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Research Article

Level of Consumer Satisfaction Toward Selected Student-Developed Innovative Products (Sweet Potato Mochi and Sweet Potato Otap [*Ipomoea batatas*], Galunggong Quesadilla [*Decapterus macarellus*], Kamias Dishwashing [*Averrhoa bilimbi*], Denim Dried Kamias Keychain [*Averrhoa bilimbi*], and Coconut Shell Dispenser [*Cocos nucifera*]): Basis for a Product Enhancement Plan

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ABSTRACT

This study determined the level of consumer satisfaction toward selected innovative food and non-food products developed by BS Entrepreneurship students of Bayambang Polytechnic College. Specifically, it evaluated Sweet Potato Mochi, Sweet Potato Otap, and Galunggong Quesadilla in terms of taste, texture, and aroma, and Kamias Dishwashing, Denim Dried Kamias Keychain, and Coconut Shell Dispenser in terms of price, quality, and usability. The study utilized a quantitative method employing a descriptive research design. Data were gathered from one hundred (100) participants from Bayambang, Pangasinan using an adopted survey questionnaire. The collected data were analyzed using weighted mean and standard deviation to determine the level of consumer satisfaction. The findings revealed that all selected food products received favorable ratings across the assessed sensory attributes, indicating that the participants were generally satisfied with their taste, texture, and aroma. Likewise, all selected non-food products obtained satisfied ratings in terms of price, quality, and usability, showing positive consumer acceptance. Although the products were generally well received, several indicators obtained relatively lower ratings, particularly those related to flavor distinctiveness, texture consistency, price competitiveness, durability, functionality, and ease of use. These findings suggest that specific product attributes may still be improved to further enhance consumer satisfaction. Based on the results, a product enhancement plan was developed to address the identified areas for improvement. The study highlights

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the importance of consumer feedback in product evaluation and provides useful insights for student entrepreneurs in improving product quality, usability, and market readiness.

***Keywords**: Consumer Satisfaction, Food Products, Non-Food Products, Product Innovation, Product Enhancement Plan*

Introduction

Food innovation has become an important approach in developing products that respond to changing consumer needs while making use of locally available resources. In the Philippines, agricultural and fishery products offer opportunities for the creation of innovative food and non-food products that combine functionality, sustainability, and market potential. Transforming familiar local materials into new products not only adds value to existing resources but also promotes creativity, entrepreneurship, and resource utilization within communities (Mansilla-Obando et al., 2024).

Many agricultural and fishery resources in the country remain abundant and accessible, making them suitable for product development. Sweet potato is widely recognized for its nutritional value and versatility in food preparation, while galunggong remains one of the most affordable and commonly consumed fish among Filipino households. Likewise, natural materials such as kamias and coconut shells can be utilized in the development of practical and environmentally friendly non-food products. The use of these resources supports sustainable practices, minimizes waste, and encourages the development of innovative products from locally available materials (Ratnasari et al., 2023).

The Philippines continues to promote the utilization of local agricultural products through value-adding activities and product innovation. The development of products from locally sourced crops and seafood provides opportunities to introduce new food concepts while increasing the appreciation of indigenous resources. These innovations contribute not only to local economic activities but also to the promotion of sustainable product development within communities (Department of Agriculture, 2023).

Among the locally available crops in the Philippines, sweet potato has considerable potential for innovative food applications. Although commonly consumed through traditional preparation methods such as boiling, frying, and baking, it can also be incorporated into products such as mochi and otap. These products offer alternative ways of utilizing sweet potato while introducing new sensory experiences through variations in taste, texture, and aroma. The development of sweet potato-based products also highlights the value of utilizing familiar crops in more creative and marketable forms (PhilRootcrops, 2021).

Galunggong is another widely available resource that offers opportunities for product innovation. While it is commonly prepared using traditional cooking methods, it can also be incorporated into contemporary food products such as quesadilla. Combining galunggong with a familiar snack format provides an opportunity to enhance its appeal to a broader group of consumers while maintaining its nutritional benefits. Product innovations of this nature demonstrate how local food resources can be transformed into value-added products that meet evolving consumer preferences (Tapia & Santos, 2024).

Despite the growing interest in product innovation, the success of newly developed products largely depends on consumer acceptance and satisfaction. Consumer feedback provides valuable information regarding the strengths and areas for improvement of a product, particularly in terms of sensory qualities for food products and functional attributes for non-food products. Understanding consumer satisfaction helps product developers refine their products and improve their potential for wider acceptance.

In response to this need, the present study assessed the level of consumer satisfaction toward selected innovative products developed by BS Entrepreneurship students of Bayambang Polytechnic College. Specifically, the study evaluated Sweet Potato Mochi, Sweet

Potato Otap, and Galunggong Quesadilla in terms of taste, texture, and aroma, as well as Kamias Dishwashing, Denim Dried Kamias Keychain, and Coconut Shell Dispenser in terms of price, quality, and usability. The findings served as the basis for the development of a product enhancement plan intended to improve the identified products.

Statement of the Problem

This study assessed the level of consumer satisfaction with selected innovative food and non-food products developed by BS Entrepreneurship students. Specifically, it sought to answer the following questions:

1. What is the level of consumer satisfaction with the selected food products, namely Sweet Potato Mochi, Sweet Potato Otap, and Galunggong Quesadilla, in terms of:
   a. Taste
   b. Texture
   c. Aroma
2. What is the level of consumer satisfaction with the selected non-food products, namely Kamias Dishwashing, Denim Dried Kamias Keychain, and Coconut Shell Dispenser, in terms of:
   a. Price
   b. Quality
   c. Usability
3. What product enhancement plan may be proposed based on the results of the study to improve the selected innovative products?

Methods

This study utilized a quantitative method employing a descriptive research design. The quantitative method was used to gather numerical data on the level of consumer satisfaction with selected innovative food and non-food products developed by BS Entrepreneurship students. This approach enabled the researchers to collect measurable data that could be analyzed objectively based on the variables of the study.

A descriptive research design was employed because the study aimed to determine and describe the level of consumer satisfaction with the selected products without manipulating any variables. This design is appropriate for studies that seek to describe the current condition of a phenomenon based on the responses of the participants.

The study assessed consumer satisfaction with the selected food products, namely Sweet Potato Mochi, Sweet Potato Otap, and Galunggong Quesadilla, in terms of taste, texture, and aroma. It also evaluated consumer satisfaction with the selected non-food products, namely Kamias Dishwashing, Denim Dried Kamias Keychain, and Coconut Shell Dispenser, in terms of price, quality, and usability. This research design was considered appropriate in achieving the objectives of the study.

