term growth (Ramadhan, 2023). In this study, the startup was developed under the trademark "Bakkate.", stand for *Savory Bakpia Fish and Tempeh.* The product is packaged in a practical pack of 10 pieces and is sold through a pre-order strategy. supported by digital marketing, such as WhatsApp, Instagram, and TikTok, as well as direct (offline) marketing to build long-term relationships with consumers (Firdayani Nasution et al., 2023; Amiliana et al., 2022; Purnamasari S. et al., 2022).

With a scientific approach in developing products and business strategies, this study aims to analyze the sensory quality, consumer acceptance, and the potential of a savory bakpia business with sambal matah flavor, ensuring widespread market acceptance. This product is expected to not only be a culinary innovation but also contribute to the development of creative, high-value, and adaptive local food-based MSMEs.

## 2. METHOD

This research was conducted at the Pastry and Bakery Laboratory, 2nd Floor, Building H, Campus A, Culinary Arts and Food Service Management Study Program, Faculty of Engineering, Jakarta State University. This research was conducted from February 2025 to June 2025. The subjects of this research were bakpia consumers. Meanwhile, the sample used in the study were 10 expert panelists in their fields. The approach in this research was quantitative. In addition, the method used was an experiment by trying various additions of sambal matah percentages of 30%, 40%, and 50% of the total weight of tuna and tempeh.

**Overview of Bakpia Market**

The market for savory bakpia filled with tuna and tempeh is generally for consumers seeking a different, savory snack alternative. This product can appeal to savory snack lovers. In Bakkate's business planning, it was decided to target teenagers and adults. This decision was made because savory bakpia filled with tuna and tempeh have a moderately spicy flavor and a soft, dense texture.

**Target Market**

Targeting is the process of evaluating and selecting one or more target market segments to serve through appropriate marketing strategies. Market targeting is about selecting, selecting, and reaching a market.

Identifying opportunities and making informed decisions to increase sales. Target market determination is the process of selecting appropriate targets and matching market reactions based on basic needs, purchasing power, and existing limitations. Before launching a product, target market determination is essential. Accurate target market selection increases the likelihood of a new product being well-received by the public (Lestari et al., 2023).

## 3. RESULTS AND DISCUSSION

### Sensory Quality Test

1. Upper Skin Color Aspect

   Calculations showed that the 30% treatment achieved an average score of 3.6. The skin color of the 40% sambal matah treatment achieved an average score of 4.1, with assessment criteria close to milk chocolate. The highest average score was obtained by the 50% treatment, with a score of 4.

2. Lower Skin Color Aspect

   The validation test results showed that the 30% treatment obtained an average value of 4.0. The 40% treatment obtained an average value of 4.2, and the 50% treatment obtained an average value of 4.6.
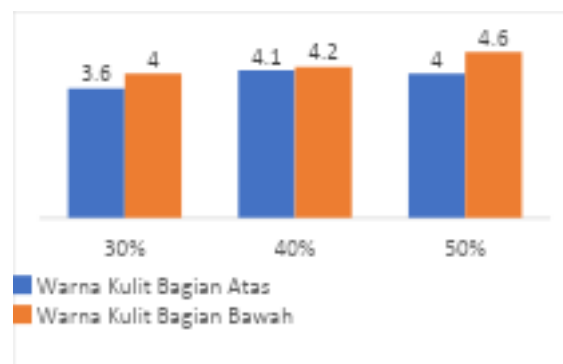


Skin color grading chart

3. Aroma Aspects of Skipjack Tuna

   The results of the validation test for the aroma of tuna fish were obtained results in 30% treatment obtained. The average value of the result is 3.4. The average value is 3.4. 8obtained in the 40% treatment, and the average test value results with the 50% treatment obtained a result of 3.

4. Aroma Aspects of Sambal Matah

   Tests carried out on the aroma aspect of sambal matah showed that the treatment results were 30%getthe average value is 2.8, in the 40% treatment the average value is 3.5 and the average value is 3.4 in the 50% treatment.

