

**THE INFLUENCE OF ROBUSTA COFFEE (*Coffea robusta*) TIME ON  
THE LEVEL OF CONSUMER FAVORITE**

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**ABSTRACT**

This study aims to determine the effect of robusta coffee roasting time on the level of consumer preference. The research was carried out at Summersari House, Tegal Gede, Jember. This study used a non-factorial randomized block design (RAK) consisting of 5 treatments, namely P1 = Roasting Time 5 minutes, P2 = Roasting Time 7 minutes, P3 = Roasting Time 9 minutes, P4 = Roasting Time 11 minutes, P5 = Roasting Time 13 minute. Parameters observed were aroma, taste, color, aftertase, viscosity. Observational data were analyzed using the 5% level BNT test. Observations were made involving 100 panelists. The results showed that robusta coffee roasting time had a very significant effect on consumer preferences for aroma, taste, color, aftertaste, and viscosity.

Keywords: Time, Robusta Coffee, Roasting.