The study used purposive sampling in selecting the participants. The criteria for inclusion were: (1) at least eighteen (18) years old, (2) a resident of Bayambang, Pangasinan for at least six (6) months, (3) willing to participate voluntarily, and (4) able to personally evaluate the product prototypes. This sampling technique was appropriate because the study required participants who could provide relevant feedback based on their actual evaluation of the products.

The participants were selected consumers from Bayambang, Pangasinan who took part in the evaluation of the innovative food and non-food products. A total of one hundred (100) participants were included in the study.

The primary instrument used in the study was an adopted survey questionnaire designed to measure consumer satisfaction with the selected innovative food and non-food products. The questionnaire consisted of two parts. Part I assessed satisfaction with the food products, while Part II assessed satisfaction with the non-food products. Each part was organized according to the variables included in the study.

For the food products, the questionnaire covered the domains of taste, texture, and aroma. For the non-food products, the instrument covered the domains of price, quality, and usability. Each domain consisted of five (5) statements describing the characteristics of the products. The statements were intended to capture the participants' evaluations based on their actual experience with the product prototypes.

All items were rated using a five-point Likert scale: Strongly Agree (5), Agree (4), Neither

Agree nor Disagree (3), Disagree (2), and Strongly Disagree (1). Higher ratings indicated a higher level of consumer satisfaction. The questionnaire underwent content validation by experts to ensure that the items were clear, relevant, and aligned with the objectives of the study.

The study was conducted in Bayambang, Pangasinan, where the product evaluation and data collection were carried out. The location was selected because it provided access to participants who could directly evaluate the products and provide the information needed to assess consumer satisfaction.

The data gathered were analyzed using descriptive statistics. The weighted mean was used to determine the level of consumer satisfaction with food products in terms of taste, texture, and aroma, and with non-food products in terms of price, quality, and usability. The standard deviation was computed to determine the variability of the responses.

Table 1 presents the transmutation of Likert scale responses into satisfaction interpretations used in the study.

Table 1. Transmutation of Likert Scale to Satisfaction Interpretations

Mean Range	Original Likert Scale	Interpretation (Satisfaction Level)
4.50 – 5.00	Strongly Agree	Very Satisfied
3.50 – 4.49	Agree	Satisfied
2.50 – 3.49	Neutral	Moderately Satisfied
1.50 – 2.49	Disagree	Dissatisfied
1.00 – 1.49	Strongly Disagree	Very Dissatisfied

Although the questionnaire utilized agreement-based responses, the computed mean scores were transmuted into satisfaction interpretations using the Likert scale transmutation table. This allowed the results to be presented in terms of satisfaction levels and served as the basis for the proposed product enhancement plan for the selected innovative products.

Result and Discussion

Level of Consumer Satisfaction Toward Food Products

This section presents the level of consumer satisfaction toward the selected food products based on taste, texture, and aroma.

Table 2.1. Level of Consumer Satisfaction Toward Sweet Potato Mochi

Statements	Mean	SD	Interpretation
A. Taste			
1. The product has a balanced taste that is neither too salty nor too sweet.	4.15	0.67	Satisfied
2. The product has a distinct flavor that is pleasant and enjoyable.	3.98	0.75	Satisfied
3. The ingredients of the product blend well to create a harmonious flavor.	4.02	0.70	Satisfied
4. The taste of the product reflects the quality of its ingredients.	4.12	0.70	Satisfied
5. The overall taste of the product is satisfying.	4.21	0.74	Satisfied
Pooled Mean	**4.10**	**0.71**	**Satisfied**
B. Texture			
1. The product is evenly cooked both inside and outside.	4.05	0.78	Satisfied
2. The product is easy to chew and swallow.	3.94	0.83	Satisfied
3. The product has a texture that is not too dry or too soggy.	4.00	0.74	Satisfied
4. The product has a consistent texture throughout.	3.97	0.72	Satisfied
5. The texture contributes positively to the overall eating experience.	4.06	0.74	Satisfied
Pooled Mean	**4.00**	**0.76**	**Satisfied**

Statements	Mean	SD	Interpretation
C. Aroma			
1. The product has a pleasant smell before consumption.	4.01	0.78	Satisfied
2. The aroma reflects the ingredients used in the product.	4.05	0.72	Satisfied
3. The product is free from any burnt or sour smell.	4.14	0.83	Satisfied
4. The smell remains appealing during consumption.	4.09	0.71	Satisfied
5. The aroma enhances the overall eating experience.	4.21	0.71	Satisfied
Pooled Mean	**4.10**	**0.75**	**Satisfied**
Overall Mean	**4.07**	**0.74**	**Satisfied**

Legend: 4.50–5.00 Strongly Agree (Very Satisfied), 3.50–4.49 Agree (Satisfied), 2.50–3.49 Neutral (Moderately Satisfied), 1.50–2.49 Disagree (Dissatisfied), 1.00–1.49 Strongly Disagree (Very Dissatisfied)

Taste

The pooled mean for taste (Mean = 4.10, SD = 0.71) was interpreted as Satisfied. This indicates that the participants were generally satisfied with the taste of the Sweet Potato Mochi. The result suggests that the product provided an acceptable flavor profile and was positively received by the consumers during evaluation.

Among the statements, the highest mean was obtained by "The overall taste of the product is satisfying" (Mean = 4.21, SD = 0.74), indicating that the participants had a favorable overall perception of the product's taste. In contrast, the lowest mean was recorded for "The product has a distinct flavor that is pleasant and enjoyable" (Mean = 3.98, SD = 0.75). Although still interpreted as Satisfied, this result suggests that the flavor profile may be further enhanced to make it more distinctive and recognizable to consumers.

The findings indicate that the taste of the Sweet Potato Mochi was generally acceptable to the participants. This supports the observation of Elsty (2025) that consumer acceptance of sweet potato-based snack products is influenced by flavor quality and the effective use of local ingredients. A pleasant and well-balanced taste contributes to overall product satisfaction and positive consumer evaluation.

Texture

The pooled mean for texture (Mean = 4.00, SD = 0.76) was interpreted as Satisfied. This indicates that the participants were generally satisfied with the texture of the Sweet Potato Mochi. The result suggests that the product possessed an acceptable consistency and contributed positively to the overall eating experience.