5. Taste Aspects of Skipjack Tuna

The taste aspect of tuna fish was obtained from the results of the 30% treatmnt test with an average value of 3.6. In the 40% treatment, the average result was -flat3.9 and an average value of 3.3 in the treatment of 50% addition of sambal matah from the weight of the tuna and tempeh filling.

6. Taste Aspects of Sambal Matah

    The results of the study on the taste aspect of sambal matah showed that the 30% treatment obtained an average value of 2.8. The 40% treatment obtained an average value of 3.6 and an average value of 3.8 was obtained by the 50% treatment of adding sambal matah flavor to the bakpia filling.



Diagram of assessment aspects of tuna and sambal matah

7. Aroma Aspects of Tempeh

    The results of the analysis of the aroma aspect of tempeh in the savory bakpia filling show thattreatment30% got an average value of 3. In the 40% treatment, the tempeh aroma got an average value of 3.7. An average value of 3.9 was obtained in the 50% treatment.

8. Tempeh Taste Aspects

    In the tempeh taste test, the average value was 2.6 with the 30% treatment. The 40% treatment yielded an average value of 3.7, and the 50% addition of sambal matah resulted in a value of 3.7.
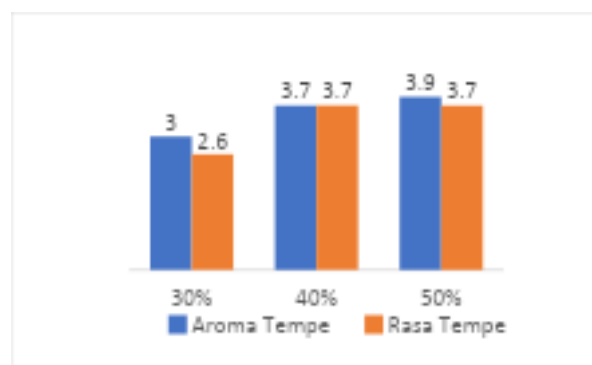


Tempeh assessment aspect diagram

9. Texture Aspect

    Based on the texture aspect test, it shows that the 30% treatment obtained an average value of 2.2. The average value was 3.3.obtained 40% treatment and 50% treatment get an average score of 3.
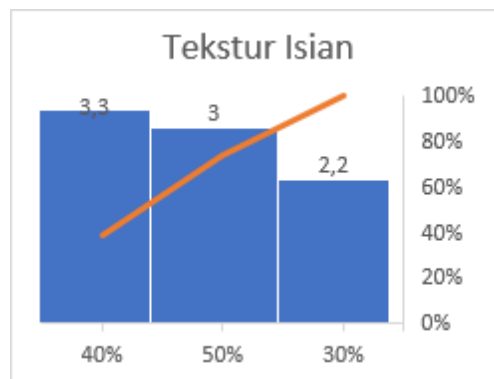
Texture assessment aspect diagram

**Consumer Acceptance**
1. Skin Color Aspects
   The skin color aspect testing was done on all three treatments with a result of 3.9 on the 30% treatment, the 40% treatment got a value of 4.3 and a value of 4.2 was obtained on the 50% treatment
2. Fill Color Aspect
   The results of the acceptance test on the aspect of fill color obtained an average value of 3.4 for the 30% treatment, the 40% treatment obtained a value of 4.1. A value of 3.9 was obtained for the 50% treatment.
3. Aroma Aspects of Skipjack Tuna
   The average value of the aroma aspect of tuna fish in the 30% treatment was 3.4. The value of 4.1 was obtained for the 40% treatment, and the value of 3.9 for the 50% treatment.
4. Aroma Aspects of Tempeh
   The results of the analysis of the aroma aspect of tempeh obtained a value of 3.3 in the 30% treatment, the 40% treatment obtained a value of 4.0 and a value of 3.9 was obtained by the 50% treatment.
5. Aroma Aspects of Sambal Matah
   Testing the aroma aspect of raw sambal showed an average value of 3.4 for the 30% treatment, a value of 4.3 for the 40% treatment, and a value of 4.1 for the 50% treatment.
6. Taste Aspects of Skipjack Tuna
   The consumer acceptance test on the taste aspect of tuna fish obtained an average value of 3.3 with 30% treatment, 40% treatment obtained a value of 4.1 and a value of 4.0 was obtained with 50% treatment.
7. Tempeh Taste Aspects
   Testing the taste aspect of tempeh obtained an average value of 3.4 in the 30% treatment, and in the 40% and 50% treatments obtained an average value of 4.0.
8. Taste Aspects of Sambal Matah
   The results of the acceptability test for the 30% treatment obtained an average value of 3.4. The 40% treatment obtained a value of 4.3 and a value of 4.2 was obtained for the 50% treatment.
9. Texture Aspect
   Based on aroma and taste, each treatment yields a different texture. The 30% treatment yielded an average score of 3.5. The 40% treatment yielded a score of 4.1. The 50% treatment yielded a score of 4.1.