Among the statements, the highest mean was obtained by "The texture contributes positively to the overall eating experience" (Mean = 4.06, SD = 0.74). This indicates that the texture enhanced the participants' enjoyment of the product. Meanwhile, the lowest mean was recorded for "The product is easy to chew and swallow" (Mean = 3.94, SD = 0.83). Although still within the satisfied range, this finding suggests that slight improvements in texture may further enhance consumer experience.

The result highlights the importance of texture as a key factor influencing consumer satisfaction with food products. According to Huang et al. (2025), texture plays a significant role in consumer perception and acceptance of food products because it contributes to overall eating quality and product appeal. The favorable rating obtained by the product suggests that its texture was generally acceptable to the participants.

Aroma

The pooled mean for aroma (Mean = 4.10, SD = 0.75) was interpreted as Satisfied. This indicates that the participants were generally satisfied with the aroma of the Sweet Potato Mochi. The result suggests that the product emitted a pleasant smell that contributed positively to the evaluation experience.

Among the statements, the highest mean was obtained by "The aroma enhances the overall eating experience" (Mean = 4.21, SD = 0.71), indicating that aroma played an important role in the participants' overall

perception of the product. In contrast, the lowest mean was recorded for "The product has a pleasant smell before consumption" (Mean = 4.01, SD = 0.78). Although still interpreted as Satisfied, the result indicates that there is still room to further improve the product's aroma before consumption.

The findings suggest that aroma contributed positively to consumer satisfaction with the product. As noted by Lyu et al. (2024), sensory attributes such as aroma influence consumers' overall perception and acceptance of food products. A pleasant aroma can enhance product appeal and contribute to a more favorable eating experience.

The overall mean for Sweet Potato Mochi (Mean = 4.07, SD = 0.74) was interpreted as Satisfied. This indicates that the participants were generally satisfied with the product in terms of taste, texture, and aroma. The result shows that the product was able to meet consumer expectations across the sensory attributes evaluated in the study.

Among the three domains, taste and aroma obtained the highest pooled means (Mean = 4.10), while texture obtained the lowest pooled mean (Mean = 4.00). Although texture received the lowest rating, it remained within the satisfied level, indicating that all evaluated attributes were positively perceived by the participants.

The findings demonstrate that Sweet Potato Mochi was generally well accepted by consumers. The positive ratings across all domains suggest that the product has potential as an innovative sweet potato-based snack. However, slight improvements in texture consistency and flavor distinctiveness may further enhance consumer satisfaction and strengthen the overall quality of the product.

Table 2.2. Level of Consumer Satisfaction Toward Sweet Potato Otap

Statements	Mean	SD	Interpretation
A. Taste			
1. The product has a balanced taste that is neither too salty nor too sweet.	4.22	0.76	Satisfied
2. The product has a distinct flavor that is pleasant and enjoyable.	4.23	0.71	Satisfied
3. The ingredients of the product blend well to create a harmonious flavor.	4.11	0.82	Satisfied
4. The taste of the product reflects the quality of its ingredients.	4.14	0.70	Satisfied
5. The overall taste of the product is satisfying.	4.23	0.75	Satisfied
Pooled Mean	**4.19**	**0.75**	**Satisfied**
B. Texture			
1. The product is evenly cooked both inside and outside.	3.93	0.86	Satisfied
2. The product is easy to chew and swallow.	3.75	0.87	Satisfied
3. The product has a texture that is not too dry or too soggy.	4.76	0.79	Very Satisfied
4. The product has a consistent texture throughout.	3.88	0.83	Satisfied
5. The texture contributes positively to the overall eating experience.	4.02	0.78	Satisfied
Pooled Mean	**4.07**	**0.83**	**Satisfied**
C. Aroma			
1. The product has a pleasant smell before consumption.	4.09	0.73	Satisfied
2. The aroma reflects the ingredients used in the product.	4.08	0.79	Satisfied
3. The product is free from any burnt or sour smell.	3.97	0.85	Satisfied

Statements	Mean	SD	Interpretation
4. The smell remains appealing during consumption.	4.16	0.73	Satisfied
5. The aroma enhances the overall eating experience.	4.23	0.68	Satisfied
Pooled Mean	**4.11**	**0.76**	**Satisfied**
Overall Mean	**4.12**	**0.78**	**Satisfied**

Legend: 4.50–5.00 Strongly Agree (Very Satisfied), 3.50–4.49 Agree (Satisfied), 2.50–3.49 Neutral (Moderately Satisfied), 1.50–2.49 Disagree (Dissatisfied), 1.00–1.49 Strongly Disagree (Very Dissatisfied)

Taste

The pooled mean for taste (Mean = 4.19, SD = 0.75) was interpreted as Satisfied. This indicates that the participants were generally satisfied with the taste of the Sweet Potato Otap. The result suggests that the product provided a favorable flavor profile and was positively evaluated by the consumers.

Among the statements, the highest mean was obtained by "The product has a distinct flavor that is pleasant and enjoyable" and "The overall taste of the product is satisfying" (Mean = 4.23, SD = 0.71 and 0.75, respectively). These results indicate that the participants appreciated the overall flavor of the product. In contrast, the lowest mean was recorded for "The ingredients of the product blend well to create a harmonious flavor" (Mean = 4.11, SD = 0.82). Although still interpreted as Satisfied, this finding suggests that there may still be opportunities to further improve the balance of ingredients.

The findings indicate that taste was one of the strengths of the Sweet Potato Otap. This supports the observation of Macabudbud (2024) that sweet potato-based pastry products receive favorable consumer responses when the ingredients are blended in a way that produces a balanced and enjoyable flavor. Taste remains an important factor influencing consumer acceptance and overall product satisfaction.

Texture

The pooled mean for texture (Mean = 4.07, SD = 0.83) was interpreted as Satisfied. This indicates that the participants were generally satisfied with the texture of the Sweet Potato Otap. The result suggests that the product was acceptable in terms of consistency and overall eating experience.

Among the statements, the highest mean was obtained by "The product has a texture that is not too dry or too soggy" (Mean = 4.76, SD = 0.79), which was interpreted as Very Satisfied. This indicates that the participants highly appreciated the texture of the product and perceived it as having an appropriate level of moisture and consistency. Meanwhile, the lowest mean was recorded for "The product is easy to chew and swallow" (Mean = 3.75, SD = 0.87). Although still interpreted as Satisfied, this finding suggests that improvements in texture may further enhance consumer experience.

The result highlights the importance of texture in shaping consumer satisfaction. According to Świąder & Marczewska (2021), sensory characteristics such as texture play a significant role in product evaluation and influence consumer acceptance. A texture that meets consumer expectations contributes positively to overall product quality and satisfaction.

Aroma

The pooled mean for aroma (Mean = 4.11, SD = 0.76) was interpreted as Satisfied. This indicates that the participants were generally satisfied with the aroma of the Sweet Potato Otap. The result suggests that the product possessed a pleasant smell that contributed positively to the evaluation experience.

Among the statements, the highest mean was obtained by "The aroma enhances the overall eating experience" (Mean = 4.23, SD = 0.68), indicating that aroma contributed positively to the participants' overall perception of the product. In contrast, the lowest mean was recorded for "The product is free from any burnt or sour smell" (Mean = 3.97, SD = 0.85). Although still interpreted as Satisfied, this finding suggests that some participants may have perceived slight variations in aroma.

The findings indicate that aroma played an important role in consumer satisfaction with the product. Pu et al. (2025) emphasized that aroma is a key sensory attribute that influences consumer preference and product acceptance. A pleasant aroma enhances product appeal and contributes to a more positive consumption experience.

The overall mean for Sweet Potato Otap (Mean = 4.12, SD = 0.78) was interpreted as Satisfied. This indicates that the participants were generally satisfied with the product in terms of taste, texture, and aroma. The result suggests that the product was able to meet consumer expectations across the sensory attributes evaluated in the study.

Among the three domains, taste obtained the highest pooled mean (Mean = 4.19), followed by aroma (Mean = 4.11), while texture obtained the lowest pooled mean (Mean = 4.07). Despite having the lowest pooled mean, texture was still rated at the satisfied level, indicating that all sensory attributes were positively evaluated by the participants.

The findings demonstrate that Sweet Potato Otap was generally well accepted by consumers. The positive ratings across all domains suggest that the product has potential as an innovative sweet potato-based snack. Although the product received favorable ratings across all domains, further improvements in flavor integration and texture may help enhance consumer satisfaction. This observation is consistent with Muhammad et al. (2021), who emphasized that taste, texture, and aroma are important factors influencing consumer acceptance of sweet potato-based products.

Table 2.3. Level of Consumer Satisfaction Toward Galunggong Quesadilla

Statements	Mean	SD	Interpretation
A. Taste			
1. The product has a balanced taste that is neither too salty nor too sweet.	4.51	0.58	Very Satisfied
2. The product has a distinct flavor that is pleasant and enjoyable.	4.54	0.59	Very Satisfied
3. The ingredients of the product blend well to create a harmonious flavor.	4.52	0.58	Very Satisfied
4. The taste of the product reflects the quality of its ingredients.	4.54	0.58	Very Satisfied
5. The overall taste of the product is satisfying.	4.62	0.53	Very Satisfied
Pooled Mean	**4.55**	**0.57**	Very Satisfied
B. Texture			
1. The product is evenly cooked both inside and outside.	4.28	0.67	Satisfied
2. The product is easy to chew and swallow.	4.20	0.68	Satisfied
3. The product has a texture that is not too dry or too soggy.	4.32	0.68	Satisfied
4. The product has a consistent texture throughout.	4.20	0.85	Satisfied
5. The texture contributes positively to the overall eating experience.	4.19	0.79	Satisfied
Pooled Mean	**4.24**	**0.73**	**Satisfied**
C. Aroma			
1. The product has a pleasant smell before consumption.	4.44	0.62	Satisfied
2. The aroma reflects the ingredients used in the product.	4.47	0.58	Satisfied
3. The product is free from any burnt or sour smell.	4.50	0.59	Very Satisfied
4. The smell remains appealing during consumption.	4.39	0.63	Satisfied
5. The aroma enhances the overall eating experience.	4.48	0.59	Satisfied
Pooled Mean	**4.46**	**0.60**	**Satisfied**
Overall Mean	**4.42**	**0.63**	**Satisfied**

Legend: 4.50–5.00 Strongly Agree (Very Satisfied), 3.50–4.49 Agree (Satisfied), 2.50–3.49 Neutral (Moderately Satisfied), 1.50–2.49 Disagree (Dissatisfied), 1.00–1.49 Strongly Disagree (Very Dissatisfied)

Taste

The pooled mean for taste (Mean = 4.55, SD = 0.57) was interpreted as Very Satisfied. This indicates that the participants were highly satisfied with the taste of the Galunggong Quesadilla. The result suggests that the product provided a highly favorable flavor profile and was very well received by the consumers during evaluation.

Among the statements, the highest mean was obtained by "The overall taste of the product is satisfying" (Mean = 4.62, SD = 0.53), indicating that the participants had a highly positive overall perception of the product's taste. In contrast, the lowest mean was recorded for "The product has a balanced taste that is neither too salty nor too sweet" (Mean = 4.51, SD = 0.58). Although this statement received the lowest rating within the domain, it was still interpreted as Very Satisfied, indicating that the participants remained highly satisfied with the flavor balance of the product.

The findings indicate that taste was the strongest attribute of the Galunggong Quesadilla. This supports the findings of Ator (2025), who reported that locally available fish species can be successfully incorporated into innovative food products while maintaining high levels of consumer acceptability. The very high rating obtained by the product suggests that galunggong can be effectively utilized in value-added food products that appeal to consumers.

Texture

The pooled mean for texture (Mean = 4.24, SD = 0.73) was interpreted as Satisfied. This indicates that the participants were generally satisfied with the texture of the Galunggong Quesadilla. The result suggests that the product was acceptable in terms of consistency and ease of consumption.

Among the statements, the highest mean was obtained by "The product has a texture that is not too dry or too soggy" (Mean = 4.32, SD = 0.68), indicating that the participants appreciated the product's moisture level and consistency. Meanwhile, the lowest mean was recorded for "The texture contributes positively to the overall eating experience" (Mean = 4.19, SD = 0.79). Although this statement received the lowest rating within the domain, it remained within the satisfied level, indicating that the texture was still positively evaluated by the participants.

The findings highlight the importance of texture in shaping consumer satisfaction with fish-based products. According to Speranza et al. (2021), textural characteristics are important determinants of product quality and consumer acceptance. A desirable texture contributes positively to the overall eating experience and enhances product appeal.