10. Overall Aspect of BakpiaThe overall aspect of bakpia includes the aroma, taste, texture of the skin and bakpia filling. at the performance of 30% get an average score of 3,4. Treatment 40% obtained a value of 4,4. 50% treatment gets a value of 4.2.



Diagram of the whole aspect

**Financial Analysis**

This research not only examines the sensory quality and consumer acceptance of savory bakpia products filled with tuna and tempeh with sambal matah flavor, but also analyzes the financial aspects as part of a business start-up *Bakkate*. The following are the results of the financial analysis obtained:

a. **Initial Investment**

Initial investment required to set up a business *Bakkate*. The initial cost consists of production equipment and initial operational costs. Of the total equipment requirement of Rp 3,077,500, only Rp 259,500 is required because most of the equipment is already available. Additional capital is required for raw materials and packaging for the first week of production, bringing the total initial capital requirement to Rp 412,740.

b. **Product Selling Price Planning**

The product's selling price is determined based on the total production and supporting costs, including packaging. The calculation results show that the production cost of one box of savory bakpia is Rp 10,936. With a 50% profit margin to align with the market penetration strategy, the selling price is set at Rp 22,000 per box.

c. **Target Sales**

The monthly sales plan targets 100 boxes with an estimated turnover of Rp 2,180,000. The sales strategy is divided into four weeks in stages, starting with 10 boxes in the first week and increasing to 40 boxes in the fourth week.

d. **Profit/Loss Projection**

After a month of actual sales, 102 boxes of the product were successfully sold with a turnover of Rp 2,208,000. Gross profit was Rp 1,409,672, which was then reduced by labor costs, equipment depreciation, and other general expenses, resulting in a net profit of Rp 845,102. This profit was allocated to several important items such as business development, reinvestment, employee welfare, and promotions.

e. *Break Even Point* **(BEP)**

The break-even analysis shows that the initial investment of Rp 3,077,500 is expected to be recovered within 9.1 months. This result demonstrates the Bakkate business's potential for growth if its production and marketing strategies are implemented consistently.

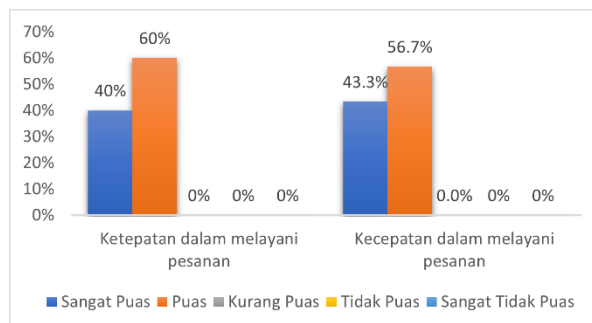**Consumer Satisfaction Survey Results**
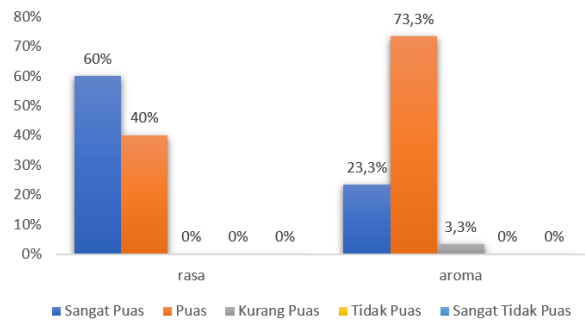
Bar chart image of taste and aroma assessment