Aroma

The pooled mean for aroma (Mean = 4.46, SD = 0.60) was interpreted as Satisfied. This indicates that the participants were generally satisfied with the aroma of the Galunggong Quesadilla. The result suggests that the product possessed a pleasant aroma that contributed positively to consumer evaluation.

Among the statements, the highest mean was obtained by "The product is free from any burnt or sour smell" (Mean = 4.50, SD = 0.59), which was interpreted as Very Satisfied. This indicates that the participants positively perceived the freshness and aroma quality of the product. In contrast, the lowest mean was recorded for "The smell remains appealing during consumption" (Mean = 4.39, SD = 0.63). Although this statement received the lowest rating within the domain, it was still interpreted as Satisfied, indicating a favorable perception of the product's aroma.

The findings suggest that aroma played an important role in consumer satisfaction with the product. Byrd et al. (2022) emphasized that sensory attributes such as aroma influence consumer perception, product acceptability, and overall food experience. A pleasant aroma enhances product appeal and contributes to a more positive evaluation.

The overall mean for Galunggong Quesadilla (Mean = 4.42, SD = 0.63) was interpreted as Satisfied. This indicates that the participants were generally satisfied with the product in terms of taste, texture, and aroma. The result suggests that the product was positively evaluated across the sensory attributes included in the study.

Among the three domains, taste obtained the highest pooled mean (Mean = 4.55), followed by aroma (Mean = 4.46), while texture obtained the lowest pooled mean (Mean = 4.24). Despite receiving the lowest rating among the three domains, texture was still interpreted as Satisfied, indicating that all sensory attributes were positively perceived by the participants.

The findings demonstrate that Galunggong Quesadilla was well accepted by consumers. The favorable ratings across all domains suggest that the product has potential as an innovative fish-based snack. Although the product received positive evaluations, further improvements in texture and aroma may help enhance consumer satisfaction. This observation is consistent with Neagu et al. (2025), who emphasized that consumer acceptance of innovative fish-based products is influenced by the successful integration of taste, texture, and aroma in the final product.

Level of Consumer Satisfaction Toward Non-Food Products

This section presents the level of consumer satisfaction toward the selected non-food products based on price, quality, and usability.

Table 3.1. Level of Consumer Satisfaction Toward Kamias Dishwashing

Statements	Mean	SD	Interpretation
A. Price			
1. The price of the product is reasonable considering its quality.	4.29	0.69	Satisfied
2. The price is appropriate for the quantity or size offered.	4.30	0.66	Satisfied
3. The price is competitive compared with similar products in the market.	4.27	0.63	Satisfied
4. The price reflects the overall quality of the product.	4.29	0.69	Satisfied
5. The price is worth the benefits received from the product.	4.32	0.65	Satisfied
Pooled Mean	**4.29**	**0.66**	**Satisfied**
B. Quality			
1. The product appears well-made and properly constructed.	4.20	0.68	Satisfied
2. The materials used in the product are safe and reliable.	4.27	0.69	Satisfied
3. The product shows good finishing and overall build quality.	4.10	0.73	Satisfied
4. The product is durable and long-lasting.	4.12	0.70	Satisfied
5. The overall quality meets consumer expectations.	4.11	0.63	Satisfied
Pooled Mean	**4.16**	**0.69**	**Satisfied**
C. Usability			
1. The product can be used easily even without prior experience.	4.36	0.64	Satisfied
2. The design supports the intended function of the product.	4.18	0.67	Satisfied
3. The product can be handled comfortably during use.	4.24	0.74	Satisfied
4. The product performs its function effectively.	4.25	0.70	Satisfied
5. The product provides practical benefits to the user.	4.34	0.68	Satisfied
Pooled Mean	**4.27**	**0.69**	**Satisfied**
Overall Mean	**4.24**	**0.68**	**Satisfied**

Legend: 4.50–5.00 Strongly Agree (Very Satisfied), 3.50–4.49 Agree (Satisfied), 2.50–3.49 Neutral (Moderately Satisfied), 1.50–2.49 Disagree (Dissatisfied), 1.00–1.49 Strongly Disagree (Very Dissatisfied)

Price

The pooled mean for price (Mean = 4.29, SD = 0.66) was interpreted as Satisfied. This indicates that the participants were satisfied with the pricing of the Kamias Dishwashing product. The result suggests that the product was considered reasonably priced based on its quality and the benefits it provides.

Among the statements, the highest mean was obtained by "The price is worth the benefits received from the product" (Mean = 4.32, SD = 0.65). This indicates that the participants perceived the product as offering good value for money. In contrast, the lowest mean was recorded for "The price is competitive compared with similar products in the market" (Mean = 4.27, SD = 0.63). Although still interpreted as Satisfied, this finding suggests that there may still be opportunities to strengthen the product's competitiveness in the market.

The findings indicate that price contributed positively to consumer satisfaction with the product. This supports the findings of Lucky et al. (2023), who emphasized that consumers tend to be more satisfied when they perceive that the benefits received from a product justify its cost. A favorable perception of value encourages positive product evaluation and consumer acceptance.

Quality

The pooled mean for quality (Mean = 4.16, SD = 0.69) was interpreted as Satisfied. This indicates that the participants were satisfied with the overall quality of the Kamias Dishwashing product. The result suggests that the product was generally perceived as safe, reliable, and capable of meeting consumer expectations.

Among the statements, the highest mean was obtained by "The materials used in the product are safe and reliable" (Mean = 4.27, SD = 0.69). This indicates that the participants had confidence in the materials used in the product. Meanwhile, the lowest mean was recorded for "The product shows good finishing and overall build quality" (Mean = 4.10, SD = 0.73). Although still interpreted as Satisfied, this finding suggests that improvements in product presentation and overall finishing may further enhance consumer perception of quality.

The findings highlight the importance of quality in shaping consumer satisfaction. According to Aji et al. (2024), consumers are more likely to develop positive evaluations of products that are perceived as reliable and of good quality. Quality remains an important factor influencing consumer confidence and satisfaction.

Usability

The pooled mean for usability (Mean = 4.27, SD = 0.69) was interpreted as Satisfied. This indicates that the participants were satisfied with the usability of the Kamias Dishwashing product. The result suggests that the product was easy to use and provided practical benefits to consumers.

Among the statements, the highest mean was obtained by "The product can be used easily even without prior experience" (Mean = 4.36, SD = 0.64). This indicates that the participants found the product user-friendly and easy to understand. In contrast, the lowest mean was recorded for "The design supports the intended function of the product" (Mean = 4.18, SD = 0.67). Although still interpreted as Satisfied, this finding suggests that there may still be opportunities to improve certain aspects of the product design.

The findings suggest that usability played an important role in consumer satisfaction with the product. Abidin (2024) emphasized that ease of use and functionality significantly influence consumer preference and product acceptance. Products that are practical and convenient tend to receive more favorable evaluations from consumers.

The overall mean for Kamias Dishwashing (Mean = 4.24, SD = 0.68) was interpreted as Satisfied. This indicates that the participants were generally satisfied with the product in terms of price, quality, and usability. The result suggests that the product was able to meet consumer expectations across the attributes evaluated in the study.

Among the three domains, price obtained the highest pooled mean (Mean = 4.29), followed by usability (Mean = 4.27), while quality obtained the lowest pooled mean (Mean = 4.16). Despite receiving the lowest rating

among the domains, quality was still interpreted as Satisfied, indicating that all aspects of the product were positively evaluated by the participants.

The findings demonstrate that Kamias Dishwashing was generally well accepted by consumers. The positive ratings across all domains suggest that the product has potential as an innovative household product. Although the product received favorable evaluations, further improvements in product quality and design may help enhance consumer satisfaction. This observation is consistent with Jawaid (2025), who emphasized that a balance between quality, usability, and price contributes to higher levels of consumer satisfaction.

Table 3.2. Level of Consumer Satisfaction Toward Denim Dried Kamias Keychain

Statements	Mean	SD	Interpretation
A. Price			
1. The price of the product is reasonable considering its quality.	4.28	0.64	Satisfied
2. The price is appropriate for the quantity or size offered.	4.20	0.70	Satisfied
3. The price is competitive compared with similar products in the market.	4.05	0.77	Satisfied
4. The price reflects the overall quality of the product.	4.16	0.72	Satisfied
5. The price is worth the benefits received from the product.	4.21	0.70	Satisfied
Pooled Mean	**4.18**	**0.71**	**Satisfied**
B. Quality			
1. The product appears well-made and properly constructed.	4.28	0.67	Satisfied
2. The materials used in the product are safe and reliable.	4.18	0.72	Satisfied
3. The product shows good finishing and overall build quality.	4.23	0.71	Satisfied
4. The product is durable and long-lasting.	4.19	0.73	Satisfied
5. The overall quality meets consumer expectations.	4.16	0.70	Satisfied
Pooled Mean	**4.21**	**0.71**	**Satisfied**
C. Usability			
1. The product can be used easily even without prior experience.	4.27	0.68	Satisfied
2. The design supports the intended function of the product.	4.24	0.67	Satisfied
3. The product can be handled comfortably during use.	4.26	0.68	Satisfied
4. The product performs its function effectively.	4.17	0.70	Satisfied
5. The product provides practical benefits to the user.	4.34	0.65	Satisfied
Pooled Mean	**4.26**	**0.68**	**Satisfied**
Overall Mean	**4.22**	**0.70**	**Satisfied**

Legend: 4.50–5.00 Strongly Agree (Very Satisfied), 3.50–4.49 Agree (Satisfied), 2.50–3.49 Neutral (Moderately Satisfied), 1.50–2.49 Disagree (Dissatisfied), 1.00–1.49 Strongly Disagree (Very Dissatisfied)

Price

The pooled mean for price (Mean = 4.18, SD = 0.71) was interpreted as Satisfied. This indicates that the participants were satisfied with the pricing of the Denim Dried Kamias Keychain. The result suggests that the product was generally perceived as reasonably priced based on its quality, size, and expected benefits.

Among the statements, the highest mean was obtained by "The price of the product is reasonable considering its quality" (Mean = 4.28, SD = 0.64). This indicates that the participants perceived the product as offering good value for money. In contrast, the lowest mean was recorded for "The price is competitive compared with similar products in the market" (Mean = 4.05, SD = 0.77). Although still interpreted as Satisfied, this finding suggests that there may still be opportunities to improve the product's competitiveness relative to similar products.

The findings indicate that price contributed positively to consumer satisfaction with the product. Maulana et al. (2024) emphasized that perceived price fairness and value influence consumer satisfaction and purchasing decisions. Consumers are more likely to evaluate a product favorably when they believe that its benefits justify its cost.

Quality

The pooled mean for quality (Mean = 4.21, SD = 0.71) was interpreted as Satisfied. This indicates that the participants were satisfied with the overall quality of the Denim Dried Kamias Keychain. The result suggests that the product was generally perceived as well-made, reliable, and capable of meeting consumer expectations.

Among the statements, the highest mean was obtained by "The product appears well-made and properly constructed" (Mean = 4.28, SD = 0.67). This indicates that the participants positively evaluated the overall construction of the product. Meanwhile, the lowest mean was recorded for "The overall quality meets consumer expectations" (Mean = 4.16, SD = 0.70). Although still interpreted as Satisfied, this finding suggests that improvements in the overall quality of the product may further strengthen consumer satisfaction.

The findings highlight the importance of product quality in shaping consumer satisfaction. According to Mulyaningsih & Meria (2023), product quality and reliability are among the factors that influence positive consumer evaluations and satisfaction. Products that meet consumer expectations are more likely to gain favorable responses.

Usability

The pooled mean for usability (Mean = 4.26, SD = 0.68) was interpreted as Satisfied. This indicates that the participants were satisfied with the usability of the Denim Dried Kamias Keychain. The result suggests that the product was easy to use, practical, and functional during evaluation.

Among the statements, the highest mean was obtained by "The product provides practical benefits to the user" (Mean = 4.34, SD = 0.65). This indicates that the participants recognized the usefulness of the product in everyday use. In contrast, the lowest mean was recorded for "The product performs its function effectively" (Mean = 4.17, SD = 0.70). Although still interpreted as Satisfied, this finding suggests that there may still be opportunities to further improve the product's functional performance.

The findings suggest that usability played an important role in consumer satisfaction with the product. Nuralam et al. (2024) emphasized that ease of use and functionality are important factors influencing consumer satisfaction and product preference. Products that are practical and convenient are more likely to receive favorable evaluations.

The overall mean for Denim Dried Kamias Keychain (Mean = 4.22, SD = 0.70) was interpreted as Satisfied. This indicates that the participants were generally satisfied with the product in terms of price, quality, and usability. The result suggests that the product was positively evaluated across the three domains included in the study.