Based on the results of a consumer satisfaction survey, 60% of respondents were very satisfied with the taste aspect and 40% were satisfied. Meanwhile, the highest percentage for aroma was satisfied at 73.3%, while 3.3% of respondents stated they were dissatisfied. This was due to the fishy aroma of the bakpia, which was still considered quite disturbing, especially for consumers who were not used to eating fish.
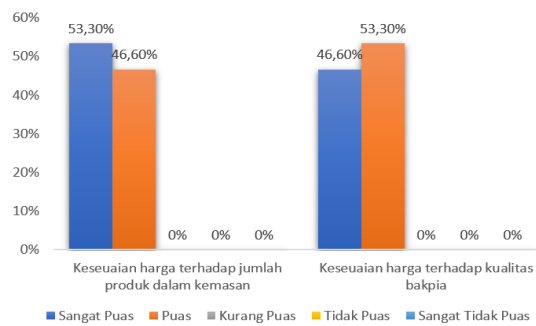


Picture of a bar diagram of product suitability assessment

Based on the results of a consumer satisfaction survey, consumers rated the product as highly satisfied and satisfied in terms of price relative to quantity and quality. This indicates that the product offered meets consumer expectations.
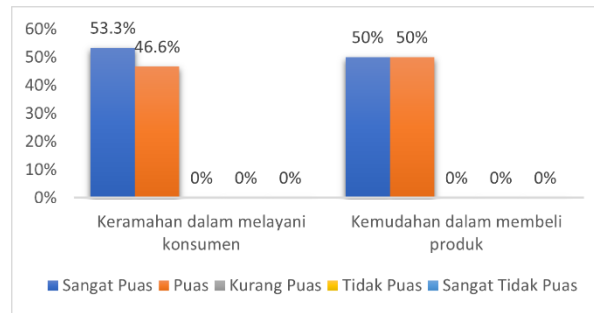


Bar chart image of accuracy and speed assessment

Based on the results of a customer satisfaction survey, 60% of respondents were satisfied with accuracy, while 40% were very satisfied. Meanwhile, the majority of respondents, with a score of

56.7%, rated the speed of the service satisfactory, indicating that the seller was sufficiently prompt in processing orders.



Picture Bar diagram of friendliness and ease of buying products

Based on the results of the customer satisfaction survey, 53.3% of respondents were very satisfied with the friendliness aspect, while 46.6% were satisfied. Meanwhile, regarding the ease of purchasing, 50% of respondents were very satisfied and 50% were satisfied. These results indicate that sellers were deemed friendly in handling orders and complaints, and that products were easily accessible to consumers.
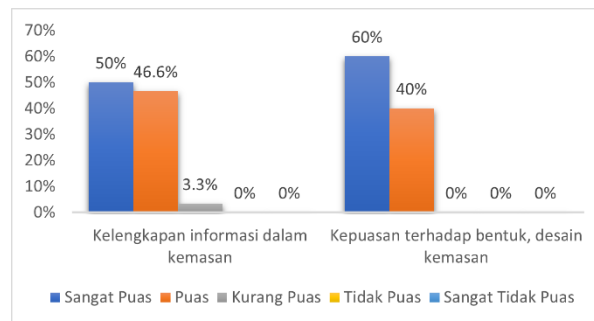


Bar chart image of packaging assessment

Based on the results of a consumer satisfaction survey, 3.3% of respondents expressed dissatisfaction with the completeness of packaging information. This was due to negligence on the part of the seller, who had previously failed to include the production and expiration dates. Meanwhile, regarding satisfaction with packaging, 60% of respondents expressed very satisfied, and 40% expressed satisfaction. This indicates that the packaging used is appropriate for the characteristics of the product being offered.