Among the three domains, usability obtained the highest pooled mean (Mean = 4.26), followed by quality (Mean = 4.21), while price obtained the lowest pooled mean (Mean = 4.18). Although price received the lowest rating among the domains, it remained within the satisfied level, indicating that all aspects of the product were positively perceived by the participants.

The findings demonstrate that the Denim Dried Kamias Keychain was generally well accepted by consumers. The favorable ratings across all domains suggest that the product has potential as an innovative and functional accessory. Further improvements in pricing strategies and product functionality may help enhance consumer satisfaction. This observation is consistent with Pacana & Siwiec (2024), who emphasized that product performance and perceived value are important factors influencing consumer acceptance and market success.

Table 3.3. Level of Consumer Satisfaction Toward Coconut Shell Dispenser

Statements	Mean	SD	Interpretation
A. Price			
1. The price of the product is reasonable considering its quality.	4.10	0.60	Satisfied
2. The price is appropriate for the quantity or size offered.	4.03	0.72	Satisfied
3. The price is competitive compared with similar products in the market.	4.01	0.85	Satisfied
4. The price reflects the overall quality of the product.	4.03	0.80	Satisfied
5. The price is worth the benefits received from the product.	4.03	0.80	Satisfied
Pooled Mean	**4.04**	**0.79**	**Satisfied**
B. Quality			
1. The product appears well-made and properly constructed.	4.07	0.84	Satisfied
2. The materials used in the product are safe and reliable.	4.09	0.84	Satisfied
3. The product shows good finishing and overall build quality.	4.01	0.83	Satisfied
4. The product is durable and long-lasting.	3.96	0.89	Satisfied
5. The overall quality meets consumer expectations.	4.07	0.84	Satisfied
Pooled Mean	**4.04**	**0.85**	**Satisfied**
C. Usability			
1. The product can be used easily even without prior experience.	4.17	0.80	Satisfied
2. The design supports the intended function of the product.	4.15	0.82	Satisfied
3. The product can be handled comfortably during use.	4.01	0.83	Satisfied
4. The product performs its function effectively.	4.06	0.90	Satisfied
5. The product provides practical benefits to the user.	4.11	0.82	Satisfied
Pooled Mean	**4.10**	**0.83**	**Satisfied**
Overall Mean	**4.06**	**0.82**	**Satisfied**

Legend: 4.50–5.00 Strongly Agree (Very Satisfied), 3.50–4.49 Agree (Satisfied), 2.50–3.49 Neutral (Moderately Satisfied), 1.50–2.49 Disagree (Dissatisfied), 1.00–1.49 Strongly Disagree (Very Dissatisfied)

Price

The pooled mean for price (Mean = 4.04, SD = 0.79) was interpreted as Satisfied. This indicates that the participants were satisfied with the pricing of the Coconut Shell Dispenser. The result suggests that the product was perceived as reasonably priced in relation to its quality and benefits.

Among the statements, the highest mean was obtained by "The price of the product is reasonable considering its quality" (Mean = 4.10, SD = 0.60). This indicates that the participants perceived the product as offering good value for money. In contrast, the lowest mean was recorded for "The price is competitive compared with similar products in the market" (Mean = 4.01, SD = 0.85). Although still interpreted as Satisfied, this finding suggests that there may still be opportunities to improve the product's competitiveness relative to similar products.

The findings indicate that price contributed positively to consumer satisfaction with the product. Shih et al. (2024) noted that consumers tend to evaluate products favorably when they perceive a balance between cost and overall value. A reasonable price can positively influence consumer acceptance and satisfaction.

Quality

The pooled mean for quality (Mean = 4.04, SD = 0.85) was interpreted as Satisfied. This indicates that the participants were satisfied with the overall quality of the Coconut Shell Dispenser. The result suggests that the product was generally perceived as safe, reliable, and capable of meeting consumer expectations.

Among the statements, the highest mean was obtained by "The materials used in the product are safe and reliable" (Mean = 4.09, SD = 0.84). This indicates that the participants had confidence in the materials used in the product.

Meanwhile, the lowest mean was recorded for "The product is durable and long-lasting" (Mean = 3.96, SD = 0.89). Although still interpreted as Satisfied, this finding suggests that durability may still be strengthened to further improve consumer perception of quality.

The findings highlight the importance of quality in shaping consumer satisfaction. According to Tamara & Maharani (2024), consumers place considerable importance on product reliability and durability when evaluating quality. Products that are perceived as safe and dependable are more likely to receive favorable evaluations.

Usability

The pooled mean for usability (Mean = 4.10, SD = 0.83) was interpreted as Satisfied. This indicates that the participants were satisfied with the usability of the Coconut Shell Dispenser. The result suggests that the product was easy to use, practical, and functional during evaluation.

Among the statements, the highest mean was obtained by "The product can be used easily even without prior experience" (Mean = 4.17, SD = 0.80). This indicates that the participants found the product easy to understand and operate. In contrast, the lowest mean was recorded for "The product can be handled comfortably during use" (Mean = 4.01, SD = 0.83). Although still interpreted as Satisfied, this finding suggests that there may still be opportunities to improve user comfort during handling.

The findings suggest that usability played an important role in consumer satisfaction with the product. Khalufi et al. (2025) emphasized that ease of use and practical functionality are important factors influencing consumer satisfaction. Products that are convenient and easy to integrate into daily activities are more likely to receive positive evaluations.

The overall mean for Coconut Shell Dispenser (Mean = 4.06, SD = 0.82) was interpreted as Satisfied. This indicates that the participants were generally satisfied with the product in terms of price, quality, and usability. The result suggests that the product was positively evaluated across the three domains included in the study.

Among the three domains, usability obtained the highest pooled mean (Mean = 4.10), while price and quality obtained the lowest pooled means (Mean = 4.04 each). Despite receiving the lowest ratings among the domains, both price and quality remained within the satisfied level, indicating that all aspects of the product were positively perceived by the participants.

The findings demonstrate that the Coconut Shell Dispenser was generally well accepted by consumers. The favorable ratings across all domains suggest that the product has potential as an innovative and functional household item. Further improvements in durability, handling comfort, and market competitiveness may help enhance consumer satisfaction. This observation is consistent with Sono et al. (2024), who emphasized that functionality and perceived value are important factors influencing consumer acceptance and satisfaction with innovative products.

Proposed Product Enhancement Plan

This section presents the proposed product enhancement plan based on the results of the consumer satisfaction assessment.

Table 4. Proposed Product Enhancement Plan

Product	Domain	Lowest-Rated Statement	Statistical Basis	Proposed Enhancement
Sweet Potato Mochi	Taste	The product has a distinct flavor that is pleasant and enjoyable.	Mean = 3.98, SD = 0.75	Improve the proportion of ingredients and achieve a better balance of flavors to enhance the distinctiveness of the product and create a more pleasant and enjoyable taste experience.

Product	Domain	Lowest-Rated Statement	Statistical Basis	Proposed Enhancement
	Texture	The product is easy to chew and swallow.	Mean = 3.94, SD = 0.83	Establish a consistent mixing and cooking process to improve texture and make the product easier to chew and swallow.
	Aroma	The product has a pleasant smell before consumption.	Mean = 4.01, SD = 0.78	Enhance ingredient handling and preparation procedures to improve the aroma of the product before consumption.
Sweet Potato Otap	Taste	The ingredients of the product blend well to create a harmonious flavor.	Mean = 4.11, SD = 0.82	Adjust ingredient proportions and seasoning to achieve a more harmonious flavor profile and improve flavor integration.
	Texture	The product is easy to chew and swallow.	Mean = 3.75, SD = 0.87	Apply standardized preparation and baking procedures to improve texture and make the product easier to chew and swallow.
	Aroma	The product is free from any burnt or sour smell.	Mean = 3.97, SD = 0.85	Use fresh ingredients and maintain proper cooking control to prevent undesirable odors and preserve a pleasant aroma.
Galunggong Quesadilla	Taste	The product has a balanced taste that is neither too salty nor too sweet.	Mean = 4.51, SD = 0.58	Refine the formulation by adjusting the proportion of galunggong, cheese, and seasonings to achieve a more balanced flavor.
	Texture	The texture contributes positively to the overall eating experience.	Mean = 4.19, SD = 0.79	Standardize preparation and cooking procedures to maintain consistent texture and enhance the overall eating experience.
	Aroma	The smell remains appealing during consumption.	Mean = 4.39, SD = 0.63	Improve ingredient preparation and cooking techniques to maintain an appealing aroma throughout consumption.
Kamias Dishwashing	Price	The price is competitive compared with similar products in the market.	Mean = 4.27, SD = 0.63	Reevaluate pricing strategies and compare them with similar products to improve market competitiveness.
	Quality	The product shows good finishing and overall build quality.	Mean = 4.10, SD = 0.73	Improve product presentation, packaging, and overall finishing to enhance the product's appearance and perceived quality.
	Usability	The design supports the intended function of the product.	Mean = 4.18, SD = 0.67	Refine the design of the container or applicator to better support the intended function of the product and improve user experience.
Denim Dried Kamias Keychain	Price	The price is competitive compared with similar products in the market.	Mean = 4.05, SD = 0.77	Reassess pricing based on production costs and competitor offerings to improve value perception and competitiveness.

Product	Domain	Lowest-Rated Statement	Statistical Basis	Proposed Enhancement
	Quality	The overall quality meets consumer expectations.	Mean = 4.16, SD = 0.70	Improve material selection, product construction, and finishing to strengthen overall product quality and better meet consumer expectations.
	Usability	The product performs its function effectively.	Mean = 4.17, SD = 0.70	Refine the product design and attachment mechanism to improve functionality and ensure that the product performs its intended purpose effectively.
Coconut Shell Dispenser	Price	The price is competitive compared with similar products in the market.	Mean = 4.01, SD = 0.85	Review and adjust pricing strategies based on market comparisons to improve competitiveness.
	Quality	The product is durable and long-lasting.	Mean = 3.96, SD = 0.89	Strengthen the construction and assembly of the dispenser to improve durability and extend its useful lifespan.
	Usability	The product can be handled comfortably during use.	Mean = 4.01, SD = 0.83	Improve the ergonomic design and structure of the dispenser to enhance comfort and convenience during use.

The product enhancement plan was developed based on the lowest-rated indicators identified in each domain across the selected innovative food and non-food products. Although all products received ratings within the satisfied level, several indicators obtained relatively lower mean scores than others. These findings provide specific areas where improvements may be implemented to further enhance consumer satisfaction.

For the food products, the lowest-rated indicators were primarily associated with flavor distinctiveness, texture consistency, ease of chewing and swallowing, and aroma quality. These results suggest that improvements in ingredient proportions, preparation procedures, and cooking practices may further enhance the sensory qualities of the products. Since consumer satisfaction with food products is largely influenced by taste, texture, and aroma, maintaining consistency in these attributes is important in achieving greater product acceptance.

For the non-food products, the lowest-rated indicators were mainly related to price competitiveness, quality attributes, product durability, functionality, and ease of handling. These findings indicate that consumers not only consider product usefulness but also evaluate whether a product provides sufficient value, reliability, and convenience. Addressing these aspects may strengthen the overall consumer perception of the products and improve their potential acceptance in the market.

The proposed enhancement plan focuses on practical and achievable improvements that may be implemented by student developers. These include refining product formulations and preparation procedures, improving product design and construction, enhancing packaging and presentation, strengthening durability and functionality, and reviewing pricing strategies. These actions are intended to improve product quality while remaining realistic and manageable within the available resources of the developers.

The findings highlight the importance of consumer feedback in guiding product improvement. Consumer evaluations provide valuable information regarding product strengths and areas that require further enhancement. By using these insights as a basis for product

development, student innovators can improve product quality, usability, and marketability. This supports the findings of Li & De Guzman (2024), who emphasized that consumer feedback plays an important role in refining products and improving customer satisfaction.

Conclusions

The findings of the study revealed that the selected innovative food products, namely Sweet Potato Mochi, Sweet Potato Otap, and Galunggong Quesadilla, were positively evaluated by the participants in terms of taste, texture, and aroma, indicating a satisfactory level of consumer acceptance. Likewise, the selected non-food products, namely Kamias Dishwashing, Denim Dried Kamias Keychain, and Coconut Shell Dispenser, obtained satisfied ratings in terms of price, quality, and usability, showing that the products were generally perceived as acceptable, useful, and reasonably priced. Although all products received favorable evaluations, certain indicators obtained relatively lower ratings, particularly those related to flavor distinctiveness, texture consistency, price competitiveness, durability, functionality, and usability. These findings provided a basis for the development of a product enhancement plan focused on the identified areas for improvement. Overall, the results suggest that the selected innovative products have good potential for consumer acceptance and may be further improved to enhance their quality, usability, and marketability.

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