**Consumer Satisfaction Analysis**

To determine consumer response to the product, a satisfaction survey was conducted with 30 respondents. The survey results showed that the majority of consumers learned about the product through relatives (73%) and made direct purchases (80%). No consumers reported allergies to any of the product's main ingredients, indicating its safety.

The Consumer Satisfaction Index (CSI) is used as a quantitative measurement indicator, and the results show that consumer satisfaction is in the strong to very strong category for taste, aroma, packaging, service, and product price.

**f.　Obstacles and Solutions**

In the process of starting a business, there are several obstacles faced, such as:
- The challenge of market acceptance of bakpia with savory fillings.
- Potential allergens from raw materials (fish and tempeh).
- Instability of raw material prices.

The solutions implemented include strengthening consumer education-based promotions, providing transparent information on product content, and anticipating price instability by purchasing in large quantities and diversifying suppliers.

## 4. DISCUSSION

The validation test results of 10 expert panelists on savory bakpia filled with tuna, tempeh, and sambal matah provided a comprehensive overview of the product's organoleptic characteristics. The golden-brown color of the bakpia crust was proven to be the result of the Maillard reaction during baking.

In terms of aroma, steaming tuna fish proved effective in minimizing the fishy aroma and producing a fresher aroma, with the highest average value of 3.8 in the 40% treatment. In terms of aroma, tempeh showed the highest average value of 3.9 in the 50% treatment, where steaming tempeh also plays a role in reducing the sour aroma from the fermentation process. The aroma of sambal matah received the highest value in the 40% treatment with an average of 3.5, indicating a balance of aromas that the panelists preferred in that treatment.

In terms of flavor, tuna exhibits a prominent savory and umami flavor, largely due to its high natural glutamic acid content, with the 40% treatment giving it the highest flavor score of 3.9. Tempeh, which acts as a counterbalance with its mild and neutral characteristics, achieved an average score of 3.7 at both the 40% and 50% treatments. Sambal matah, with its complex spicy, umami, and refreshing flavors from lemongrass and lime, achieved the highest average score of 3.8 at the 50% treatment.

In terms of texture, the 40% treatment produced the most optimal filling texture with an average value of 3.3. The use of steamed and mashed tempeh, then mixed with tuna and sambal matah, successfully created a firm and dense filling texture, resembling the desired texture characteristics of the original bakpia filling. Overall results showed that the 40% treatment produced the best balance of all organoleptic aspects.

Based on the results of the acceptance test of savory bakpia filled with tuna and tempeh with sambal matah flavor, the highest average score for the tuna flavor aspect was obtained in the 40% treatment with an average score of 4.1 for the tuna flavor aspect. Tuna itself has a distinctive and savory taste, so the addition of sambal matah can balance the taste in the comparison of tuna and sambal matah flavors so that it is not too fishy.

The highest average score for savory bakpia filled with tuna and tempeh with sambal matah flavor in the tempeh taste aspect was obtained in the 40% treatment with an average score of 4.0 in the tempeh taste aspect. Tempeh itself has a distinctive tempeh aroma with minimal unpleasant odor, without any disturbing sour or bitter taste, this indicates the natural savory taste of tempeh which is dominant from gultamic acid (Samsul Rizal & Kustyawati, 2019).

Organoleptic test assessment on savory bakpia filled with tuna and tempeh with sambal matah flavor conducted on 100 panelists showed that the highest average score in the sambal matah aspect was obtained in the 40% treatment with an average score of 4.3 in the sambal matah taste aspect. Sambal matah itself has a spicy and savory taste so that by combining tuna and tempeh can add a distinctive taste to savory bakpia. This is in accordance with the statement of Alsuhendra & Ridawati, 2008) basic tastes are divided into 5, namely, sweet, salty, sour, savory, and bitter.

The highest average score for savory bakpia filled with tuna and tempeh with sambal matah flavor in terms of filling texture was obtained at 40% treatment with an average score of 4.2 in the filling texture aspect. With the distinctive criteria of sambal matah, namely by chopping, the texture of the filling in the bakpia is unique and favored by the panelists.

From the results of the panelist test on 100 people, the organoleptic test in the overall assessment showed the highest average score in the 40% treatment with an average value of 4.4 panelists

choosing from the three samples from all aspects of the organoleptic test of color, aroma, taste and texture.

## 5. CONCLUSION

The results of the study on the upper and lower skin color aspects showed that the treatments of 30%, 40%, and 50% of the total filling weight in savory bakpia had been validated by 10 individual panelists and had no significant effect. The principle of the resulting skin color was influenced by the Maillard process which made the skin color golden brown. The aroma aspect of tuna fish was obtained at 40% treatment with an average value of 3.8 meeting the criteria of being close to strong. In the aroma aspect of tempeh with 50% treatment, it got a value of 3.9 meeting the assessment criteria of being close to not strong. The aroma aspect of sambal matah with 40% treatment got an average value of 3.5 with the assessment criteria between being somewhat strong and strong.

In terms of taste, the fillings consisting of tuna, tempeh, and sambal matah showed quite significant differences. The tuna flavor aspect obtained an average value of 3.9, meeting the assessment criteria of being close to strong with a treatment of 40%. The tempeh flavor obtained an average value of 3.7, meeting the assessment criteria of being close to not strong with treatments of 40% and 50%. The next taste aspect, the sambal matah flavor obtained an average value of 3.8 at the 50% treatment, meeting the assessment criteria of being close to strong. The final aspect tested was the texture aspect. The texture aspect at the 40% treatment obtained an average value of 3.3, meeting the criteria of being somewhat rough.

Based on the results of the validation test of all aspects of the sambal matah treatment with a percentage of 40%, it obtained the highest average value of the three treatments.

Based on the results of a descriptive analysis of consumer acceptance test on savory bakpia filled with tuna and tempeh with sambal matah flavor, it shows that the 40% treatment has the highest average skin color of 4.3 with the like category. In the highest aspect, the filling color aspect has an average of 4.1 with the like category. In the highest aspect, the aroma aspect of tuna has an average of 4.1 with the like category. In the highest aspect, the aroma aspect of tempeh has an average of 4.0 with the like category.

In the highest aspect, the aroma aspect of sambal matah has an average of 4.3 with a like category. In the highest aspect, the taste aspect of tuna has an average of 4.1 with a like category. In the highest aspect, the taste aspect of tempeh has an average of 4.0 with a like category. In the highest aspect, the taste aspect of sambal matah has an average of 4.3 with a like category. In the highest aspect, the texture aspect of the filling has an average of 4.2 with a like category.

In terms of starting a business with a trademark Bakkate, market interest in the product is quite good, but sales results in the initial period still did not reach the target. With a selling price of Rp 22,000 per box, only 57 boxes were sold out of the target of 100 boxes or a turnover of Rp 1,220,000 from the target of Rp 2,180,000. The initial investment of Rp 391,020 is estimated to be returned in approximately 16.6 months based on the analysis break even point. This condition indicates that this business still requires a more effective marketing strategy, as well as an evaluation of the factors that influence consumer decisions.

Overall, the savory bakpia filled with tuna and tempeh and sambal matah flavor is a local food innovation worthy of further development, both in terms of sensory quality and business potential. Promotion optimization, distribution channel diversification, and product quality improvement are needed to ensure competitiveness and wider consumer acceptance.

## 6. SUGGESTION

1. Improve marketing and promotional strategies through various channels, both directly and through digital media, in order to reach a wider consumer base and help achieve predetermined sales targets.

2. Expand your distribution network by collaborating with various parties, such as cake shops, grocery stores, or other sales partners. This will broaden your marketing reach, thereby increasing your sales opportunities.

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